



GBITE SNACKS

chop one, carry go!!!

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GBITE STORY

In 2024, while studying at the University of Ghana, I noticed a troubling reality: many snacks on the Ghanaian market were high in sugar, unhealthy fats, and low in fiber, while cases of diabetes and other lifestyle-related diseases continued to rise, even among young people.

Determined to create a healthier alternative, I began researching, formulating, and testing granola bars that combined great taste with better nutrition. I started selling directly to students, where the positive response validated the need for healthier snack options.

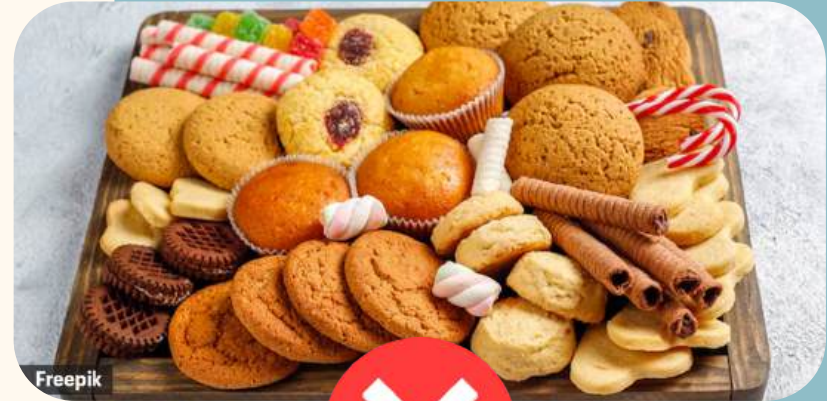
After graduation, I invested my savings into a small container shop in Madina to continue production and grow the business. What started as Crunchy Delight has evolved into GBite—a legally registered food company committed to making nutritious snacks more accessible.

Today, GBite operates from a mini production facility at Adenta Ritz Square, producing and supplying our flagship product, as we work toward building Ghana's leading healthy snack brand.



PROBLEM & MARKET GAP

- 90% of local snacks often high in sugar, salts and unhealthy fats.
- Rising cases of Obesity, diabetes, hypertension and micronutrient deficits.
- Limited protein and healthy snacks for gym goers, students and busy workers.
- Imported healthy snacks are expensive and inaccessible to most.



SOLUTION & PRODUCT

GBite creates healthy snacks made from natural ingredients.

Flagship product:

Granola Bars(peanut crunch)

- High Fibre & Protein
- Sustained energy.
- Low Sugar (Natural Sweetener)
- No artificial preservatives.



- Gym goers/trainers
- students
- Busy professionals
- Health conscious consumers

TARGET MARKET



COMPETITIVE ADVANTAGE

1



2



GBite Granola bar	2 Typical Snack Bars.
Real oats, no flour, cashew nuts, almonds,	High Flour, Low oats.
High Energy, Natural ingredients.	Often empty calories
No artificial Preservatives	contains preservatives
Low sugar and nuts rich.	High sugar and biscuit like.



MARKET OPPORTUNITY

Health and wellness trends are growing rapidly across Ghana and Africa.

Consumers are increasingly demanding:

- Better nutrition
- Healthier lifestyles
- Functional foods
- Convenient energy and protein sources

Ghana's snack-food market amount to USD 500.46 million in 2025, growing at 7.9% rate. GBite is positioned to become a trusted local brand serving large portion of this growing demand.

TRACTION & FEEDBACK

Despite limited resources, GBite has achieved:

- ✓ FDA Certification
- ✓ Business Registration
- ✓ GSI Documentation
- ✓ Active Retail Partnerships
- ✓ Repeat Customer Purchases
- ✓ Distribution Presence Beyond Accra
- ✓ Positive Retailer Feedback





VISION , MISSION & ROADMAP

Mission

To produce healthy, nutritious and tasty snacks made from natural ingredients.

Vision

To become a leading Ghanaian snack brand, known for producing high quality and natural snacks.

PRODUCT ROADMAP

Granola Bars:

- Peanut crunch
- chocolate
- Fruit trail etc.

→ **Protein Bars** →

**Functional
nutrition snacks** →

**School
nutrition
snacks**



WHAT COMES NEXT ?

GBite has established the foundation for market penetration.

The next phase focuses on:

- **Stronger branding**
- **Modern retail-ready packaging**
- **Expanded distribution**
- **Increased production capacity**
- **Strategic partnerships**
- **National market penetration**

To unlock the next phase, we are looking for investment, partnerships and supporters who believe in building healthier food brands in Africa.