

# About naanu

We started naanu in April 2019 with just a simple idea. It all started about three years ago when our founder, Julia, decided to adopt a plant-based lifestyle and realized that many fellow vegans topped up their diet with vitamin supplements.

Now, on the one hand, she really didn't like conventional supplements, she strongly believes in natural remedies. Taking vitamins and minerals as chemically-made pills in plastic bottles, with all the nastiness of colorants and caking agents, just wasn't for her. On the other hand, she kind of has a sweet tooth. But once she started looking for plant-based goodies that are natural, palm-oil free and in sustainable packaging, her search came up empty.

That's when Julia (who loves baking) had the idea! Why not create cookies that are made of 100% natural ingredients, cover the most important vitamins and minerals, are healthy and taste delicious?

She joined the Founder Institute, a program that helps people with ideas start a business, and that's where it all began and once the team has been created, we created naanu cookies. They are a perfect guilt-free snack that are 100% natural, vegan & gluten-free, and of course palm-oil free. On top of that, they contain your daily amounts of Vitamin B12, Vitamin D, Omega 3 and are a high source of Calcium, Iron, Zinc, Fiber and more! Plus, our packaging is 100% biodegradable.

We believe in change-makers, those who have a positive impact on our planet. The sustainability of the planet is at the core of everything that we do. While we strive to bring the best experience of naanu cookies, we aim to produce as little waste as we possibly can.

You can find us on [Instagram](#), [LinkedIn](#), and [Facebook](#).