

WILD & THE MOON

LEADER'S F&B AWARD APPLICATION

[October 2021 - Dubai, UAE]

➤ F&B Entrepreneur(s) of the Year

I nominate Emma Sawko, founder of Wild & The Moon, is a female serial entrepreneur, a true visionary and a pioneer in the industry. Emma began her journey into healthy eating and sustainable lifestyle by launching Comptoir 102 in 2012, followed by Wild & The Moon in 2016. Since then, she has opened 14 restaurants worldwide. Her passion for healthy eating stemmed into something beautiful, as the concept of plant-based foods continue to make sustainable developments into being desirable for all.

Emma Sawko grew up in the south-west of France, cradled by the rhythm of nature, surrounded by farmers and plant lovers. Her diet was mainly composed of organic and self grown plants and grains. In fact, her home was called the “seed house” ! It is this culture of healthy food and respect for the planet that inspired her entrepreneurial journey.

Emma started her career in New York, where she used to go to juice bars and drink 'green shots'. On the East Coast and the West Coast, the new wave of raw food was catching on, and that became an inspiration. At the time, freshly cut wheatgrass - that cleanses you and leaves you ready to conquer the world - was a new trend, thus the idea of how impactful a purely plant-based diet can be dawned on her, where juices and raw foods were predominant, and how it can benefit her with better physical well-being, greater awareness and more edge.

A 100% plant-based diet gives you more energy, vitality and radiance. Emma's philosophy of respect for the body and nature was boosted by a true conviction, which is to protect our planet. She understood the growing interest in plant-based food, driven by her convictions and her furious desire to become an anchor of change.

In her quest of offering something good for us and for the planet, Emma created Comptoir 102, starting off as a place for herself and her friends to have healthy food, turned into a huge success. She shared everything she loved from Paris and New York, along with a spread of healthy, plant-based food choices. This success led to launching Wild & The Moon: one of the first vegan concepts in the region, 100% plant-based, using organic ingredients, sourced from small local producers. It's a place where people like to meet around healthy, tasty and delicious dishes!

Since its opening in 2016, W&M became a real success and a reference in the vegan world, making it a contemporary eatery serving authentic dishes for all those interested in clean eating and a healthy wellbeing through concepts that were earlier missing across the Emirates. Emma moved to open new locations, and now W&M has an international presence with 9 locations in Paris and 5 in Dubai & Abu Dhabi!

Today Emma shares her life between France and the Middle East where she has definitely left an indelible mark, in this city of luxury, carried by her culture, her values, her convictions and the crazy desire to have healthy and sustainable food more widespread. Today, people ask Emma about opening in the various locations, and yes, she intends to keep growing her tribe!

Today, people ask Emma a lot to open in various locations in the world, and yes, we intend on growing our tribe... !

About Wild & The Moon:

Wild & The Moon is a homegrown premium plant-based, organic, ethical, casual << quick service >> restaurant chain. Here, at Wild & The Moon, we believe there is no better business than a business that does good, hence we are based on the simple belief that food should be good for you, good for the planet, and delicious. Wild & The Moon provides a wide homemade spread of 100% vegan dishes, including salads, smoothies, juices, breakfast bowls, soups and stews, and classic favorites, like pizza, burgers, tacos, waffles, pancakes, and many more.

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