

18 NOVEMBER 2021

**Innovations Session N°7**  
**Innovations in the African**  
**agroprocessing sector:**  
**the key role of SMEs and**  
**businesses**



**INNOVATIONS**  
**SERIES**





**Othentiks**  
O R I G I N E N A T U R E

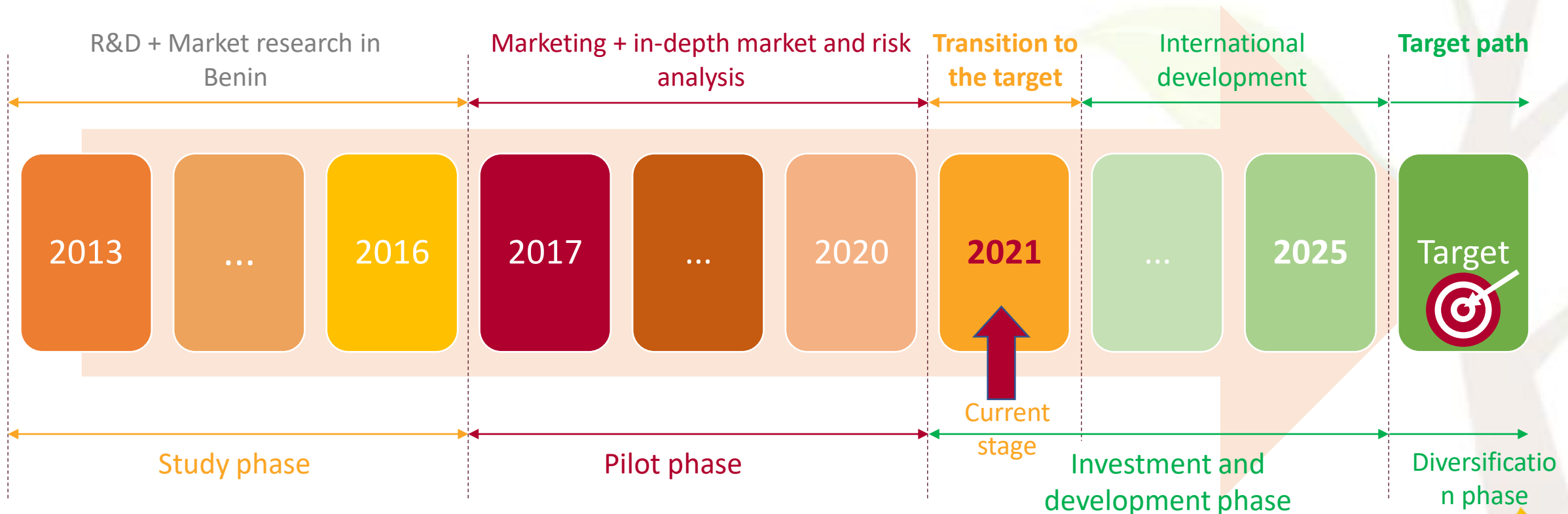
Presentation of the  
**OTHENTIKS** project

By **Éric MEDJI**

November 2021

# OTHENTIKS: Who are we?

- OTHENTIKS is a family business established in Benin and specialised in the production of 100% natural fruit juices, with health benefits and without colouring agents, preservatives or added sugars for the pure juices.
- Our technology is distinguished by exclusive know-how, allowing our products to retain all the authenticity and naturalness of "home-made" juice.
- The Company aims to satisfy part of the demand for high quality fruit juices in all markets, contribute to the economic and social development of its partners and promote products from Africa throughout the world.





A range of healthy, natural fruit juices with health benefits and well-being, without colouring, no preservatives or added sugar for pure juice

100% pressed fruit  
100% natural

The company is HACCP certified

Juices pasteurised and bottled by OTHENTIKS in new 25cl glass bottles  
Shelf life: 18 months

Continuous innovation :  
2 to 3 new products per year



**Pineapple**



**Baobab**



**Baobab-Pineapple**



**Bissap (Hibiscus)**



**Soursop-Pineapple**



**Ginger**



**Mango-Pineapple**



**Mango-Passion Fruit-Pineapple**



**Papaya-Pineapple**



**Passion Fruit-Pineapple**

# Our experience: Key success factors

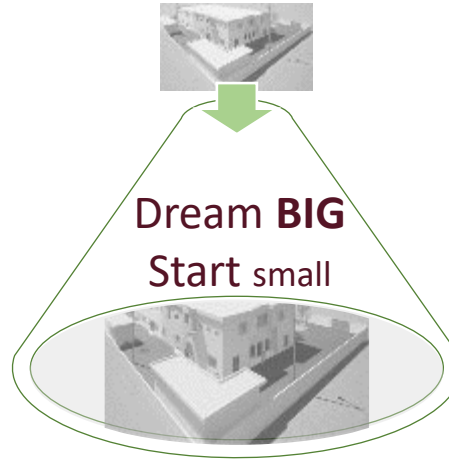


Quality close to  
**"Home-made juice press"**.



Sustainable commitment:  
suppliers and partners

Reducing dependency  
with regard to third parties



Flexibility and adaptability  
of the industrial tool



**DIGITAL TRANSFORMATION**

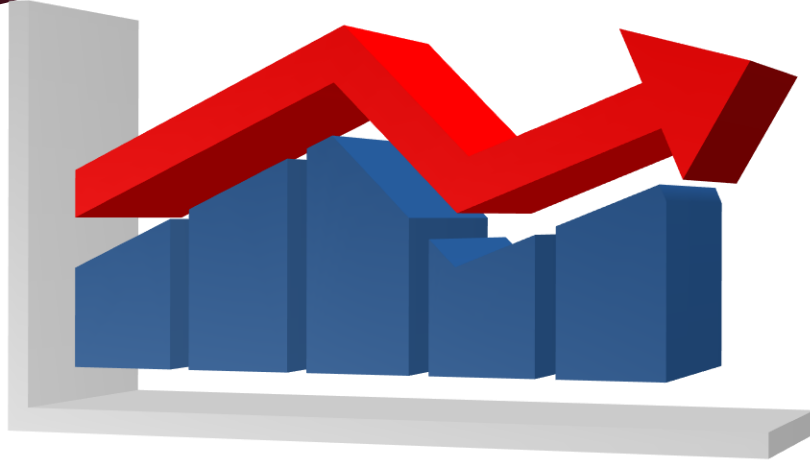


Transfer of competences





# Our experience: Vigilance on certain points ...



**Scale up, not so simple ...**



**Cash can become a major problem!**

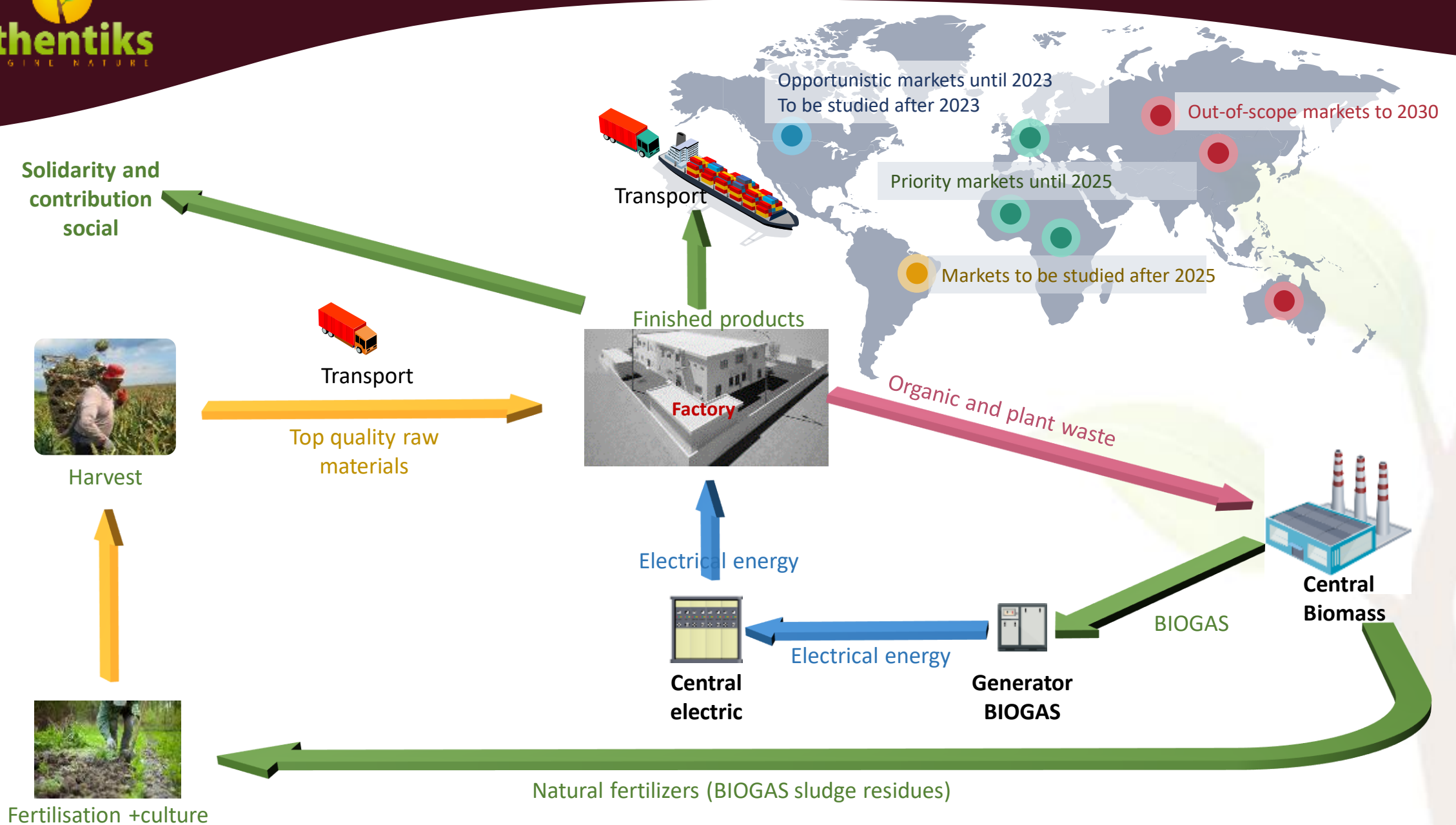


**There is no guarantee that rare and quality raw materials are available!**



**Many of the problems associated with quality packaging ...**

# What is our vision for tomorrow?



**Investing in a responsible industry that cares for all third parties and the environment**



**Othentiks**  
O R I G I N E N A T U R E





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# Thank you

