




EAST BALI CASHEWS

A CASHEW TALE



An aerial photograph showing a vast, lush green forest covering the foothills of a large mountain. In the background, the peak of Mount Agung is visible under a clear blue sky with some wispy clouds. In the foreground, a complex of industrial buildings with grey metal roofs is situated within the forest. A winding road or path is visible through the trees near the buildings.


• *Mt. Agung*

WHO WE ARE. East Bali Cashews is located in the heart of Karangasem, in the beautiful foothills of Mount Agung in rural East Bali. We opened our doors in 2012, and have been producing deliciously fresh & unique cashew-snacks ever since. We are a young and innovative company that empowers local farming communities through sustainable employment, agriculture & educational initiatives.

• *Our Factory*

TROPICAL INDULGENCE FROM BALI. Sourcing directly from surrounding smallholder farmers provides us unparalleled access to fresh & delicious local ingredients. Combined with our small-batch craftsmanship philosophy and pristine, tropical ingredients, our mouth-watering recipes create the ultimate snack experience.





THE PROCESS. Forming the roots of our existence, cashew nuts are at the heart of all our snack creations. During the peak season of September through November, local farmers harvest the wild-growing cashew nuts by removing them from fallen cashew apples.



DRYING. The hot Balinese sun is used to dry the cashews at our Village Drying Centers found on the slopes of Mount Agung surrounding our factory. These Village Drying Centers are part of our agricultural improvement program where local farmers turn into entrepreneurs and become an important link in the value chain.

SPLITTING. Cashew nuts grow with a hard protective outer shell that must be removed before they can be transformed into edible delicacies. This is a simple mechanical process but one that requires constant maintenance and supervision.





PEELING BY HAND. Every single cashew is carefully peeled by hand in order to ensure its premium quality and excellent degree of moisture. This is a meticulous task requiring great attention to detail & a skilled eye. Luckily our team is very experienced and lightning fast.



FLAVORING. Our kitchen is where the magic happens. Here, all our local ingredients come together to flavor our creamy cashews, crunchy Granola Bites & tropical Popcorn. This key part of our factory formulates our unique recipes and constantly experiments with new creations.



PACKAGING. Our packaging team ensures that every bag filled with tropical indulgence is perfectly packaged and ready to ship.



THE CREATION OF A FAMILY. By offering well-paying jobs in an impoverished area where work is scarce, East Bali Cashews empowers the local villagers to lift themselves out of poverty. In such a barren & dispersed community these jobs go beyond providing a basis for living – they create a sense of belongingness. More than 400 villagers have found their place in the East Bali Cashews family and we continuously keep growing.



ROSELLA. As part of an agricultural improvement program, we provided local farmers with seeds and training to plant rosella outside of cashew season for additional income. Rosella is a highly resilient value crop that can be grown in this difficult environment and is an interesting addition to a range of our snacks.



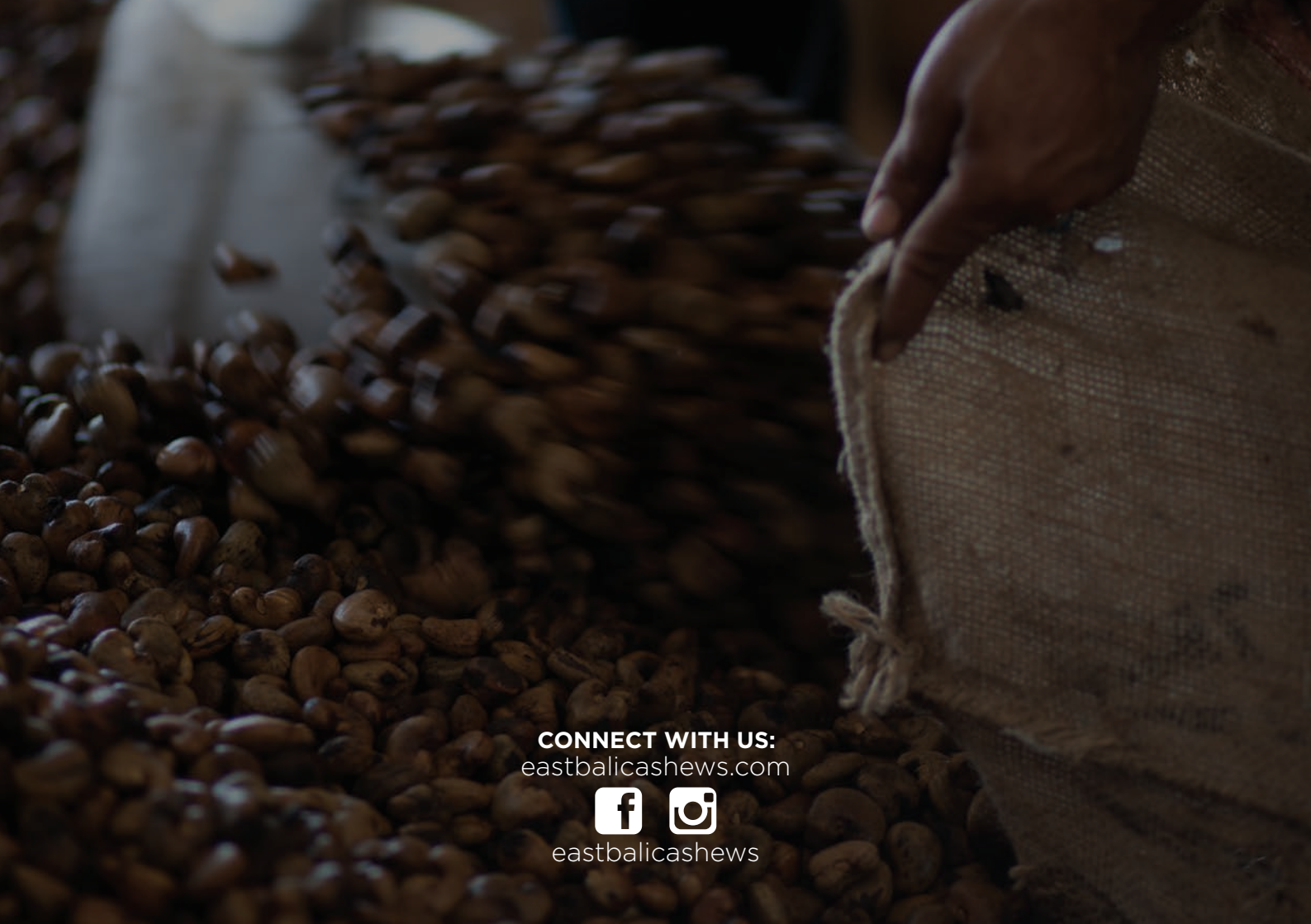
GREEN ENERGY. We use an innovative gassier furnace powered by cashew and coconut shells to provide the eco-energy for our drying ovens and steaming machines. The leftover charcoal is an excellent fertilizer for the local crops, and drastically reduces our carbon footprint.



FARMER IMPROVEMENT PROGRAM. As part of our mission to positively impact the lives of the community around us, we invest in farmer training and crop improvement initiatives. After the successful introduction of rosella to the area, we are working with farmers replenish their cashew tree supplies through the introduction of new cashew seedlings. By teaching effective and innovative skills in pruning, mulching and fertilizing, we aim to exponentially improve the yield of the local farmers.



ANAKARDIA PRE-SCHOOL. We believe that education is empowerment. With this in mind, we garnered enough support to build the region's first early-learning center for kids aged 2-6 years old. It is located at our factory, where 60 children are able to learn while their parents work. They learn English, improve their number and literacy skills, and develop their physical and social well-being in a safe environment. Healthy food, nutrition and hygiene are also a vital part of their education.



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