



Date 11/06/2019

Bruce Nsereko-Lule
capital@chandaria.com

Chandaria Capital leads seed investment round in Savannah Brands, an exciting food and beverage business set to expand across Africa

Nairobi, Kenya - Chandaria Capital, the professional investment arm of Chandaria Group, today announced its participation and became the first investor in the seed funding round of Savannah Brands, a young African based food and beverage company that is creating authentic food and beverage products which embody Kenya's restless independent spirit.

Savannah Brands produces snacks and drinks made from 100% real fruits, vegetables, and teas. Sourcing all of their raw materials from farmers across Africa they make delicious snacks under the brand name Nairobi Nibbles, providing tasty and healthier alternatives to confectionary and crisps. Their beverage brand, Kenyan Originals has a range of alcoholic ciders and non-alcoholic iced teas whose flavours are inspired by local ingredients and tastes. Savannah Brands is already available across Nairobi and shall soon be available countrywide.

The Founder and CEO of Savannah Brands, Alexandra Chappatte has a decade worth of brand building experience across Africa and in the UK, working for Nestle, AB-InBev and Pernod Ricard in developing brands such as Kit Kat, Stella Artois, and Jameson. When she moved to Kenya, she recognised the lack of quality products that championed the African story. She set up Savannah Brands to address this.

Darshan Chandaria, CEO of Chandaria Group, Founder & Managing Partner of Chandaria Capital, said, "The importance for Africa to create and manufacture successful brands cannot be understated. We are proud to be associated with Savannah Brands, a company that offers consumers authentic African flavours, quality African branded products, and best of all they are MADE IN AFRICA."

Alexandra has been pleased with the support and guidance Chandaria Capital have provided Savannah Brands to succeed. She said, "Chandaria Capital has a wealth of knowledge on the local market which has helped Savannah Brands gauge a more realistic view of what will or won't work in this market. Their access to a relevant African network has also been invaluable. Based on their extensive experience in manufacturing and retail, they understand the challenges local manufacturers like Savannah Brands face and are proactively assisting us in finding solutions for them."

About Chandaria Capital Chandaria Capital – Chandaria Capital is the professional early-stage investment arm of Chandaria Group, one of the largest privately held business groups in East and Central Africa. Co-founded and fully owned by brothers Darshan and Neer Chandaria. Chandaria Capital is a sector agnostic fund, investing in scalable, high impact businesses that have unique competitive advantages, and are backed by committed, innovative entrepreneurs, creating sustainable long-term growth. For more information, please visit www.chandariacapital.com.

About Savannah Brands – Savannah Brands is a rising African Food and Beverage business which is addressing the market gap in Kenya for quality food and beverage products that champion the African story. The company uses African raw materials to create delicious and healthy snacks and drinks that are tailored to African tastes. In less than two years, they have launched three product lines and have distribution at all the major retailers in Kenya. For more information, please visit <https://savannahbrandsco.com>.