

**WHY!**  
FOODS

**GO!**

**BETYOND!**



The **WHY Foods** brand is owned by **Equanto S.A.**, a portuguese company with its own production, certified by the **IFS Food** standard and by **Ecocert** for organic products.

With 29 years of experience, Equanto S.A. is a pioneer in the distribution and production of functional, organic, vegetarian, vegan and gluten- and lactose-free foods.

Equanto has expanded its business to in-house production, with two factories that **follow the best quality control practices, rigorously implementing the IFS Food standard**. This international certification, recognized by the Global Food Safety Initiative (GFSI), guarantees high standards of food safety and quality, ensuring consumer confidence and global recognition.

Quality Certification



HIGHER  
LEVEL

VERSION 8



**WHY Foods is  
a brand committed  
to offering healthy, tasty,  
and affordable food  
products, designed  
for different lifestyles.**

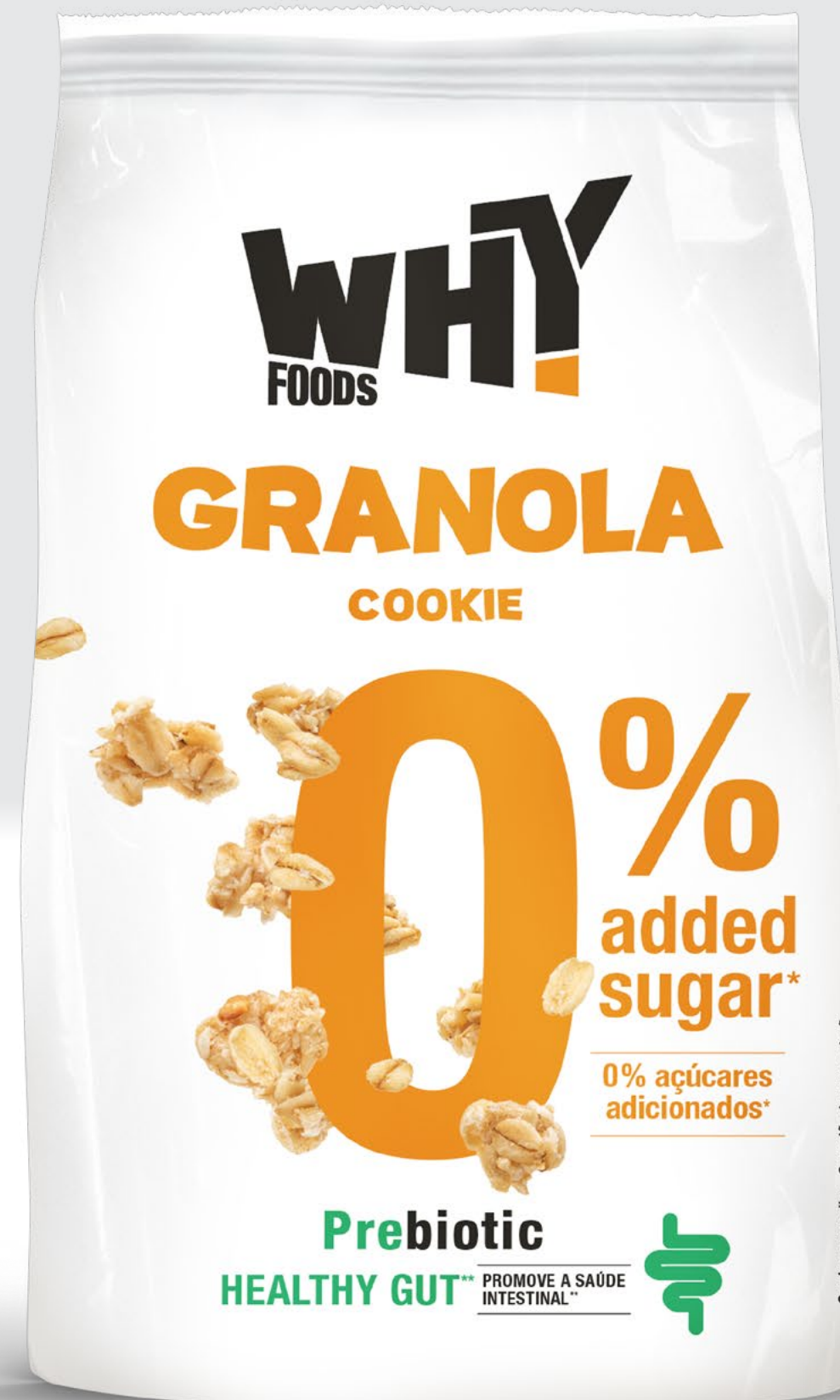


Focused on using high-quality ingredients, sustainable production processes, and transparent practices, **the brand seeks to democratize access to nutritious food**, with a focus on flavor.

With a diverse product range, WHY Foods promotes a balance between a nutrient-rich diet and healthy lifestyle habits, encouraging physical exercise and an active way of life. The brand aligns with the values of sustainability and innovation, putting the consumer's **health** and **well-being** first.

**GO BEYOND!**





» GRANOLAS RANGE

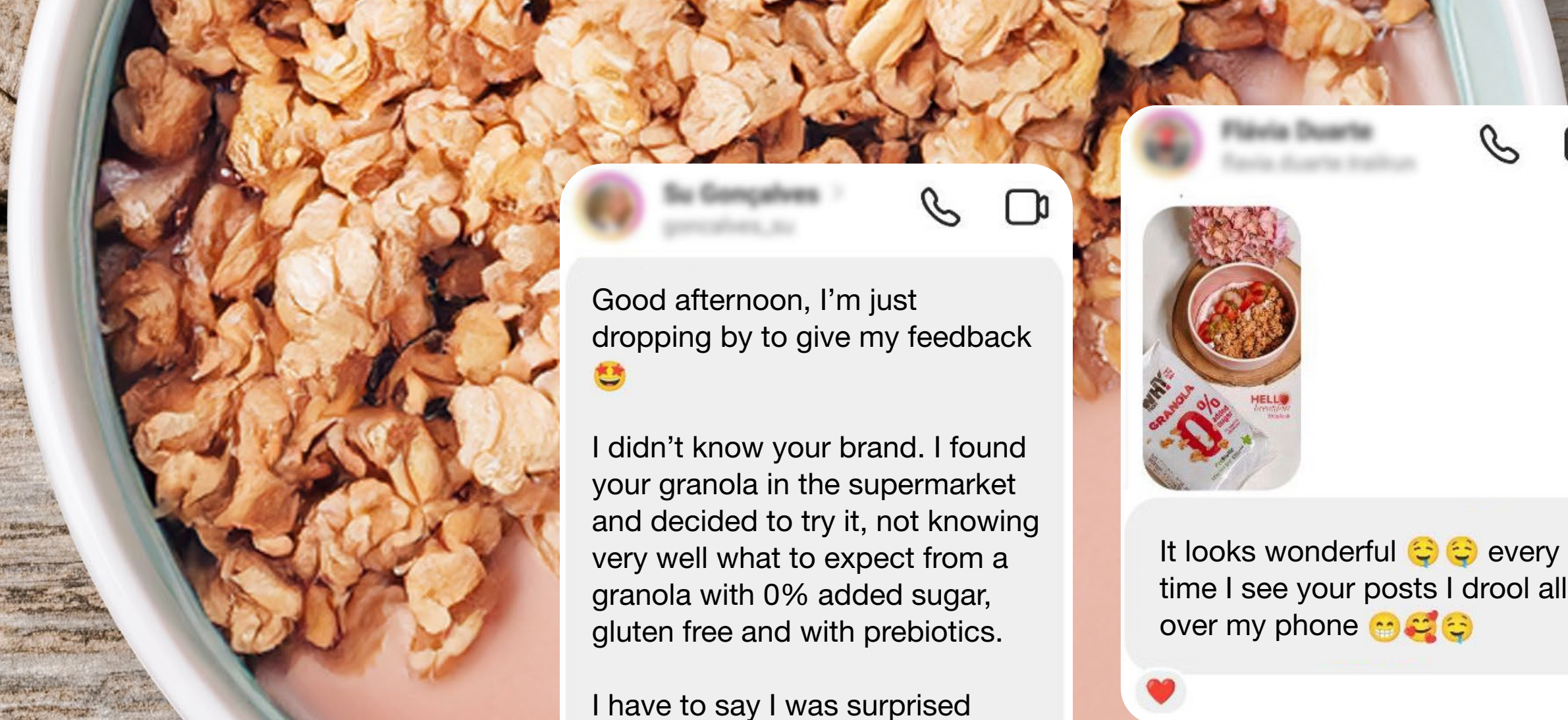
**GO BEYOND!**



100%  
tasty







Hello Why Foods team!  
I want to tell you that I am completely in love with your granola!!!!  
I'm a person who breathes sport and eats well and healthy. In the market, it is very difficult to find healthy granolas, because almost all of them have sugar and other components in the list of ingredients that we don't even know what they are 😊 and when I saw the ingredients of your granola I got impressed and bought it on the spot to try it. I took it for a trip I made because I was going to stay in a place that wouldn't have anything healthy for breakfast. When I tried it I fell in love!!! It's delicious, crunchy and tastes great with everything!!! I hope you still have a lot of recognition because this product is delicious and incredible!!! I'm already a number 1 fan and will always buy this one 😊

Good afternoon, I'm just dropping by to give my feedback 😊

I didn't know your brand. I found your granola in the supermarket and decided to try it, not knowing very well what to expect from a granola with 0% added sugar, gluten free and with prebiotics.

I have to say I was surprised by the quality of the product in terms of taste and nutrition. I became a fan 😊

Congratulations! It's a very well-designed product 🌈☀️

It looks wonderful 😊😊 every time I see your posts I drool all over my phone 😊😊😊

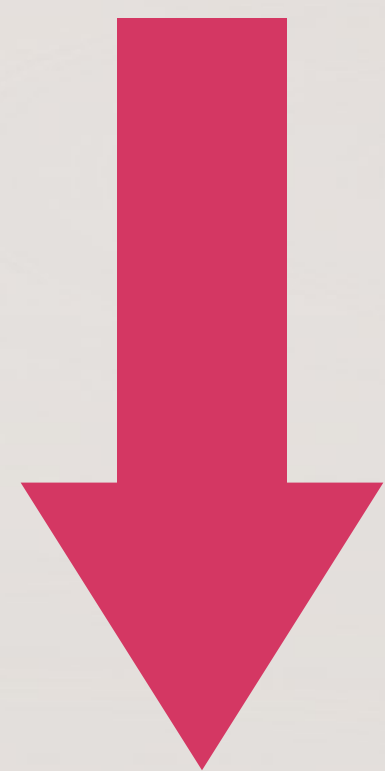
This granola is amazing and super tasty. No one would guess that it has 0% added sugar 🙌😊



GO BEYOND!



**90% less sugars  
compared  
to other brands**



**0%  
added  
sugars\***

**A healthier alternative  
focused on taste**

**\*Contains naturally occurring sugars in the ingredients**



# Prebiotic

PROMOTES GUT HEALTH<sup>1</sup>

With  
**Prebiotic**  
fiber from  
**chicory**  
**root**


that nourishes  
the beneficial bacteria  
in the gut flora







1 - Chicory inulin contributes to normal bowel function by increasing defecation frequency. The beneficial effect is achieved with a daily dose of 12g of chicory inulin. Two servings of Why Foods 0% added sugar Granola provide a daily dose of 12g of inulin.

Its daily  
consumption<sup>1</sup>  
contributes  
to digestive  
health







	GRAMS PER PACKAGE	300g
	UNITS PER BOX	6
	CODE	WHACER4602012





	GRAMS PER PACKAGE	300G
	UNITS PER BOX	12
	CODE	WHACER4602036





	GRAMS PER PACKAGE	300G
	UNITS PER BOX	12
	CODE	WHACER4602029



LOGISTIC DATA





# WHY

FOODS

*GO  
BEYOND!*

*SPORTS NUTRITION*



*The WHY brand joins  
the sports nutrition market  
with an innovative approach  
centered on the consumer  
and their goals.*

SPORTS NUTRITION





*With a commitment  
to excellence,  
developing  
formulations  
with high quality  
ingredients.*



*We present a portfolio  
of products designed  
to boost the athletic  
performance of all sports  
enthusiasts seeking  
to achieve their goals  
in a sustainable way.*

SPORTS NUTRITION

**WHY**  
FOODS **GO  
BEYOND!**



*Every achievement begins  
with a choice*

**WHY**  
FOODS

**GO  
BEYOND!**

SPORTS NUTRITION



# VEGAN PROTEIN

*Contributes to  
a growth and  
maintenance of  
muscle mass*



*Protein consumption plays a fundamental role in the diet of sportsmen and essential for muscle growth and recovery after exercise. Therefore, consuming vegan protein is an ideal plant-based alternative for those looking to increase the protein intake of their diet, promoting the development and maintenance of muscle mass.*



CHOCOLATE

EXTRA  
POWER!

FOR ONE  
MORE CLIMB



**WHY**  
FOODS GO BEYOND!



HIGH  
PROTEIN

24g  
PER DOSE



SPORTS NUTRITION PORTFOLIO



**VANILLA**

**EXTRA  
MOOD!**

**FOR ONE  
MORE RUN**



**HIGH  
PROTEIN**

**25g  
PER DOSE**

**WHY** FOODS **GO  
BEYOND!**



**SPORTS NUTRITION PORTFOLIO**



**STRAWBERRY**

**EXTRA  
BOOST!**

**FOR ONE  
MORE SET**



**HIGH  
PROTEIN**

**25<sub>g</sub>  
PER DOSE**

**WHY** FOODS **GO BEYOND!**



**SPORTS NUTRITION PORTFOLIO**



# CREATINE MONOHYDRATE

*Enhances  
muscle recovery*



*Creatine's main role is to increase sports performance, especially in high-intensity, short-duration activities. By helping in the energy synthesis process, it allows athletes to reach performance peaks and maintain intensity for longer. In addition, creatine has been associated with gains in muscle mass, especially when combined with strength training.*



# EXTRA ENERGY!

FOR MORE  
30 SECONDS



**WHY** FOODS **GO BEYOND!**



SPORTS NUTRITION PORTFOLIO





	GRAMS PER PACKAGE	250g
	UNITS PER BOX	10
	CODE	WHAPRO4603019






	GRAMS PER PACKAGE	250g
	UNITS PER BOX	10
	CODE	WHAPRO4603026



	GRAMS PER PACKAGE	250g
	UNITS PER BOX	10
	CODE	WHAPRO4603033



	GRAMS PER PACKAGE	300g
	UNITS PER BOX	10
	CODE	WHAPRO4603040



PRODUCED BY:



*Equanto S.A. | Polypark - Núcleo Empresarial de Arruda dos Vinhos  
Estrada Quinta de Matos, nº4, Bloco D - Armazém D01 | 2630-179 Arruda dos Vinhos, Portugal*

**Email: [equanto@equanto.pt](mailto:equanto@equanto.pt)**

**Phone: + 351 263 977 250\***

\*Calling the national fixed network