



JA
Cyprus

2026 ANNUAL REPORT



BERIBERI

Teacher: Sofia Louka

Mentor: Evangelia Athanasiou

Saint George Lyceum Larnaka

EXECUTIVE SUMMARY

BeriBeriCo is dedicated to providing delicious and nutritious snacks, highlighted by our BeriBeri jelly sticks inspired by konjac jellies. We use premium ingredients, like fresh berries and konjac glucomannan powder, to create appealing, filling snacks. Our products are affordable and conveniently packaged to reach all consumers. As we aim for growth, we are focused on expanding our operations and collaborating with partners to meet increasing demand while ensuring customer satisfaction. Supporting BeriBeriCo promotes healthier lifestyles and addresses malnutrition. Our involvement in initiatives like Junior Achievement has shaped our professional paths, teaching us valuable business insights and skills. The effort has been immense, but the fulfillment of achieving our goals makes it all worthwhile. We value organization, commitment, hard work, and dedication on our journey to success.



THE STORY BEHIND BERIBERI

OUR STORY

Upon reflection, we recognized that malnutrition was more common than expected, with snacking hindering healthy lifestyles. To address this, we decided to create an innovative product using the popular flavor of berries.

After thorough research, we selected antioxidant-rich berries and digestive-friendly konjac as key ingredients, ultimately developing our jelly sticks through extensive experimentation. We have signed up for this competition because we believe it will give us the opportunity to experience the life of real entrepreneurs, even in a small way. Additionally, it will allow us to showcase the tangible impact our product can have on peoples daily lives and improve them.



LET'S DIVE INTO OUR NAME & LOGO

OUR NAME

Recognizing the importance of first impressions, we set out to create a name for our company and product that would not only be memorable but also trendy and impactful. Since berries are a fundamental ingredient in our product, we chose to incorporate them into our name in a playful manner by repeating the word "berries". To reinforce our commitment to professionalism, we added "Co" at the end, a common practice among successful companies, signifying our dedication to quality and collaboration.

OUR LOGO

Our logo beautifully highlights our primary ingredient: berries. This design not only represents our brand name, BeriBeriCo, but also features a vibrant green stem at the top, symbolizing health and vitality. The logo incorporates four distinct shades of berry colors, showcasing the rich variety of flavors and nutrients we use in our products. This combination of elements in our logo conveys our passion for crafting deliciously healthy offerings centered around these delightful fruits.



THE PROBLEM & THE SOLUTION

OUR STORY

As we further researched the matter, we realized that snacking is not just a minor issue—it's a widespread problem recognized by many. According to research, 91% of global consumers snack at least once daily, and a significant portion of this consumption occurs without prior planning. Snacking is often viewed as time- efficient, allowing people to save time, and 81% of global consumers snack to find “me time” or to manage stress, which frequently results in unplanned consumption. Additionally, the easy access to snacks in public spaces or at home makes mindless eating more likely. Snacking serves various purposes, including emotional support, sensory attraction, and stress relief. It's scientifically proven that most people prioritize novelty in flavor and texture, and many global consumers view sharing snacks as a “love language” which often leads to social and unplanned snacking. Rather than trying to eliminate snacking altogether, we found a way to promote healthier options with tasty but healthy jelly sticks.



PRICING, PARTNERSHIPS & EVENTS

OUR VISION

At BeriBeriCo, we envision a future where unhealthy and unnecessary snacking is a thing of the past. Our mission is to transform the snacking landscape by providing options that nourish the body while still being delicious. We believe that everyone deserves to enjoy their food without compromising on taste, nutritional value, affordability, or convenience. Our goal is to empower individuals to make healthier choices that fit seamlessly into their busy lives, ensuring that good health and great flavor go hand in hand.

MARKET ANALYSIS

As the world advances at an increasingly rapid pace, more people are turning to ready-made foods for convenience. However, nutritional value is often overlooked, which is a crucial aspect of peoples diets. Alongside the rising demand for healthier snacks, the market is growing rapidly, with many companies striving to develop the ideal product.



MARKET DEMAND

The demand for alternative healthy snacks that are both nutritious and delicious is on the rise. As consumers opt for snacks over full meals due to convenience, they often struggle to find suitable options in a market dominated by unhealthy choices. People of all ages are becoming more health-conscious, and this growing awareness is driving an increased demand for healthy snacking options.

TARGET MARKET

Our target market is broad and encompasses:

- > Retailers and Suppliers: Supermarkets and shops that are on the lookout for exciting new products to showcase in their stores and online.**
- > Parents and Families: Health-conscious parents looking for convenient, wholesome snack options that are appealing to children and promote healthy eating habits within the family.**
- > Fitness Enthusiasts and Athletes: Individuals who seek nutritious snacks that support their active lifestyle, providing them with the energy needed for workouts and recovery, while aligning with their fitness goals.**
- > Professionals: Busy individuals who seek convenient yet nutritious snacking options to fuel their demanding lifestyles.**



PRODUCT DEVELOPMENT

Product development is at the very core of our brand, highlighting unmatched quality through the use of fresh ingredients. We place a strong emphasis on berries, known for their high antioxidant content, and choose puree over juice to preserve these vital nutrients.

- **We start by combining gelatin with water to achieve the desired jelly texture using a technique called blooming. This helps maximize the effectiveness of the gelatin.**
- **While the gelatin blooms, we prepare nutrient-rich water infused with ginger, cinnamon, green tea, and honey. This not only enhances the health benefits of the product but also addresses health concerns such as sugar balance and cholesterol levels.**
- **Once the gelatin melts, we incorporate the fruit puree, the nutrient water, and lemon. Lemon acts as a natural preservative, extending the product's shelf life without harmful additives.**
- **We deliberately avoid harmful preservatives, ensuring that the product remains fresh and sustainable. This approach encourages consumption before spoilage, promoting reduced waste.**
- **Finally, we add konjac glucomannan powder, which provides a gentle feeling of fullness without causing excessive digestive impact. By hydrating it beforehand, we prevent excessive expansion inside the body.**

Once the production process is complete, we securely package the jellies to prevent mold. They are labeled with ingredient and nutrient information before being shipped, ensuring our customers receive a high-quality product with all the necessary details.



THE PROBLEMS WE FACED

Our team journeyed through many challenges that tested our resolve and pushed us to grow. In product development, achieving the perfect texture with molding was a major hurdle that required countless trials and adjustments. Finalizing our patent also brought its own complexities, demanding careful navigation through legal intricacies. Branding and marketing proved to be tough due to unstable algorithms, which made advertising difficult, especially with our limited resources. This unpredictability often left us scrambling for solutions to maintain visibility. Open communication was our lifeline, helping us share insights, offer support, and stay aligned with our goals. Despite numerous setbacks and moments of doubt, our determination and shared vision kept us moving forward. Each obstacle taught us valuable lessons and brought us closer as a team. In the end, our perseverance paid off, affirming the power of teamwork and resilience in the face of adversity.

THE COMPETITION

As competition intensifies, the global wellness market offers significant opportunities. Many products have complex ingredient lists, leaving consumers unsure. We aim to stand out by offering wellness products made with pure, high-quality ingredients. Our commitment to transparency creates a 'clean' label that consumers can trust. With our products, customers can confidently know what they are consuming, making their wellness journey easier. Join us in redefining wellness—clarity and quality matter.

FINANCIAL STATEMENT

PROFIT & LOSS ACCOUNT

€

SALES

0

COST OF SALES

0

OPENING INVENTORY

8.27

GROSS PROFIT

0

CLOSING STOCKS

0

EXPENSES

SUPPLY

28.44

ADVERTISING & MARKETING

0

ONLINE STORE

3(monthly fee after
trial period : 24)

TOTAL EXPENSES

31.44

PROFIT FOR THE PERIOD

SHARES

101

SHARES SOLD

1

EQUITY

99%

CASH IN HANDS

5



SMALL BITES. BIG IMPACT.
WE ARE BERIBERI.

