ENRICH AGRO INDUSTRY PLC

Nourishing Ethiopia with affordable, fortified, and convenient foods.

Ethiopia
Founded: 2011
Sector: Agri-food
www.enrichagroindustry.com

Food inflation and time constraints in Ethiopia make it difficult for low- and middle-income consumers to access nutritious, affordable meals. Traditional cereal preparation is time-intensive and energy-consuming, leading many to rely on less nutritious alternatives.

Enrich Agro Industry, the **first company in Ethiopia to offer teff flakes breakfast cereal**, offers an instant pre-cooked and fortified cereal drink, an innovative solution that provides quick, nutritious, and affordable food for all ages. Enrich operates a vertically integrated food manufacturing facility and sources directly from farmer cooperatives, creating a sustainable market for local grains while maintaining consistent supply.

$500K USD in cumulative sales
through flagship brands Mama's Choice and Zala

100+ workers employed
primarily women

9,000 square meters
of food manufacturing space

$209K USD
Funding to date

$1 million USD
2024 Revenue

$233K USD
2024 EBTIDA

$4 million USD
Funding needed

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Leadership Team

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Learn more about Innovations Against Poverty and IAP grantees

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