

THE CHALLENGE



48% of rural people in South Africa are malnourished



5.6 of the 10 million children deaths can somehow be attributed to malnutrition. (2008 study)



Poor nutrition limits national intellectual potential, and has an impact on the performance of students.



The International Labour Organisation recently reported that companies are losing up to 20% in productivity due to malnutrition.

THE SOLUTION



Instant fortified Power Supply porridge contains all the relevant nutrients to keep one healthy, energetic and productive.



South African companies boost BEE scorecard ratings



Empower local black-owned distributors and local sales entrepreneurs in the poorest parts of South Africa.

Vitamin A
Vitamin B
Vitamin C
Vitamin D
Vitamin E
Protein
Calcium
Magnesium
Selenium
Zinc
Iron

THE POWER



In a recent taste test, 50% of respondents preferred Power Supply to market leader.

Adult - R2.50 (\$25c) per meal
Child - R1.00 (\$10c) per meal

1 million people have already benefitted from Power Supply. 98% of Power Supply clients have reported positive results in terms of taste, general vitality and reduced sick days. Fewer children miss school if they know Power Supply is for breakfast.



Adults



Athletes



Kids



Executives

Nhlayisa
POWER SUPPLY

www.power-supply.co.za