



Ana Castro



079 792 4953



caraKasgranola@gmail.com



carakasgranola



Her Story

Ana is of Venezuelan origin and arrived in Switzerland in 2016 with her husband and son to escape the very difficult situation in her home country. They live with her sister. In Venezuela, Ana had launched a very successful Granola brand.

Carakas Granola & Bars



Background

Ana is a trained school teacher but her French is not fluent enough to allow her to practice her job in Switzerland. Ana thus decided to resume her granola business initiated in Venezuela, and to complement it with nutritional cereal bars. She joined the Alter Start program in October 2018 to adjust her project to the requirements and expectations of the Swiss market.

«Alter Start allowed me to validate my project and to gather the tools needed to identify a market in Switzerland.»



Her Project

Carakas is presently a brand that is already distributed in two retail outlets in the Canton de Vaud. Ana's recipees consist of 100% natural and nutritional ingredients. She is now looking for partners to market her products and industrialize their manufacturing.

« Alter Start gives me the courage and strength to develop my project thanks to all the advice I benefit from, and to the networking the program provides. I have the feeling that I will make it in Switzerland! »



Carakas
Fabrication artisanale
100% naturel

Fait en Suisse

100% Naturel!

Fait maison
Sans sucre
Graines activées
Zéro additif

@carakasgranola
carakasgranola@gmail.com
+ 41 79 792 49 53

