WAALO.

Redefining the food Supply chain

Presented by Peter Bernhardt Laufersweiler

WAALO HOLDING

We Bring Africa Closer

WAALO connects Europe to authentic African products through a direct and trusted supply chain.
No intermediaries. No compromises.

From Today to Tomorrow

WHAT WE HAVE

Own Farm in Senegal

Online Shop

B2B Partnerships

WHAT COMES NEXT

Farm exploitation

Supermarket

Direct road import

Our Agricultural Base

9 hectares of land in Northern Senegal
Located in Ndialakhar, in a fertile valley with direct access to water

- Strategic valley location with natural water proximity
- Central land positioning, optimized for operations.
- Direct road access for logistics
- Close to northern export routes

We produce, not just source.

WAALO Directly Imports to Europe

Delivery typically takes 3–4 days, with no intermediaries in the process. That means lower costs and higher freshness for every shipment.

Senegal
Origin: direct export point

Morocco
Mid-route stopover

Spain
Entry to Europe

France
Final delivery hub

Full control from origin to destination

Online Pre-Orders & Ready-to-Eat Meals

We offer ready-to-eat African meals through a pre-order model, allowing us to validate demand before production. Our curated packs bring authentic flavors to European customers in a convenient, modern format — combining tradition with efficiency.

Pre-Orders

Launching products through controlled campaigns to validate demand and secure early revenue before scaling production.

Ready-to-Eat Meals

Authentic African recipes, prepared and packaged for convenience, designed to meet modern European consumption habits.

Distribution

Efficient online ordering and delivery across Germany, ensuring a smooth and reliable customer experience from click to doorstep.

First Supermarkt in France

Our retail expansion in France begins in Cannes, in the South of France, bringing fresh products directly from Africa into a modern retail experience defined by cleanliness, premium quality, and trust.

Ultimately redefining African retail in Europe.

Meet the founders

Peter Bernhardt Laufersweiler

CEO, CFO, Implementation manager Africa

Entrepreneur with 20+ years of hands-on experience across the food value chain.

Ronald McGrath

Consultant Human resources, Cultivation and maritime adviser

Ronald McGrath brings over 40 years of food and maritime insight to connect ideas and inspire others.

Christoph Insu Kim

Strategic Director of WAALO

Shapes brand vision and partnerships, keeping product and growth priorities connected.

Pape Thierno Thiam

Graphic Design & Social Media Lead

Marketing lead shaping brand identity and driving social engagement.

Till Peters

Consultant Finances

An auditor skilled in financial analysis with a strong record in major reviews.

Adama Sow

Head of Accounting Africa, Human Resources Africa

Adama Sow leads West Africa operations and supports important negotiations.

Cherif Ibrahima Aidara

Programming & App Infrastructure Lead

Tech lead crafting scalable systems and guiding backend and mobile tech.

Mohamed Cissé

Website & Online Shop Manager

Fullstack engineer creating smooth user journeys and fast e-commerce systems.

WAALO HOLDING

Join Us

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