

# MAKING IT: THE YEAR AHEAD.

January, 2026

4.0

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*Fauzggah*

A N M B N S H O W C A S E





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# Editor's Note



**B**uilding something in Nigeria is not easy. Everyone knows that. Yet every day, people still choose to try. This new issue of MakingIt is about those people. The founders, creators, and innovators who look at uncertainty and see room to build. Across industries, they are not just starting businesses. They are raising standards, shaping culture, and proving that world-class ideas can be born, built, and scaled from here. Every page in this issue honours that spirit.

The resilience that keeps founders moving when the path is unclear. The ingenuity that turns constraints into advantage. And the ambition that insists Nigerian stories deserve global attention.

These are not just success stories. They are roadmaps, reminders, and rallying cries for anyone daring to create, to lead, and to make something meaningful.

Thank you for reading. Thank you for believing. And thank you for being part of a movement that knows, without apology, that Made by Nigerians is not just a label. It is a force shaping the future we are proud to build together.

*Chidimma Okoli*

Chief Project Officer, Made By Nigerians

# Acknowledgements and Credits

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# WHAT WE'RE CARRYING INTO 2026

Patience.  
Craft.  
Work that lasts.

Some futures are **built fast**.  
Others are made **slowly**  
and they **stay longer**.







# The Unseen **Million-naira** Industries



**W**hen people think of entrepreneurship in Nigeria, the spotlight usually lands on tech, fashion, or entertainment. But quietly and away from the hype, a generation of founders are proving that wealth doesn't only flow from the obvious. Across the country, young Nigerians are making it in industries many usually overlook. Industries like beekeeping, snail farming, recycling, toy-making, even bamboo crafts.



These are the unseen million-naira industries. The businesses you don't read about on Twitter threads or see trending on Instagram or TikTok, yet they are building jobs, communities, and legacies. They remind us that success often hides in places people least expect.

One of such story is Fauziyyah's Honey; a brand that has turned bees and hives into more than just jars of sweetness. It's a brand that has shown symbol of courage, creativity; carving wealth from the unexpected.

At the center of this story is Fauziyyah, the young founder behind Fauziyyah's Honey. What started as an emotional reaction to loss has grown into a thriving business that challenges stereotypes about who belongs in agriculture and where real opportunity lies.

In an industry often imagined as old, rural, and male-dominated, she has carved out a fresh, modern narrative: honey as both heritage and hustle. Her journey proves that the sweetest success can come from the most unexpected places.



**Q: What first drew you to honey and beekeeping?**

**A:** Before beekeeping, I was into poultry and crop farming while working as a civil servant. Farming was something I enjoyed, but it was also expensive and time-consuming. For example, chickens need daily feeding, cucumbers need constant watering. With bees, it's different. Nigerian bees are independent. I don't feed them, medicate them, or inject them with anything. My job is simple: build them a good hive in the forest, and they'll find it, move in, and start producing honey. After 6 months to a year, I harvest. But one thing I always do is leave some behind because it's their food.

Another big reason was personal. My father, who was diabetic and hypertensive, relied heavily on honey.

Sadly, he used to buy fake honey filled with chemicals, and it worsened his condition until it eventually led to his death. That loss pushed me to start producing pure, raw honey; a brand Nigerians could trust without second-guessing. That's why my tagline is: ***"If I don't harvest it, I won't sell it."***





**Q: How did people react when you said you wanted to be a beekeeper?**

**A:** Most people thought I was joking, even my family. They assumed it was just a phase and that one bee sting would scare me off. Even the beekeeper who trained me was surprised I kept coming back after multiple stings. It wasn't until I took my first harvest that my mother finally believed me. Before then, some people even thought the videos I posted were edited. Over time, as they saw I was relentless and consistent, they realized I was serious.

**Q: What's the biggest challenge you face in this business?**

**A:** Insecurity and vandalism. Every year, I lose up to 500 beehives because people trying to steal honey burn them down to avoid bee stings. That means starting over again and again. It's heartbreaking, but I keep going.





**Q: Was there ever a moment you thought, “Maybe this isn’t for me”?**

**A:** Almost every week! (laughs). Harvesting from wild bees is risky enough, but the hardest part is actually selling honey in Nigeria. For example, many customers don’t understand that honey naturally crystallizes. I write it on my labels and explain it online, but people still panic and accuse me of selling sugar. Others expect honey to always look the same, but there are over 300 types; sometimes it’s dark, sometimes golden, sometimes thick, sometimes light. Climate and flowers affect the taste and color. Educating people constantly can be exhausting. But I refuse to pasteurize or process my honey just to make it “look nice,” because that destroys its medicinal benefits. So, I keep teaching. It’s tiring, but it’s worth it.

**Q: Have you faced resistance because of your age or gender in the beekeeping community?**

**A:** The beekeeping industry here is still very fragmented. There are associations, but many don’t really engage young people like me. Older beekeepers tend to keep things quiet. They don’t show their work. I took a different approach. I began sharing my process openly on social media, educating people about bees, honey, and the different varieties. At first, it was unusual, but now other beekeepers have started to do the same. Transparency built my community.



**Q: Many young people chase “trendy” industries like tech and fashion. You chose a quiet, unusual one and made it work. What does that mean to you?**

**A:** Honestly, it makes me grateful. I love that kids now recognize me at exhibitions or call me to schools on World Bee Day. Children are curious about bees, and I get to teach them how planting flowers or avoiding pesticides helps keep bees alive. That gives me joy because awareness like that never existed in our industry before.



**Q: What's one surprising door honey has opened for you?**

**A:** Joining the Lagos Agri-Innovation Club. It was founded by the Commissioner for Agriculture, Mrs. Abisola Olusanya, and I'm the only beekeeper in the group. That alone made me feel like I was representing the entire bee community in Lagos. For the first time, government agricultural forms now list beekeeping as an option, not just poultry or fisheries. And now, even on the club's banner, honey has its own spot. That recognition means everything to me.



**Q: If honey could teach us on lesson about life and business, what would it be?**

**A:** That honesty pays in the long run. Selling real honey is tough because people will complain, doubt you, and compare you to fakes. But with consistency, they'll eventually recognize your value and trust you.

# Bees don't chase trends.

They quietly build, patiently create, and leave behind something sweet and lasting. Fauzziyah is doing the same by showing that even in Nigeria's unseen industries, there are treasures worth harvesting, if only you're brave enough to try.





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# The Black Box:

A peek behind  
closed doors



# Confessions of an Anonymous Entrepreneur

They say entrepreneurship is freedom. You'll be your own boss, you can make your own rules and even sleep when you like and wake when you want. But here's the truth no one puts on Instagram: freedom sometimes feels like a prison you built yourself.

Last year, I had my first panic attack. Not because business was failing, ironically, it was doing well o. Orders were rolling in, revenue was steady, and on the outside, I looked like someone who had finally "made it." but inside, I was actually falling apart.

I couldn't sleep. My chest tightened every time my phone buzzed. A single "where's my order?" message could ruin my entire day. I felt guilty taking breaks, guilty spending money, guilty even being happy because how can I relax when payroll was coming up?

Here's what nobody tells you: entrepreneurship doesn't just drain your bank account; it can drain your mind too. The endless grind culture, the comparison with others, the constant pressure to scale. Ah it eats away at you quietly!

One morning, I drove to my office, parked in front, and just sat in the car for two hours. I put my car engine off, put my phone off. My staff and customers were waiting but I couldn't get out. The thought of stepping inside made my hands sweat and shake. That's when I realized that it wasn't that lazy or weak. I was just burnt out.

So, I did the unthinkable: I asked for help. I reached out to my mentor. He recommended therapy, rest and setting boundaries. And it saved me. Not my business, but me, myself. Because when you really think about it, a business can't thrive if its founder is falling apart.

If you're reading this and you've ever hidden your stress behind a smile or told yourself "I'll rest when I've made it," hear me clearly today, burnout is not a badge of honor. It's a warning sign. Success is sweeter when you're around to enjoy it.



Stories like this are not unusual. A global study published in the Harvard Business Review found that 72% of entrepreneurs are directly or indirectly affected by mental health challenges. In Nigeria, the Mentally Aware Nigeria Initiative (MANI) estimates the country loses about 200 billion naira annually to productivity decline linked to mental illness. The stigma makes it worse. Struggling financially is seen as temporary. Struggling mentally? That's often seen as weakness.

This is because entrepreneurs are under unique pressure because they can't switch off. Their business is tied to their identity, livelihood, and often family's survival. It is usually a 24/7 stress and if you don't manage it, burnout is inevitable.

Which means that behind the glossy pitches and LinkedIn updates, entrepreneurs often wrestle with:

**Money Stress:** Payroll is a constant shadow. Even when customers are paying, cash flow is unpredictable.

**Loneliness:** Employees look up to you. Family depends on you. Who do you lean on?

**Perception Pressure:** A bad month usually hidden behind "growth updates" and carefully staged photos.

@imagefx

And then there's the guilt. Guilt when you rest, guilt when you succeed, guilt when you fail. In recent years, more founders have started to open up about therapy, burnout, and setting boundaries. It's not easy in a culture where mental health remains heavily stigmatized, but the shift is important: a business cannot thrive if its founder is falling apart.



## If you're not sure if what you are experiencing is burnout, here are **5 signs of burnout to watch out for:**

- Chronic fatigue even after rest
- Insomnia or nightmares
- Sudden mood swings
- Loss of interest in things you once enjoyed
- Anxiety or panic attacks tied to work

The hustle culture glorifies sleepless nights and constant grind. But the more you neglect their minds, the closer you are to losing the very businesses you are building.



If you're **struggling mentally**,  
you can reach out to:

Mentally Aware Nigeria  
Initiative (MANI):

**@MentallyAwareNG**

She Writes Woman  
Mental Health Helpline:

**09080002000**

Lagos State Mental  
Health Helpline:

**09099330369**

Protect your mind the same way you protect your business. Success means nothing if you're too broken to enjoy it.



# Bingo

(Naija Entrepreneur Edition)

Borrowed money from parent, friends or uncle in diaspora	Used Canva to create your logo	Promised 24hr delivery, delivered in 72
Tried to register CAC but "name already taken"	Slept at your pop-up stall	Friend said "I'll pay later"
Turned your WhatsApp status into billboard	Applied for 10 grants in one night	Shouted "DM for price"
First customer was your mum	Invested more in ring light than stock	Client said: 'exposure' instead of payment



@imggfx

# The Archive:

Nigerian Brands that  
paved the way.



**B**efore global collaborations and export dreams, there were Nigerian brands quietly laying foundations. These pioneers showed us that quality could be homegrown, identity could be proudly local, and success didn't always need an import stamp.

Before hashtags like #BuyNaijaGrowTheNaira, these brands were already holding it down.

They weren't just products, they were part of our homes, our markets, our childhoods, our very identities. Today's wave of proudly Nigerian brands in food, fashion, wellness, and beauty are actually standing on the shoulders of these giants.

So, let's dust off the memory shelves and revisit the brands that paved the way:

## Food and Snacks



@fanmilk\_ng

## Fan Milk:

If you never chased the man on a bicycle ringing his bell, did you really grow up in Nigeria? Fan Ice wasn't just dessert; it was childhood joy in a plastic sachet.



@Gala Sausage Roll

## Gala:

The original traffic snack. Gala and Lacasera were the duo that kept Lagos moving. Whether you were broke or balling, Gala never judged.

## Goody Goody:

The chewy sweet of legends. Sticky, sweet, and a guaranteed way to annoy your mother and dentist.



@ismaeelnuh



@zikoko

## Okin Biscuits:

Okin Biscuits brand was the go-to biscuit brand. Back then, the two variants, shortcake and the round shaped Okin Biscuits, were every child's delight.

## Indomie noodles:

We Nigerians adopted noodles as if we invented them. From midnight cravings to "mummy's fast breakfast" noodles became culture.



@indomie.ng



## Maggi:

The flavor king. Every pot of stew, every family meal, every jollof had Maggi's invisible hand in it. It was so popular that every other brand that came after it was called 'Maggi'



@maggi.ng

## Beauty & Personal Care



@imagefx

## Tura Soap:

Everybody's aunty's bathroom classic. Whether it was really "flawless skin" or not, Tura had the hype.



@thedivashopnigeria



@evasoapng

## Eva Soap:

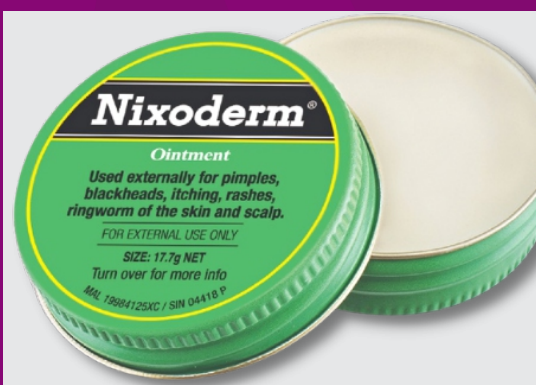
If Tura was old-school, Eva came in as the fresh kid. Bright, colorful, and distinctly Nigerian, Eva was in homes across the country before imported skincare became trendy.

## Dudu Osun:

The black soap that carried an entire nation's skincare on its back. Long before "organic" became a thing, Dudu Osun was already mixing shea butter, honey and aloe vera. If you didn't have that distinct black bar melting in your bathroom soap dish, did you even grow up Naija?



@dudosun.com



@nixoderm.com

## Nixoderm:

A tiny green tin that claimed to cure pimples, rashes, burns, heartbreak... okay maybe not heartbreak, but it was the miracle cream of its time.



## Home & Everyday Living



@Eleganza Groups

## Eleganza:

From coolers to slippers to school boxes, Eleganza defined “household name.”

## Omo Detergent:

The name was so strong, Nigerians still call every detergent “Omo” today. Brand dominance at its peak.



@omo.com



@bic.nigeria

## Bic:

Simple, reliable, everywhere. Bic pens wrote WAEC exams, love letters, and the entire Nigerian histories.



@dessertcart

## Sunshine Blue:

The OG laundry bluing agent. Before laundry bleach like Jik and Hypo came in bottles, Sunshine was the secret weapon. A sprinkle in your rinsing water and suddenly your white shirts are sparkling. It kept school uniforms crisp, Sunday whites spotless. If your whites weren't sparkling, chances are, you didn't know Sunshine Blue.

## Health & Wellness



@imagefix



@pzcussons

## Robb:

The fiery cure-all. Rub it and cry small but feel better after. Our mothers rub it on our chests and hands during raining season. It also makes a comeback during harmattan.





@debrat2k

## Alabukun Powder:

Sachet-sized legend. Nobody knew the exact ingredients, but it worked. End of story.

## Yoyo Bitters:

The bitter truth in a bottle. Yoyo wasn't about taste, but it was about survival. One sip and your face twisted like you just heard bad news. Love it or hate it, Yoyo made herbal bitters mainstream and left a taste you can't forget.



@ABLLAT COMPANY NIGERIA LIMITED

You see, these brands weren't just selling products; they were building trust, loyalty, and culture before "brand storytelling" was a buzzword. They proved Made in Nigeria wasn't just possible, they proved that it could be powerful, loved, and timeless. The new wave of Nigerian brands in food, beauty, wellness, and fashion definitely owe a thank you to these trailblazers. Because before it was trendy to say Naija to the world, these brands were already in our homes, hearts, and streets.

So, this Archive isn't just nostalgia; it's a reminder that legacy is the real blueprint



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# MONEY MOVES:

How Nigerians are funding  
their next chapter.





In Nigeria, earning a single income isn't enough to keep pace with rising cost of living anymore. Side hustles have evolved from 'nice to have' to essential survival tool that is fueling dreams, covering bills, and sometimes, feeding ambitions.

Over 80% of Nigeria's working population now work for themselves in one form or another, with the NBS reporting that 85.6% of working-class Nigerians as self-employed. That adds up to more than 35 million micro-enterprises, many of them hustling alone or running family businesses. A Moniepoint report further reveals why over half of these businesses were born out of unemployment, and more than a third because salaries simply couldn't keep up..



# Here are the top 5 Side hustles in 2025



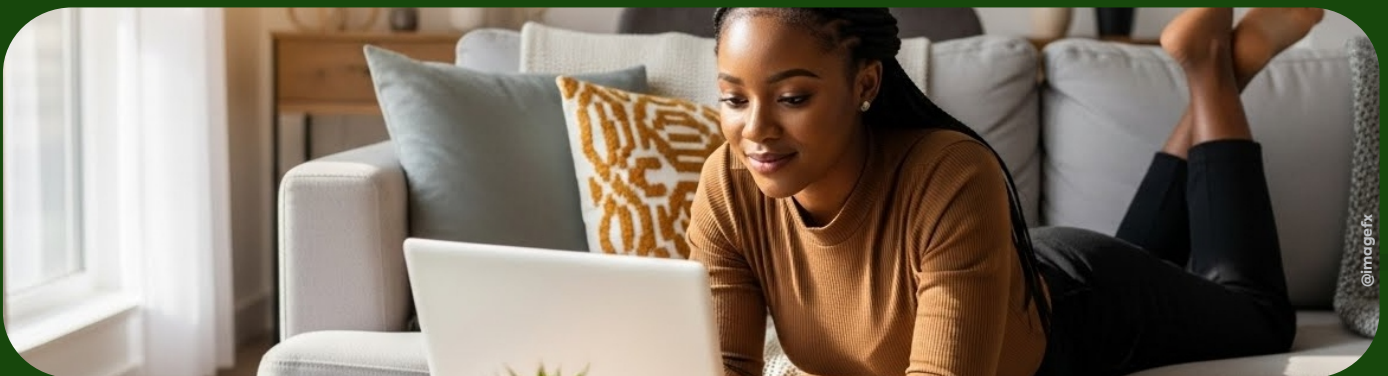
## 1 Food Business:

When it comes to side hustles, food will always sit at the top of the table, literally. From puff-puff, akara and fried yam stands in busstops to weekend cloud kitchens that deliver tiger nut drink, zobo and jollof, Nigerians have mastered turning ingredients into income. It works because food is both necessity and comfort, and with as little as 100K, a determined cook can pull in anywhere from 70K to 100K a month. It's no wonder selling snacks or food is usually the first stop for many first-time hustlers.



## 2 Thrift:

Powered by Instagram, WhatsApp groups, and online marketplaces like Jumia, thrift fashion and mini-imported goods move fast in this space. A 200K investment in stock could translate into 50K to 100K profit every month. For many, reselling is less about passion and more about riding consumer demand in an economy where everyone is chasing bargains.



## 3 Freelancing:

For the digitally savvy, freelancing has opened global doors. Graphic designers, writers, developers, and virtual assistants are cashing in on platforms like Upwork and Fiverr. Here, a laptop and strong internet connection are the only entry tickets, and the pay often comes in dollars. For some freelancers, one gig can bring in 50 dollars or more; proof that a skill can be more valuable than a stall in the market.





## 4 Virtual coach or teacher:

Tutoring and coaching have quietly grown into one of the most dependable side hustles. Parents and students are willing to pay 2 to 5k per hour for quality lessons, whether it's school subjects, coding classes, or professional certifications. With consistent scheduling, a tutor can earn 100k a month teaching by day, Zooming lessons by night.



## 5 Driving:

Convenience is king, taxis have become the hustle of choice for those with cars. A part-time Bolt or Uber driver can make 20k a day. While it may not sound glamorous, it represents a fast-growing part of the informal economy powered by Lagos traffic and Nigerians' love for comfort.

Here's the million-naira question:

**What can 100K**  
**realistically**  
**do in today's**  
**economy?**

*(Well, it's more  
than you think!)*



With 100K, a 'foodpreneur' can buy a pot or frying pan, ingredients, and packaging to launch a small chops business that lives on Instagram. A thrift seller can hit the market, buy a carefully selected bale, and resell online with 30% profit margins. A freelancer can invest in a strong internet network, software, or even take a quick online course to sharpen skills and get competitive on global platforms. A tutor can buy a decent webcam, ring light, and whiteboard for virtual classes. If you have a car already, you can buy up to 10k petrol in your car and with that, you can take more than two people to their destinations.

The money may be small, but in Nigeria, the hustle has never been about starting big. It's about starting fast, staying consistent, and reinvesting profit until a trickle becomes a stream.



# WHY SIDE HUSTLES FAIL

Despite the odds, the hustle economy is not slowing down. Nigeria's service-led economy is showing resilience, growing by 5.2% in Q3 2024, with sectors like e-commerce, culture, and tech gaining recognition. For hustlers, that means more visibility, more support, and more opportunities for small beginnings to grow into enterprises that matter.

Still, not every hustle story ends in glory. Many side hustles don't make it past six months, and the reasons are painfully familiar. Hidden costs like packaging and delivery eat into slim margins. Poor planning and research also leaves hustlers selling what nobody wants. The demands of balancing a main job and a side business almost always burn people out. And the biggest killer which is failure to reinvest profits. Too many hustlers spend the first 50K they make instead of scaling it into 500K.





# Picks Too Good to Miss

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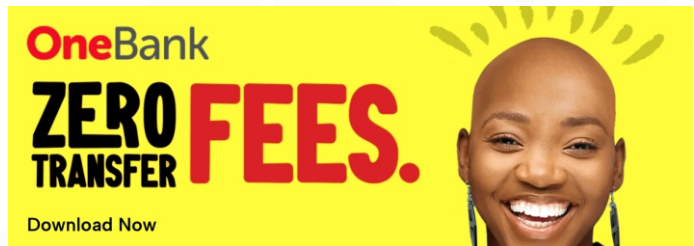


# Naija's Export:

10 brands that made  
waves in 2025

In a year of bold dreams and bold moves, these brands carved their names into 2025's playbook, not just trending, but reshaping the game. From fintech to craft beer, education to commodities, each one rewrote expectations.

## 1 **Sterling Bank:** The April Fools' That Wasn't



@sterling.ng

On April 1st, the internet was buzzing. Was it a prank or promise? Sterling Bank officially ditched online local transfer fees on its OneBank platform. The result: viral love, a major trust boost, and competitive pressure across Nigeria's banking sector making digital banking more accessible and earning mortal gratitude from SMEs and customers nationwide.

2



@sadiq adelakun

## **Bature Brewery:** Craft Beer Goes Local and Large

In a country where big lagers rule, Bature Brewery has carved out a niche with locally inspired craft beers. Operating out of Lagos, Bature produces 22,000 liters a month of locally inspired beers like Harmattan Haze and Mango Disco. In 2025, it set sights on scaling to 100,000 liters monthly and 500 outlets, targeting 1% of Nigeria's massive 7B dollars beer market.



3

## Immortal Cosmetic Art: Prosthetics Reimagined



@immortal\_cosmetic\_art

Immortal Cosmetic Art, a Nigerian prosthetics firm, created the Ubokobong Bionic Arm; a humanoid bionic arm designed for black skin tones that works with electromyography signals sent from the brain to different hand muscles when an amputee loses his hands. Pre-orders are pouring in from the U.S., U.K., Australia, and Ghana

4



@chowdeckng

## Chowdeck: The Billion-Naira Appetite

Food delivery isn't new, but Chowdeck rewrote the playbook in 2025. The startup announced record-breaking revenues, proving that Nigerians are not just ordering food, they're ordering convenience, consistency, and culture.

5

## FoodCo: Retail That Grew Fast



@Foodco.ng

FoodCo, a leading supermarket operator in southwest Nigeria, wasn't just maintaining shelves, they were listed as the second fastest-growing retail company in Africa by the Financial Times. This year, they expanded aggressively into delivery, convenience, and loyalty rewards.

6

## Wurafadaka: Style That Educates



@Shojobi Abisola

@John Odule

Celebrating its 10th anniversary, Wurafadaka opened a headquarters in Lekki, Lagos, and expanded its Fashion Institute that has trained over 1,000 students. With DHL-backed international delivery, it's reshaping how Nigerian fashion is taught and sold.

7



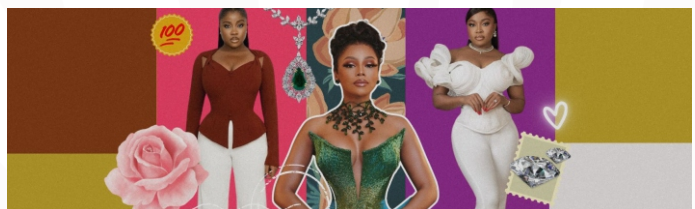
@theeagleonline

## Rite Foods (Bigi): From refreshment to responsibility

With their Riteonthebeach project, they removed 40 tons of plastic waste from the Lagos during the global Plastic Free July campaign. They also distributed over 30,000 recovery bags to residents in Lagos, empowering them to collect and recycle plastics as a demonstration of their commitment to environmental stewardship and a cleaner, healthier Lagos.

8

## Veekee James: Couture meets commerce



@thebounce.net

Veekee James didn't just dress the stars in 2025, she was the star. Cementing her dominance at high-profile red carpets (AMVCAs, AFRIFF, Headies), her brand blurred the line between Nigerian fashion and global couture. Her story is one of grassroots growth, building from Instagram to international orders.



## 9 **Hilda Baci:** From cook-a-thon queen to Jollof giant



@channels

After grabbing global headlines in 2023 with her Guinness World Record cook-a-thon, Hilda Baci kept the cooking gas burning. In 2025, she announced her boldest feat yet: cooking the biggest pot of Jollof rice the world has ever seen. The stunt isn't just about food, it's a bragging rights putting Nigerian cuisine on a global stage, and proving that Naija jollof has no rival.

10



@RipplesNigeria

## **Tunde Onakoya:** Checkmating limits

Tunde Onakoya took chess from the streets of Lagos to the global stage, using it as a tool to educate, empower, and inspire disadvantaged kids. In 2025, his Chess in Slums initiative expanded into five new African countries, while his global fundraising campaigns hit record numbers. He even faced international masters in matches which is proof that the story of a slum child with a chessboard can echo across continents.

These were more than trending stories, these brands rewrote rules. From a bank that turned a joke into bragging rights, to a craft brewer making local flavors premium; from pushing African-led innovation to the forefront of global health science to putting Nigerian cuisine on a global stage. Each brand shaped what "Made in Nigeria" means in 2025.

# Bingo

**Guess the Popular Naija  
Brand Taglines...**

"What are we  
doing today?"

"Good food,  
good life."

"The  
grandmasters  
of data"

"Rich in malt,  
rich in taste,  
rich in happiness"

Every woman  
is a star

"The one  
customer  
bank"

"Our Milk."

"Reach for  
greatness"

"Reach for  
your peak"

"Energy to  
go further"

"Tasty Nutrition,  
good for you"

"We love to  
see you  
smile."





# ZERO

**TRANSFER FEES**



# ZERO

**ACCOUNT  
MAINTENANCE  
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# *History:* **THE ORIGIN OF PUFF PUFF**





**P**uff-puff is a big proof that happiness can be fried. Golden, round, slightly chewy, and filled with nostalgia. This snack has gone from street corner staple to party necessity. But where did this small, mighty ball of joy come from?

During the colonial era, French traders and colonizers brought their fried dough treats (beignets) into West Africa. Beignets are square or round pieces of dough fried in oil, dusted with sugar. West Africans adopted it and localized it, using available ingredients and shaping it into smaller round balls. Each western country adopted it and gave it different names. So, while Puff-puff is proudly Nigerian, but it has cousins across West Africa. In Ghana, they call it bofrot; in Cameroon, beignets; in Liberia, kala. Think of it as one big family with the same DNA (flour, sugar, yeast, oil), just different names.



In Nigeria, puff-puff quickly left the colonial kitchen and became one of our snacks. It was cheap, filling, and easy to fry in batches which made it fit perfectly into street foods and school snacks. So, whether it was a street-corner mama frying by the roadside, or aunties frying for grandma's burial, baby dedication, or birthday parties, puff-puff cemented itself as part of our collective memory. It became culture. It became the taste of growing up with 5 naira snacks. It also became the first thing to vanish from a small chops tray and even survival kit you can always get at the bus stop before lunch or dinner is ready.

Fast forward to 2025, puff-puff is now big business. Chefs are stuffing them with chocolate, milk and even pepper. Instagram vendors take pre-orders. Frozen puff-puff dough is now a thing; just thaw it, fry it, and eat it in minutes all without the stress of preparing and waiting for it to rise. Who knew fried dough could evolve into a billion-naira hustle?

Simple ingredients, endless variations and universal love. Puff-puff is proof that the best ideas don't need reinvention just reinvention of context. From street corners to plated fine dining, puff-puff remains a taste of home, no matter where you are.



## Puff-Puff Trivia

- The largest puff-puff ever fried in Nigeria weighed over 50kg
- In 2019, puff-puff trended on Twitter after a debate: "Should puff-puff have pepper?"
- Puff-puff once made it into a Guinness World Record attempt at Lagos Trade Fair, where vendors fried nonstop for 24 hours.



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Ground Floor, Lennox Mall, Block 10,  
3 Admiralty Way, Lekki Phase 1, Lagos.



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