



No Waste Just Taste

The Problem



The world is drowning in plastic waste, much of which is mismanaged and ends up polluting our environment. A significant portion of this waste litters streets, clogs waterways, and ultimately contaminates water bodies and fragile ecosystems

Source- Nationwide Waste Services

In today's fast-paced world, single-use disposable plastic cups have become deeply embedded in our daily routines due to the convenience they offer allowing people to enjoy beverages on the go. However, this convenience comes at a high environmental cost. An estimated **500 billion plastic cups are used globally every year amounting to approximately 1.37 billion cups discarded every single day.** This contributes massively to the growing plastic pollution crisis.



Our Solution “Chew me”

Reearth Uganda offers a solution that is the best alternative to single use plastic disposable cups called **chew me** which is a **locally made, two in one, edible, nutritious, delicious, chemical free, heat resistant and zero waste** generating cookie cup which also acts a **food supplement** made from 100% natural and edible ingredients that are locally sourced.

You use it to enjoy hot or cold drinks and then eat the cup leaving zero waste behind, making sustainability delicious and effortless



BUSINESS MODEL



Collaborate with female vendors, small holder fruit farmers to supply the raw materials



Direct product sales
Retail sales
Custom Branding
Events & Sampling



Social media and digital marketing
Participate in exhibitions and trade shows.



Our Target Market



✓ Hospitality & Food Service

cafes, restaurants, resorts, hotels, food trucks, fast food kiosks, juice bars .

✓ Events & Catering

weddings, parties, festivals needing sustainable disposables.

✓ Retail & Supermarkets

stocking chew me cups, Snack Me snacks and by-product products.

✓ Eco-Conscious Consumers

individuals choosing healthy, sustainable, innovative products.

✓ Corporate Clients & Catering

Companies using sustainable packaging & gifts for events

Traction



Developed a minimum Viable Product of the chew me edible cup and over 200 cups have been sold since February 2025



Developed value added products such as daddies and cookies from production by products, ensuring zero waste while creating additional revenue streams



Launched snack me in July and achieved first sales, continued steady sales to date and received highly positive feedback



Customer discovery and product validation across diverse target markets including banana resort beach and other hospitality venues



MEET THE TEAM



SHAMIRAH NAMUGABA

CO FOUNDER/C.E.O

**Overall leadership
Finance
Marketing**



DERRICK KULUBYA

CO FOUNDER C.O.O

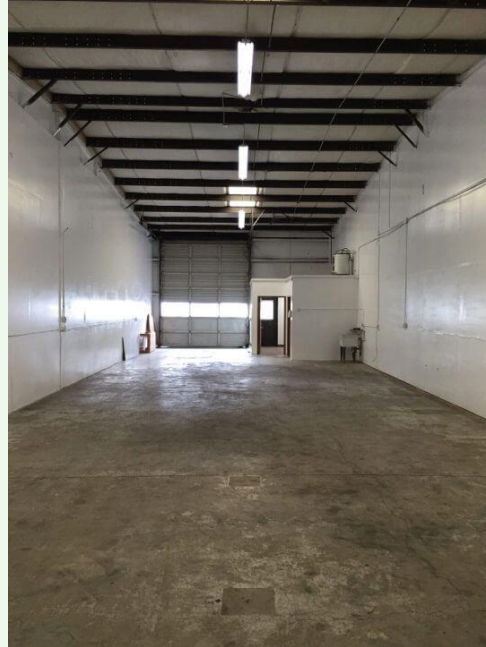
**Production lead
Sales
Public Relations**

What we need to scale Reearth



Access to specialized equipment

To refine and scale production



Adequate production space

To expand operations.



Technical expertise & mentorship

To improve product development and efficiency