



CGUI TSAM

MORAMA NUT HOT BEVERAGE



Morama is an indigenous nut of the Kalahari Desert, valued by local people for its good flavour and high nutritional content. It can be used to make a variety of products, but the potential for entrepreneurship around these has not been tapped due to a variety of challenges. Morama is seasonal and yields vary from year to year. The various processing techniques (shelling, roasting, grinding, etc) required to make different products are often inefficient. And those wishing to start a business around morama are not well supported; local people have difficulty gaining access to markets and start up financing. We will explore the potential for producing a morama based hot drink, “Cgui Tsam” that could be produced locally, with the potential to create new local entrepreneurs.

Cgui Tsam

- Delicious
- Nutritious
- Easy to make
- Generates Income
- Locally Made



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