

Nourishment from the earth.

Stories from our culture.

fig
&
live



Brand Story

Our Vision

To transform Africa's agricultural strengths into beautifully branded, high-quality, exportable products that proudly sit on international shelves.



Before it became Fig & Olive, it was EazyCook, a simple idea born from a deeply personal place. From simplifying cooking for the everyday African household to creating intentional food and beverage products, our journey has been about planting deeper roots.



Fig & Olive is now the food and beverage arm of DVC Holdings, producing thoughtful products made from real, farm-grown ingredients – from immune-boosting teas to nutrient-rich cereals, healthy snacks, condiments, and more.

Our Values



Purity



We create clean, wholesome products free from artificial additives, honouring the integrity of every ingredient.

Heritage



We celebrate Africa's crops, traditions, and food culture by elevating what has been overlooked into world-class products.

Wellness



We promote vitality, nourishment, and healthier lifestyles through food – it's not just about eating, it's about living well.

Sustainability



We respect the land, the farmers, and the future. Responsible farming, ethical sourcing, and thoughtful packaging guide everything we do.

Innovation

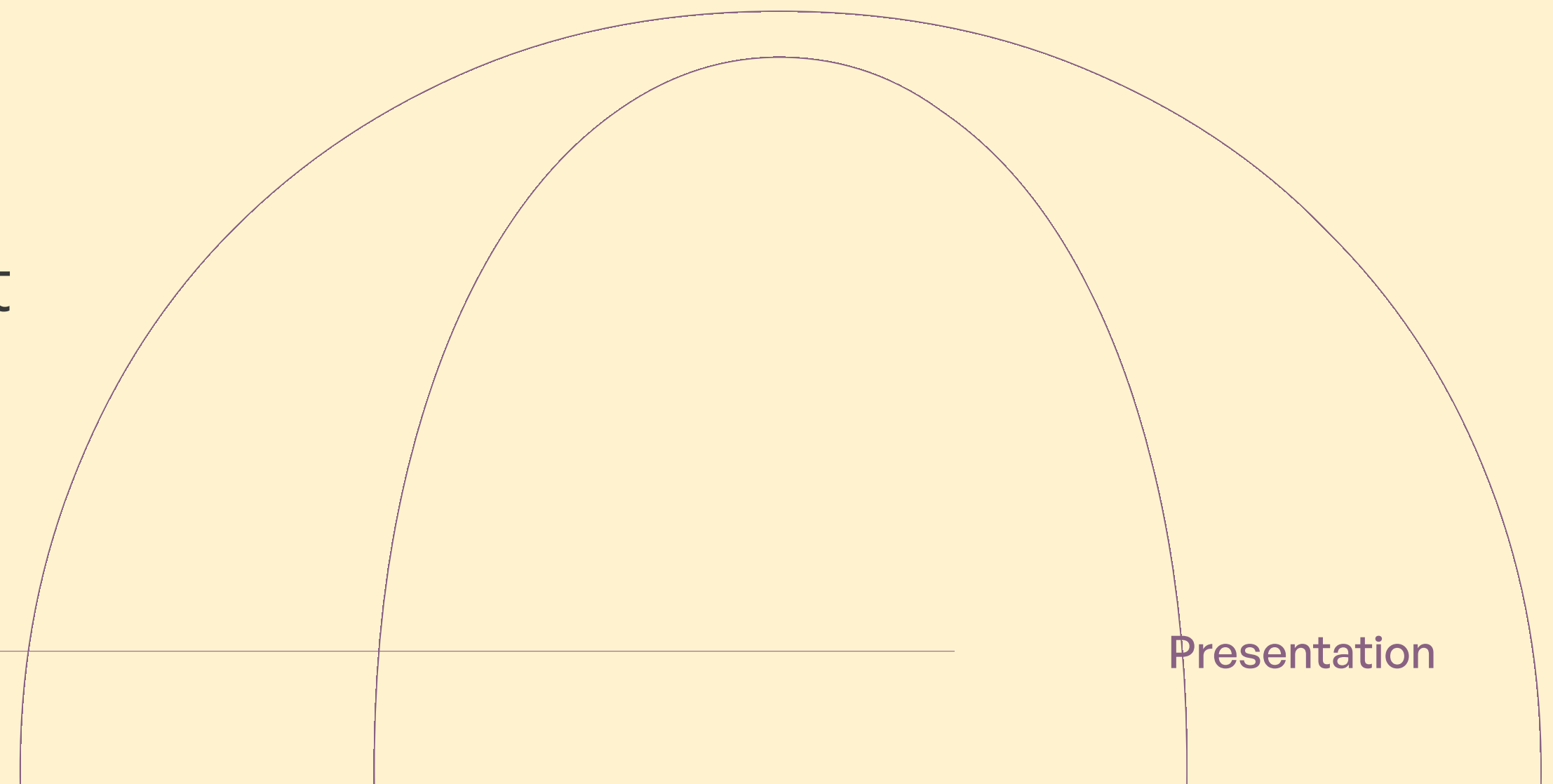
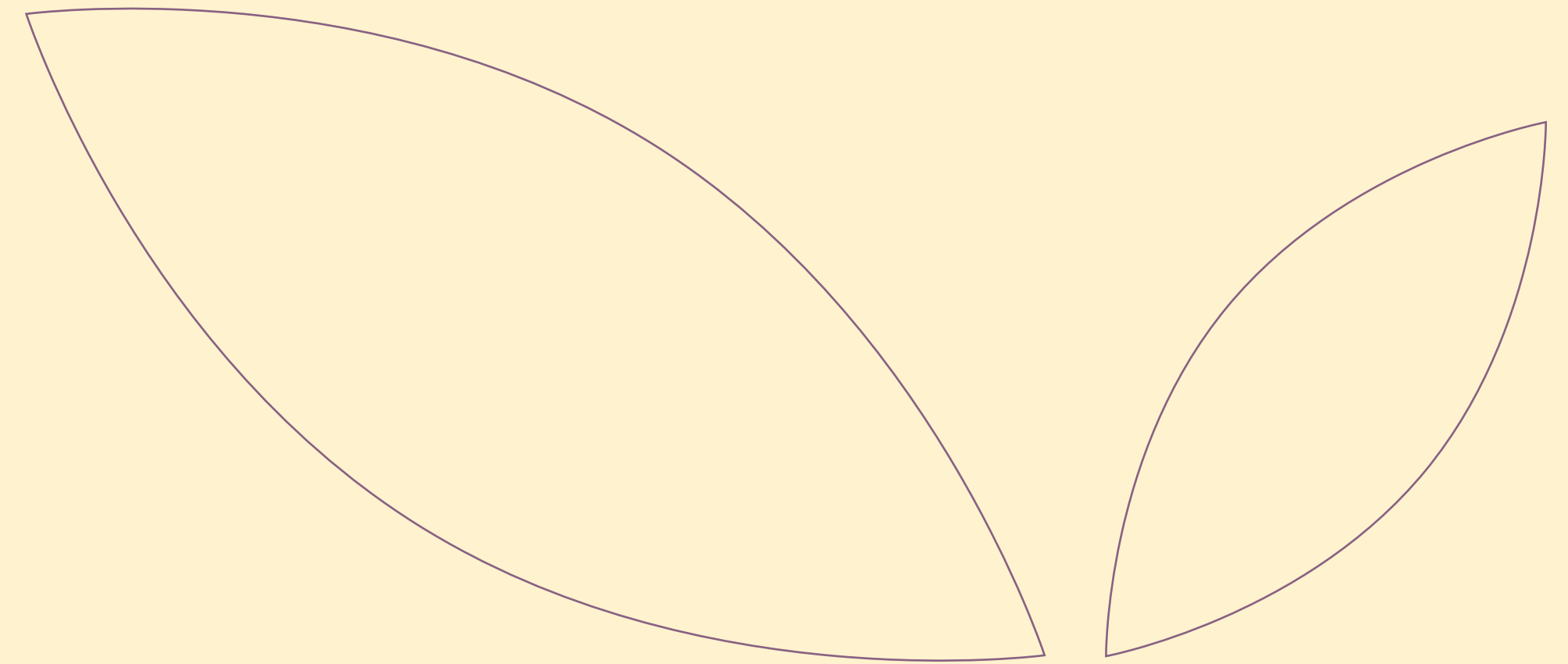


We reimagine African ingredients into premium food and beverage experiences, uniting tradition with creativity.

Our Inspiration

The name Fig & Olive came from **Amos 4:9**, both fruits symbolising provision, peace, and resilience.

They survive harsh seasons yet still nourish - exactly what our brand represents.



Market Opportunity



Fig & Olive intends to replicate models seen with Irish potatoes, corn, oats, and soybeans — developing African crops into fully processed, beautifully packaged, globally valued products.

Africa has powerful, underrepresented ingredients like gari, hibiscus, tigernuts, baobab, cocoyam, sorghum, millet, plantain, coconut, and sweet potato.



Our First Product

Rafa — White Hibiscus Iced Tea



A fragrant, refreshing drink that reflects everything Fig & Olive stands for: purity, intention, wellness, and beauty.

Rafa is named from Hebrew, meaning “healer” or “to restore” — a soothing, fragrant blend crafted from organic ingredients, grown with care, from farm to table.

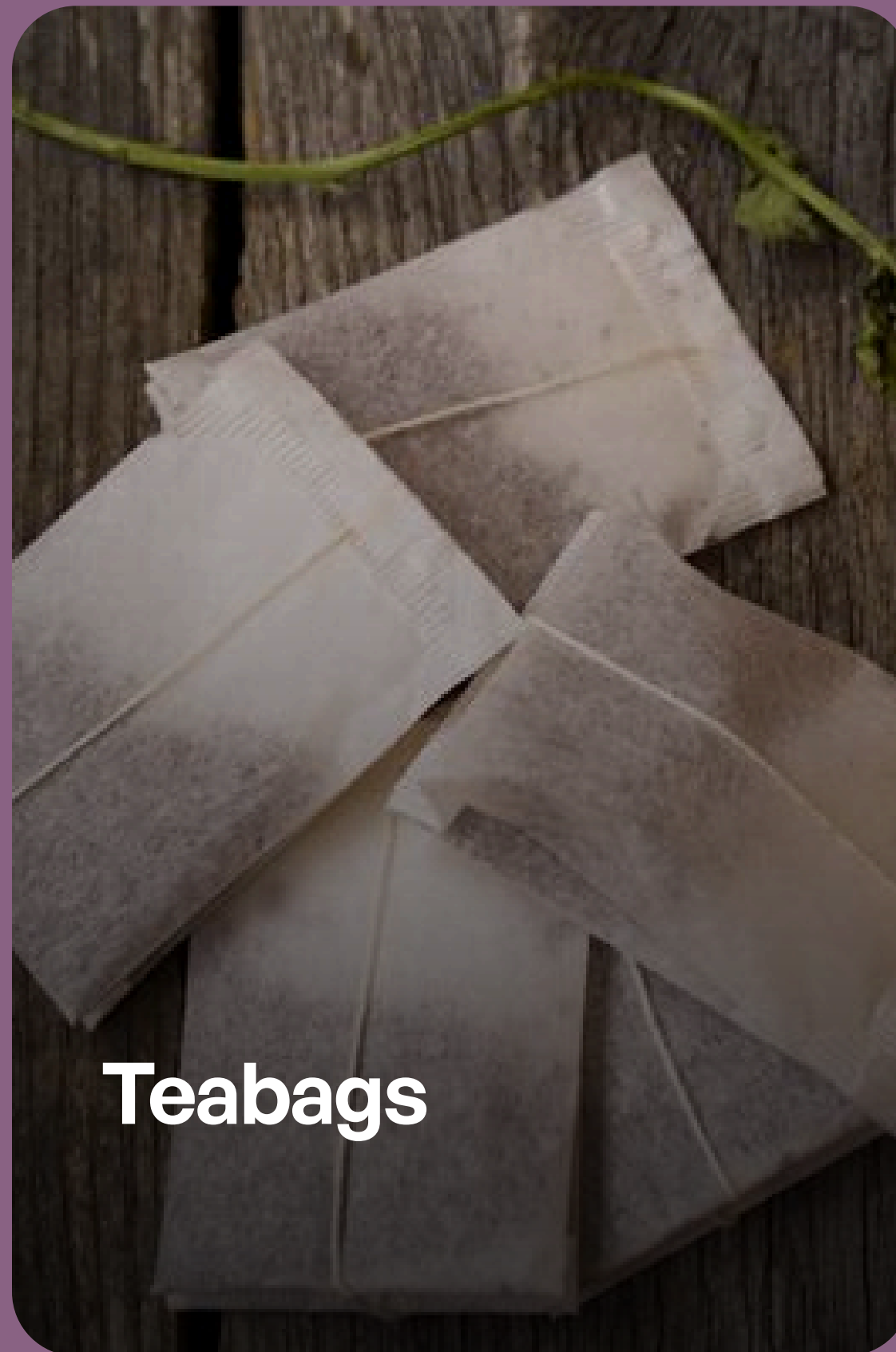
The Rafa Story

Born from a love of gardening and a discovery of rare white hibiscus.

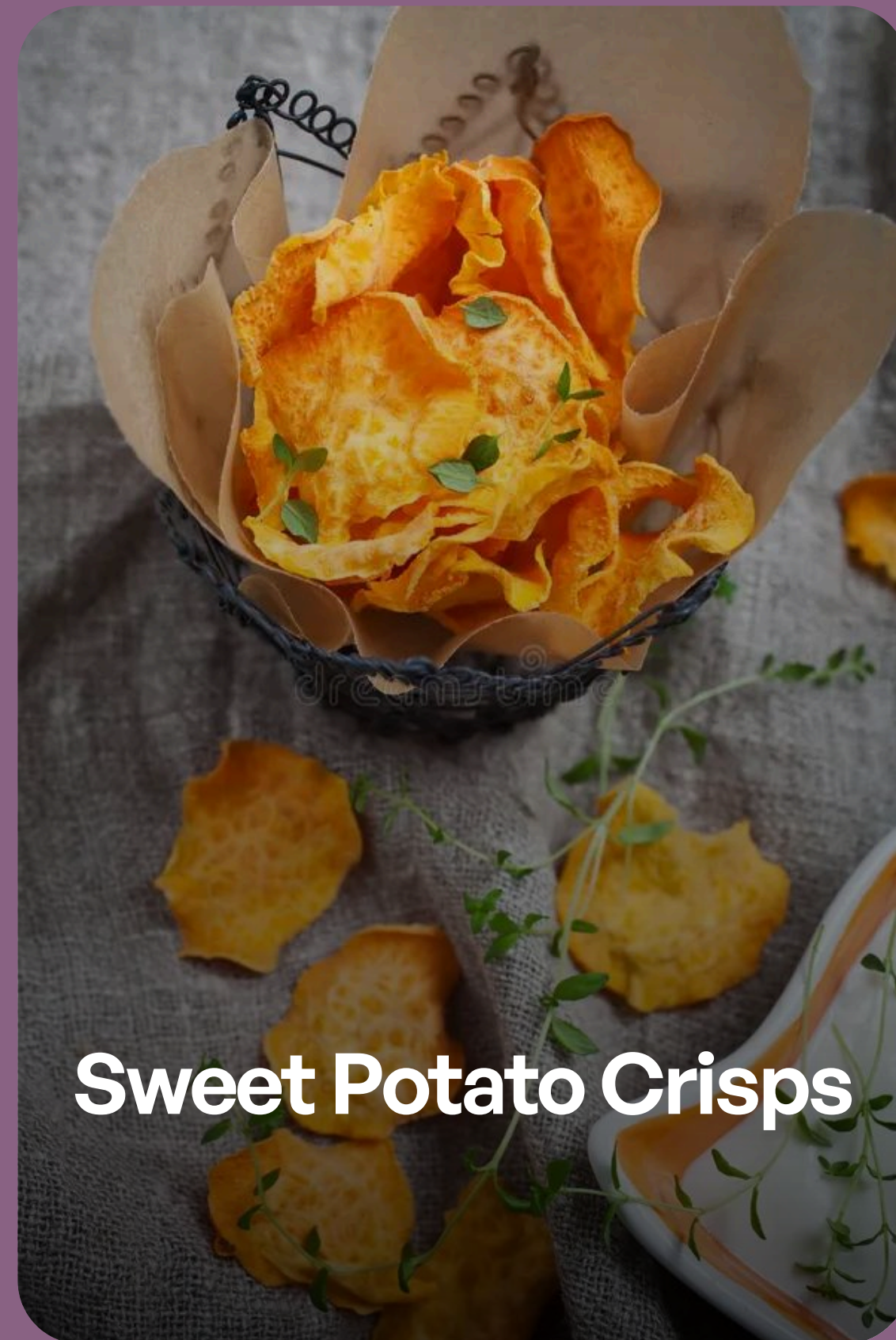
Through research, persistence, and experimentation, we developed a refreshing, antioxidant-rich drink that is as beautiful as it is beneficial.



Product Lines (Planned)



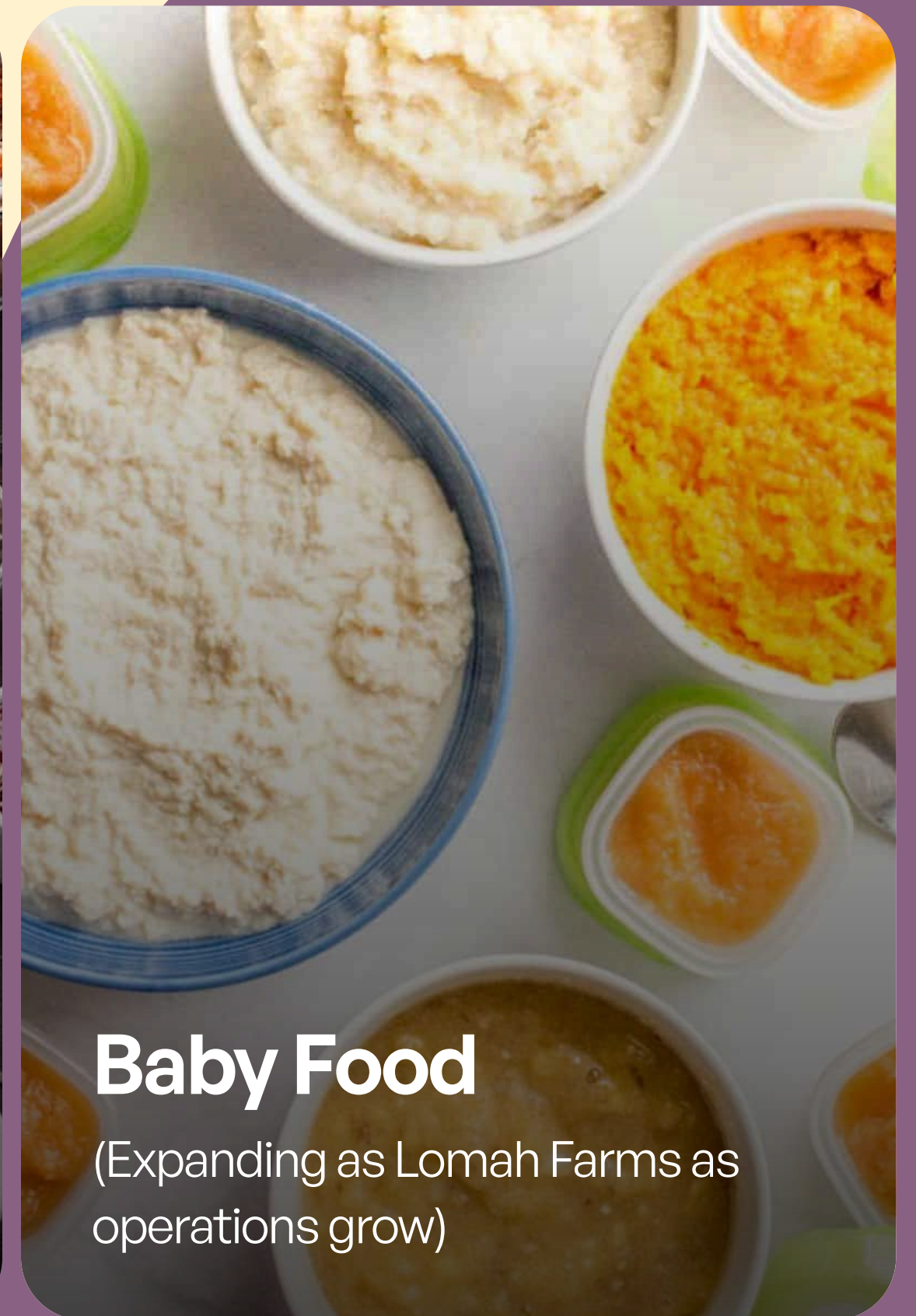
Teabags



Sweet Potato Crisps



Condiments



Baby Food

(Expanding as Lomah Farms as operations grow)

How We Work / Process



Testimonials

I loved it, I'm still deciding which should be my favourite.
I think i like the mint, lemongrass and ginger

Akosua Ampomah

Even though I usually only drink water, I really enjoyed these juices because they tasted fresh and natural. I liked all the flavours, but lemongrass was my favourite—I'd happily drink it with every meal!

Lina

I love the taste and the freshness of the mint and how strong the ginger was in the drink because I often like my drinks a bit overpowering. I usually have coffee twice a day but wanted to reduce my intake so I substituted it for your drink

Miss Alberta

Partnership Opportunities



We are open to collaborations with distributors, retailers, hospitality businesses, and export partners who share our vision of elevating African ingredients globally.



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