

16^e Conférence Annuelle du Cajou de l'ACA



ACA
AFRICAN
CASHEW
ALLIANCE

RENFORCER LE MARKETING DURABLE DES AMANDES ET DES PRODUITS DÉRIVÉS DANS L'INDUSTRIE DU CAJOU AFRICAIN

Sheraton Abuja Hotel, Abuja, Nigeria
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The Sweet Benin experiment. How does cashew apple juice compare to other fruit juices? Consumer acceptance?

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September 2022



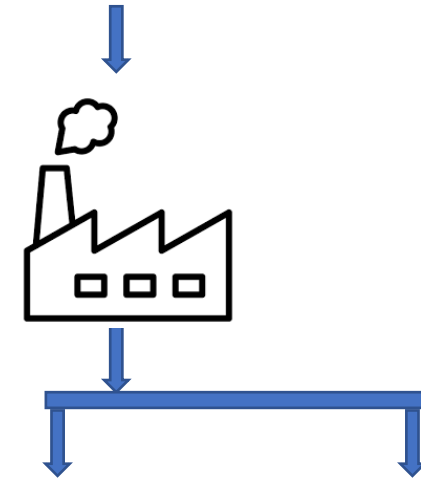
PRESENTATION OF THE COMPANY 2LB

Created in 2017, 2LB is at the heart of cashew apple processing

Thus, we obtain several by-products from the processing:

- Natural juices
- Alcohol
- Spirits

We market spirits under the label Macajou and fruit juices under the label Sweet Benin, Sweet Benin is an Economic Interest Grouping composed at the beginning (2017) of 4 processing units with an average annual production capacity of 30,000 bottles of 0.25 cl; today it is made up of 10 processing units including the company 2LB with an average annual production capacity of 100,000 bottles of 0.25 cl



PROCESS OF PROCESSING APPLE INTO JUICE AND ALCOHOL



Farm



- Collection - 1st Sorting - Weighing - Transport

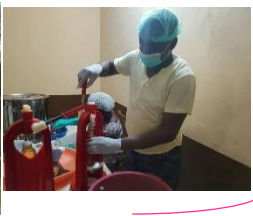


- Healthy apples for juice
- 2nd Sorting - Washing - Extraction - Filtering - Bottling - Pasteurization - Observation
- Fermented apples for alcohol
- Fermentation - Distillation - Maceration - Filtering - Bottling

Processing workshop



- Labelling - Packaging



PRESENTATION OF THE FRUIT JUICE MARKET IN BENIN



Our products, especially cashew apple juice, are marketed in a highly competitive market. We are not yet able to put our products officially on the international market due to the lack of certification; however, our products are checked by the food safety central laboratory.

- At first, we are faced with the invasion of a multitude of imported fruit juices

- Secondly, we must resist the large variety of local fruit juices resulting from the processing of the other more known fruits.

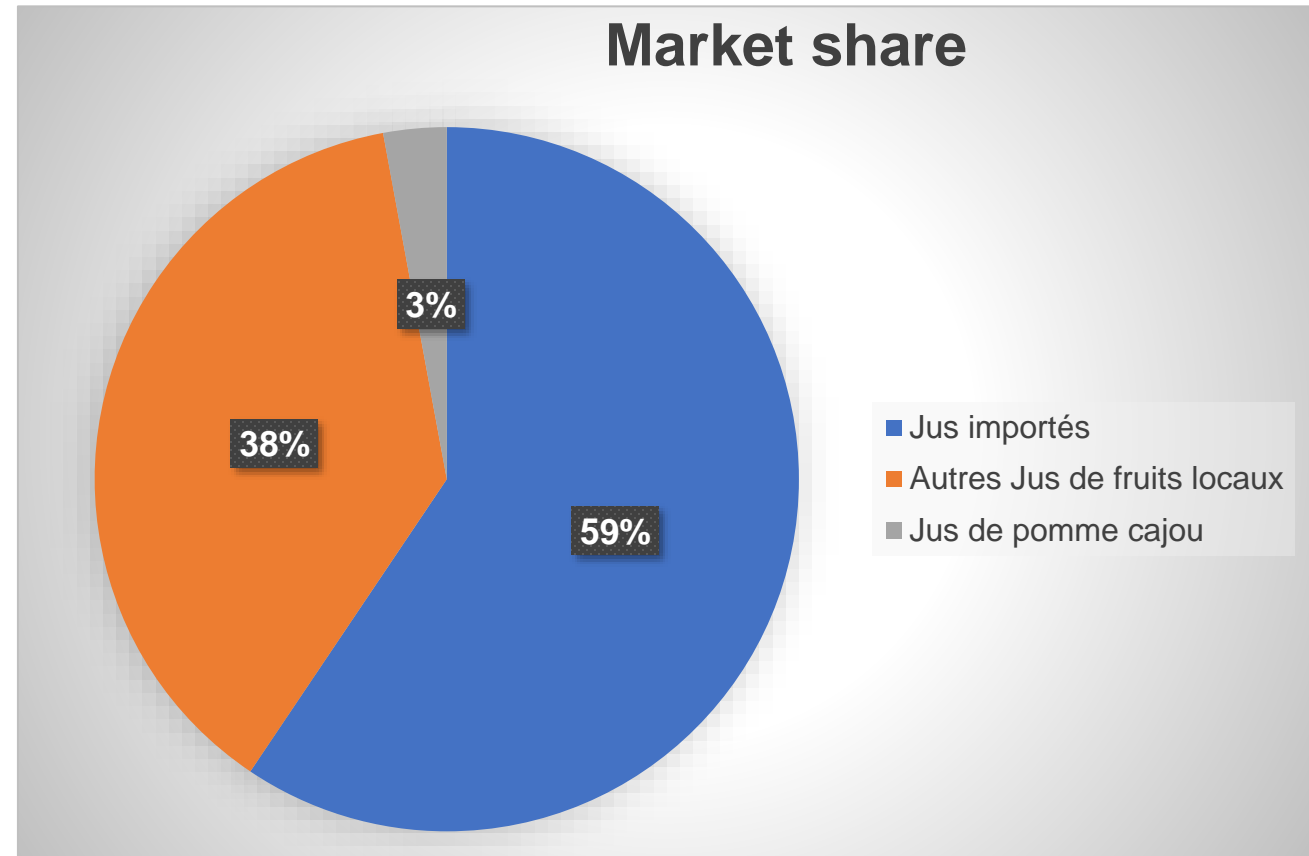


POSITIONING OF CASHEW APPLE JUICE ON THE MARKET

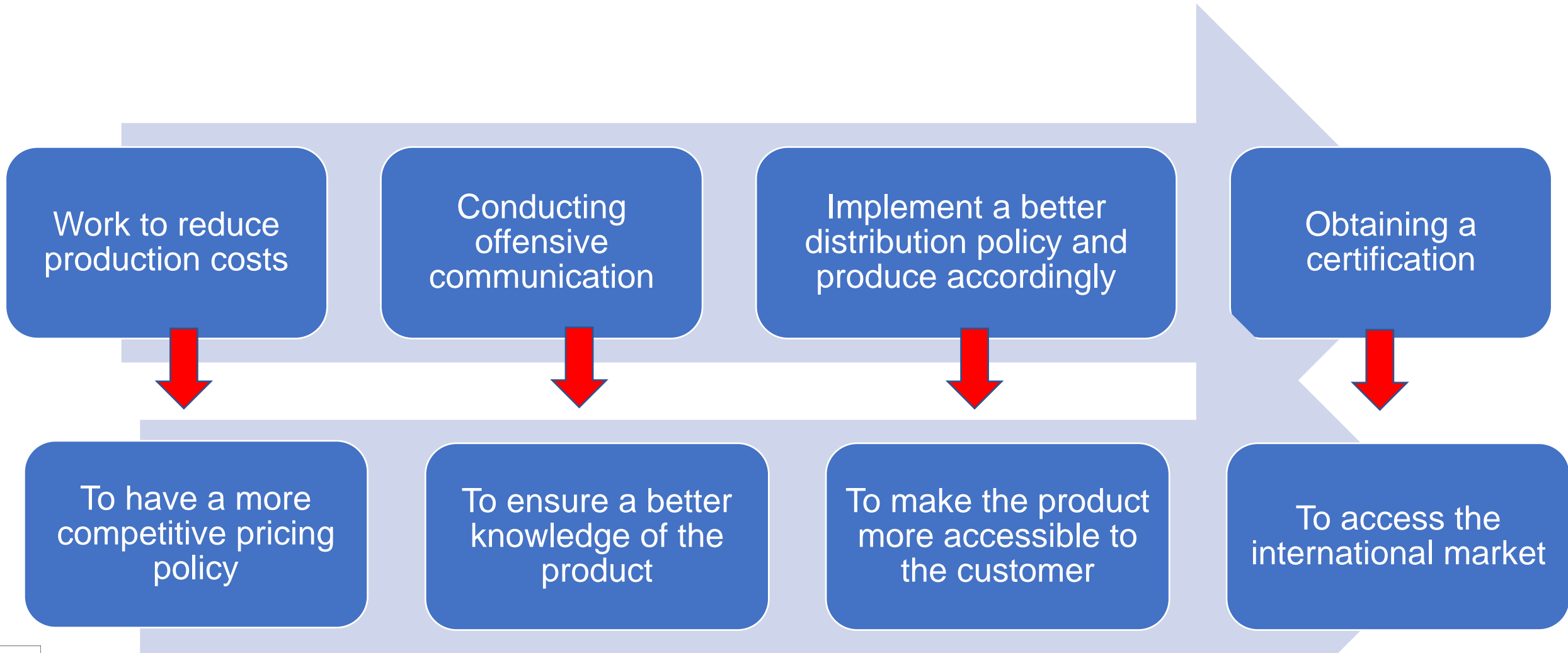
- From a small sample of 10 SOPs we were able to obtain the information needed to produce the attached graph
- Cashew apple juice of all brands has a very low market share compared to other products

JUSTIFICATIONS

- ✓ Cashew apple juice is the most expensive on the market
- ✓ Cashew apple juice is not yet well known by consumers
- ✓ Bad perception by some consumers on the consumption of cashew apple juice with other foods
- ✓ Cashew apple juice is not easily accessible by customers



PROJECTIONS FOR A BETTER POSITIONING OF CASHEW APPLE JUICE



THANK YOU!

