Promote local food through a brand
digital nomad morocco
82 visitors in T1

200,5% than growing 000 destination
Goals

• Want to surf
• Want to discover the moroccan culture
• Want to be secure
• Want to have local tips
• Want to bring souvenir

Jason

• 31 ans
• Berlin
• Surfer
• Remote Web Developer
Lack of diversity in the Moroccan food in Taghazout

Snacking dominated by pizza and burger

Lack of hygiene in food business

Lack of information about the local culture
Moroccan Street Food

To discover local flavor

Lifestyle brand
that mix surf and moroccan culture

Souvenir
To bring home a part of their travel

Health

As the surfer is concerned by what he’s eating

Clean & higienic

For security

Practical

Easy to take away on the surf spot

Machi Mouchkil

Intro
Other
khanez ou
bnine
MVP: Food Cart

Kiosk all along the coast and national

Central kitchen in the city

Content creation / Brand content

Brand of terroir product international

Amlou, Argan Oil, Honey
Touristic
- Spread the local culture

Ecologic
- local supplier as it's local food
- packaging biodegradable

Social
- woman cooperative for terroir product as argan oil
- formation of young local people through digital video platform

Economic
- flexible job offer to local to finance studies
Adrien Pantanella
Développement / Marketing

Looking for an associate
Opérationnel / Chef
Pop up of 3 month in Hyatt Place Taghazout Bay

Interview in main magazine Tel Quel (August 2023)

Community of 14k followers on Instagram with a reel that have reach 1/2 millions views
Thank you
Eskerrik
شكرا
多谢