

# Granule is a Sweet Deal No Business Can Turn Down

*Granule Holdings is an established commodities supplier who, during the pandemic, identified opportunities in the market to grow and diversify.*

Overcoming various economic challenges faced, they were able to leverage off the success of their well-established sugar supply sector, and have branched out to offer icing sugar, cocoa powder, and glucose in bulk. Granule were able to do so thanks to their entrepreneurial thought leadership, excellent service delivery and strong relationships with manufacturers and suppliers in the industry.

Since their establishment in 2019, Granule has grown from strength to strength, utilising their extensive industry knowledge to stay abreast of market trends and provide their clients with tailor made solutions. Their team of industry experts has over 15 years combined experience, empowering Granule to provide a range of commodities that are both high quality and competitively priced.

**The Core of Granule's Success**  
Granule's attention to detail and excellent service delivery with their existing clients has allowed them to grow and expand, aiding in their success. Their strong industry partnerships, extensive distribution networks, and close relationships ensure that they are able to deliver unparalleled service. Since the start, Granule has focused on fostering their relationships with key players in the sugar industry, and over the past 20 months have grown their offering to supply cocoa powder, icing sugar, and glucose

to the industry. These partnerships form the core of Granule's broad international network that enables the supply of high-quality commodities.

Further, their vast distribution network allows them to consistently supply commodities in bulk, throughout Sub-Saharan Africa. Paired with their in-depth knowledge of the products and services they supply and strong partnerships with producers, Granule ensure their clients receive their stock on time, all the time.

Granule is extremely client centric with the needs of their clients at the core of their decision making. By paying close attention to their client's requirements and leveraging their deep understanding of the industry, Granule can anticipate potential changes to their client's demands and the business is flexible enough to introduce new solutions to fulfil them. They operate with the intention of ensuring their clients are provided the highest level of service, and quality products at the most competitive prices.

**Overcoming challenges**  
Over the past 20 months Granule has managed to persevere and grow by leaning into their entrepreneurial mindset, this is largely driven by Granule Founder and CEO Jeremy Capouya. Capouya took note of the opportunities present in the market and diversified Granule's



Granule Founder and CEO  
Jeremy Capouya



commodity offerings, allowing them to grow in a constrained market. Much of Granule's success can also be attributed to their experienced internal team of experts, whose commitment hands on approach to building industry partnerships empower Granule to overcome various challenges and continue to grow, while still providing their clients with high quality service.

With their impeccable service record, willingness to tailor solutions for any client, and a range of valuable commodities otherwise difficult to obtain, Granule is the wholesale commodity supplier for any business looking to sweeten their deals.



As established distributors of various commodities, we pride ourselves in supplying high quality wholesale sugar, cocoa powder, icing sugar and glucose to manufacturers in the food and beverage industry.



Our logistics network extends throughout Sub-Sahara Africa. We strive to provide excellent logistic service, on-time deliveries, and competitive pricing, creating the foundation on which we build our long-lasting relationships.

Clients we have worked with



Granule Holdings was founded on the basis of providing our clients with exceptional service delivery. We are a forward-thinking entrepreneurial enterprise that is focussed on quality, efficacy, and sustainable growth.

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