

PERA 2017

EMERGING BUSINESS FINALIST

Eden All Natural



Eden All Natural is a black woman-owned company that manufactures natural peanut butter with 100% peanuts, no additives, no preservatives/hydrogenated oils and no sugar nor salt.

The peanut butter is produced using grade A peanuts which are slowly roasted in a conventional oven to retain important nutrients.

Debbie Ncube

The tasty peanut butter is available in a number of variants, including cinnamon and raisin, seeded nutty, honey, crunchy, smooth and choc chip.

After failing to find affordable peanut butter with no additives, preservatives or sugar on the market, Managing Director Debbie Ncube Matake and her husband decided to create their own in 2013 for personal consumption. They then realised the need to feed the masses of South Africa with something healthier and delicious but above all the product being accessible by the poorest of our communities.

The couple started marketing and selling their product amongst friends and family from 2015 onwards, and that is where the business really started. Following that, the demand for their product instantly grew, which led them to look for more opportunities at trade fairs and malls. As fate would have it, one day while displaying the product at a mall in Cape Town, two gentlemen approached them and tasted the peanut butter. The men loved it and turned out to be regional buyers for Pick n Pay. Currently they supply Pick n Pay, Spar, Wellness Warehouse and many other small retailers in and around the Western Cape.

Eden has since partnered with Women and Youth in the Townships. "We have women and youth we supply peanut butter to and they sell it to their friends and neighbours in townships and actually make a living out of it".

To contact Eden All Natural, email Debbie Ncube at info@eden-cpt.co.za or call 0813952236/0215930229.