

wonderbag.

a recipe for change



BOIL IT



BAG IT



SLOW COOK IT



SERVE IT

Wonderbag,
the solution is served.

I'M A SLOW COOKER

NO PLUGS
NO FUSS



HOW IT WORKS...



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Start the cooking process on the hob and let it simmer 10+ min to heat the food all the way through.



Place your entire lidded pot in the Wonderbag.



Leave the Wonderbag to complete the cooking process.



Your food will be hot and waiting to be served!

NOW YOU'RE SLOW-COOKING, UNPLUGGED!

SAVING YOU...

TIME

Go do something else - The Wonderbag is safely cooking, unplugged, waiting for you.

ENERGY

Turn off your hob or oven and let the Wonderbags' clever insulating properties finish the cooking.

GIVING YOU...

FLEXIBILITY

Let your life dictate when you eat, not the slow cooker!

TASTY & HEALTHY

Real food is healthy, but it takes time. Delicious flavours trapped inside and slowly developing.

WHY IT'S THE RIGHT THING TO DO...

Women spend up to 12 hours of their day foraging and cooking.

Girls are often taken out of school to help.

Health is poor.

The **environment** is ravaged.

Staple diets in most African countries require long cooking times and thus fuel, but with little access to clean energy.



Gathering firewood + long hours of cooking leaves little time for education or jobs

Smoke inhalation causes more deaths than AIDS or malaria...and half the deaths are children under the age of 5



FOR **EVERY** WONDERBAG
PURCHASED IN EUROPE,
ONE IS DONATED
TO FAMILY IN AFRICA



Creating jobs,
improving lives,
protecting our planet.
wonderbag.

WHY IT'S THE RIGHT THING TO DO...

The Wonderbag was invented in South Africa to address some tough situations in Africa

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WHY IT WORKS...



BOIL IT



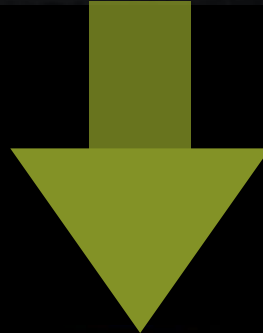
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Using the age-old technique of

heat-retention cooking,

the Wonderbag locks in and retains the heat generated in the initial cooking process, reducing required energy by up to 90% for some meals.

WHO WE ARE

OUR HISTORY

In 2008 Sarah Collins was inspired to develop a product that would significantly alleviate poverty in Africa on a large-scale. The inspiration came out of a simple necessity – when trying to cook during a period of power cuts and rolling blackouts, Sarah remembered her grandmother cooking by surrounding a partially boiled pot of food with cushions to keep the heat in, and conserve the electricity. Knowing that this technique would be a game-changer for families with little access to energy, and where energy is simply unaffordable, Sarah worked with impoverished communities to design a workable prototype for a heat-retention cooking bag that they could use, and the game was on!

Growing up on the East Coast of South Africa, she knew the need was great, the opportunities were vast and the time was now..

It's taken years of passion, heart, energy, trial & error and stick-to-it-ness to get Sarah and the brand where it is today – 600,000 bags distributed in South Africa, first round of carbon credits registered and issued, production started in Rwanda and Turkey, pilots poised to launch in Kenya, Nigeria, Somaliland, and Lebanon, and over 10,000 bags sold in the US and Europe, with a buy-one-give-one model to support getting Wonderbags into humanitarian relief efforts.

Based in Durban, South Africa, the team has since expanded to include other like-minded driven people to construct and perfect a business model that can scale-up for replication across Africa, Asia, India, South America, Europe and USA.

The benefits are hard to dispute from an environmental and humanitarian point of view. And the world needs change now. Our story is being written everyday. But one thing is for sure - we will work tirelessly to see it succeed.



OUR MODEL

It's pretty simple - we supply a product that will change behaviour in a way that can change the world. We're not about Wonderbags being sold, we're about Wonderbags being used.

Bags are produced in South Africa, creating employment opportunities. Every bag sold in Europe and the US funds a bag into our not-for-profit Foundation - which then works to place Wonderbags into communities in need, and support projects that seek to improve health, empower people, and alleviate poverty.

Our brand is simple, honest, reliable, hard-working and authentic. We are about empowering people. Those on our team, the hundreds of people we've trained and employed, and those who use a Wonderbag.



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