

OUR STORY OUR VISION

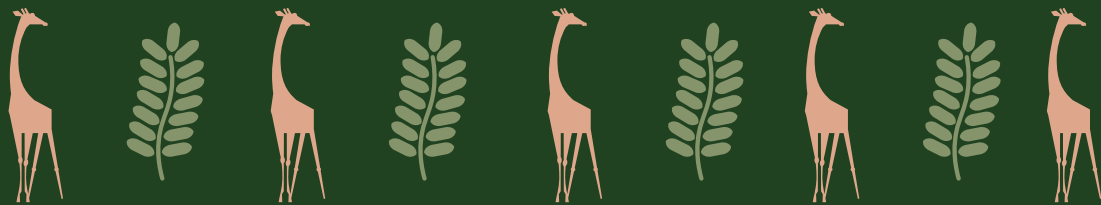
NAVIGATING NEW LANDSCAPES

Hatari Lodges - Shumata Camps - Wondergarden Ltd | 2025



“The human body
is a chemical factory
powered by what you
put in it and how you
manage it.”

‘Eduard de Wilde’



WHY NOT?

Our authenticity is the key to our unwavering commitment to integrity. Everything we do, from the food we serve to the experiences we offer, aligns perfectly with the local culture and environment.

Embark on unique travel adventures with us, away from mass tourism, in protected areas, off the beaten track. It's a journey like no other.

We collaborate with 1,500 farmers from 44 communities, strengthening our bond with the local community, and your support is vital. We use kitchen waste to generate biogas for cooking and solar energy to power our hotel.

Our approach to wildlife interaction is unique. We do not feed or pet the wilderness. Instead, we provide a very intimate encounter with the natural world, fostering a deep respect and appreciation for its beauty.

We also prioritize the health and well-being of our team, offering them the same healthy stay that we provide for our guests.

We help you awaken your senses through a deep dive into what matters and facilitate reconnection.

We work independently, harmonising with the surroundings to protect the forest and savannah, aligning with the mountains' microclimate.

In a world that often moves in the opposite direction, we remain committed to offering original and genuine experiences. More people seek travel options that embody these qualities instead of artificial safaris and imported food lacking culture and depth.

Our nature and surroundings are entirely true - what you see is exactly what you get.

This brochure reflects our extensive work with endangered environments and wildlife, especially elephants. We aim to expand beyond species protection by creating a model of culinary conservation to rediscover meaningful food, raise awareness, and foster positive change.

We proudly represent local indigenous foods and traditional dishes. We highlight multi-cropping Wondergardens from the Chagga homegardens—an agricultural system growing various crops together—to showcase the decline of regenerative agriculture and traditional knowledge.

Our model aims to inspire our travel, catering, and hospitality partners to get involved and remind everyone of the 'why not' attitude we need to save our planet.

We invite you to grow a garden with us, one at a time.

THE VISIONARIES BEHIND HATARI LODGE, SHUMATA CAMP & WONDERGARDEN INITIATIVE



Warm greetings from the Gabriels in Tanzania!

We have been running Hatari Lodge and Shu'mata Camp for 22 years. Hatari! inside Arusha National Park has a rich history with the Maasai and Meru peoples, including Margarete Trappe, Hardy Krüger, and the Mallory family, before we began in 2003 with the birth of our son Donyo.

Donyo was baptised in the NgareNanyuki River, which serves as the lifeline for the Mount Meru ecosystem, the Meru community, Hatari Lodge, and Shu'mata Camp. The name Donyo means 'Mountain' in Maasai.

The Momella region on Mt.Meru has a century-long tourism legacy, from Margaret's hunting safaris to Krüger's charter tours, and now our boutique model.

This area marks the start of East Africa's safari tourism, driven by the filming of "Hatari," featuring John Wayne and Hardy Krüger.

Holding Companies Ltd:

**The African
Embassy Ltd**

Subsidiaries:



Training:



Wholesale:



Retail:

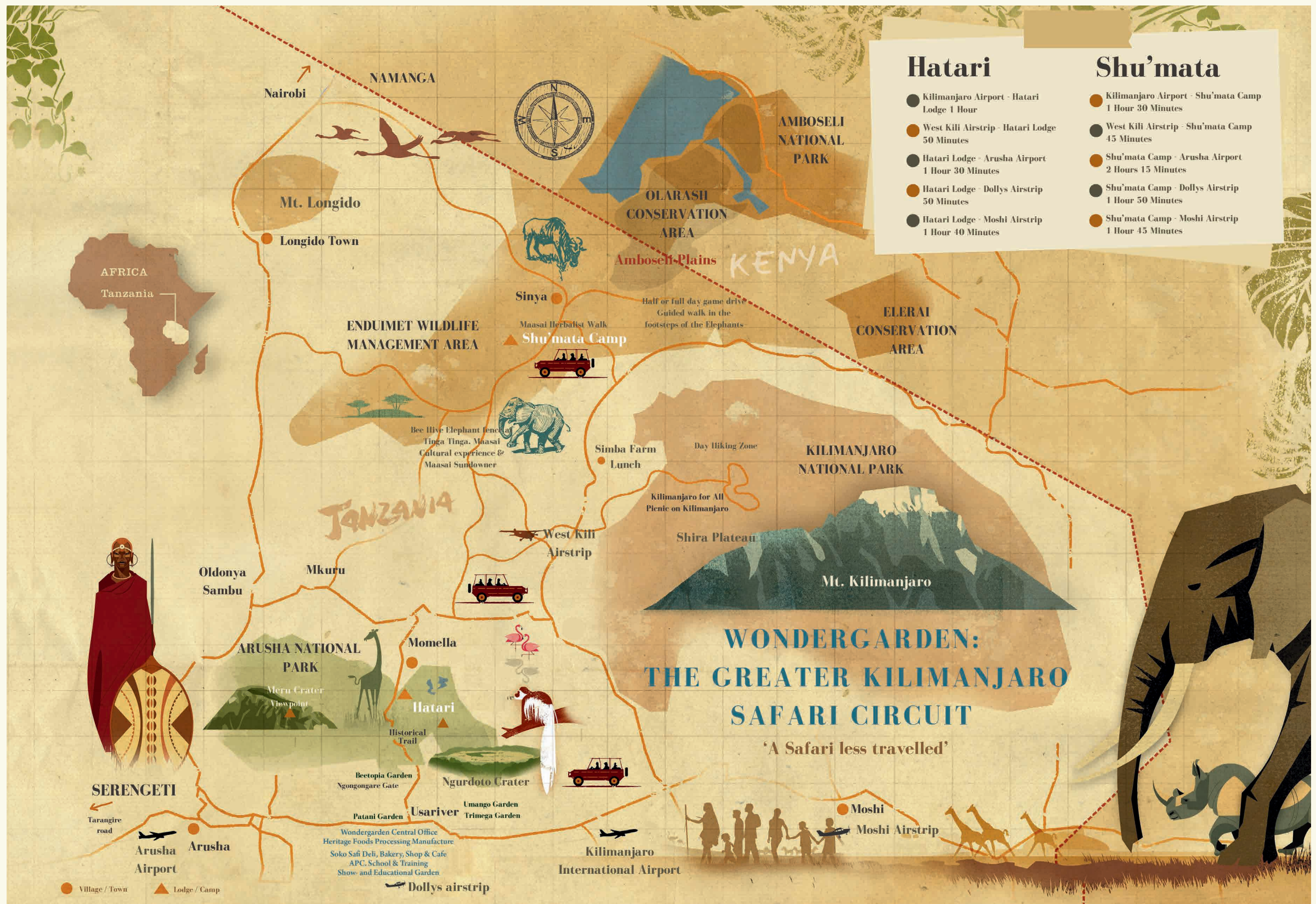


Partnership:



HYGIENICUM

Dr. HOEGLINGER
Nutrition, Health & Biodiversity



"I can think of no better way to be welcomed to Africa"

- Everett Potter, Forbes

EXPERIENCE

Both Hatari and Shumata offer an exhilarating adventure, whether experienced individually or combined.



Our distinct advantage lies in our picturesque setting - nestled between the magnificent Kilimanjaro and Mount Meru, far from the crowded tourist spots of Ngorongoro Crater and the Serengeti.

We aim to enhance this magical place by transforming our national park into a veritable Wondergarden to be explored in open safari G-jeps and on foot.

Into the wild, danger!



BIODIVERSITY IS LIFE

The Homegardens -
'Multi-cropping' in the buffer zones
and migratory corridors.
Agroforestry and Agroecology.



6 vegetation layers:

Tree, Liana, Banana & Fruit, Coffee, Veggies, Grains,
Pulses, Yams & Tubers

Natural balance

- 500 foods, 400 wild / home gardens
- 100,000 homegardens near Kilimanjaro
- 50,000 homegardens near Mt. Meru
- Support 800,000 people and others

In Africa

- 33 million smallholder farms in Africa
- Producing 70% of Africa's food supply
Source: University of Minnesota
(a farm means an agricultural area per household)
- A biodiverse, self-sustaining method feeding African communities for generations

Return to our Roots, Preserve our Future

- Kilimanjaro's glaciers recede, forests and species are disappearing
- Urgency to safeguard biodiversity, stabilise ecosystems, and promote regenerative agriculture
- Multiply these agroforestry & agroecology systems, and expand their reach
- Protect food sources and secure our mountain's future - the entire reach

'Mazingira ni uhai'!

Between two Mountains

These peaks are majestic markers of a unique landscape rich in wildlife and natural wonders. Mass tourism has overwhelmed Tanzania, but this mountainous area remains untouched.



OUR PHILOSOPHY

Navigating New Landscapes
Our Story, Our Vision

Guests can have a transformative experience at Mount Meru, near the Momella Lakes and within the Ngurdoto Crater forest.



Our philosophy centres on conservation, and our new products embody this ideology by promoting holistic rejuvenation of the mind, body, and soul.

Exploring the forest encourages a healthier lifestyle. It engages the senses and enhances physical abilities, resulting in better sleep, improved fitness, a stronger appetite, and heightened intuition.

Wandering through lush woods, breathing in the fresh air, and enjoying the diverse flora allows individuals to reconnect with nature and rejuvenate their spirits.

At Hatari and Arusha National Park, we envision a destination that prioritises well-being and enhances our guests' metabolic health experiences.

Relocating our manufacturing facility near Mount Meru, just outside the National Park, improves guests' experiences with visits to a multi-cropping show and educational garden, which features a deli, bakery, cooking school, and learning space, along with tours and meals in the outreach gardens of Slow Food members in the community.

This will provide guests and the community with a unique culinary experience that aligns with their reconnection to nature.

In the local tongue, 'Hatari' signifies danger, while in Swahili, it represents endurance!



WHERE SAFARI HISTORY MEETS MODERN COMFORT



Hatari Lodge

WONDERGARDEN LTD

Hatari's sister companys' headquarters is in Moshi, at the foothills of Kilimanjaro, where our inspiring journey began nine years ago.



We take pride in supporting around **1,500 individual farmers**, providing them with a vital market and essential support.

We creatively rediscover and process approximately **100 food products** through seasonal variations into about 200 exceptional items featured on the Hatari Lodge and Shumata Camp menu.

This endeavour has empowered us to **source 90% of our ingredients locally**, strengthening our community by reducing reliance on imports and fostering local economic growth.

This remarkable achievement fills us with pride and inspires us to continue our mission.



If you spend your time chasing butterflies,
they'll fly away. But if you spend time making
a beautiful garden, the butterflies will come.
Don't chase, attract.

One garden at a time.



UMANGO WOMENS GROUP



IN THE FOOTSTEPS OF ELEPHANTS

Guests arrive by private safari vehicles from the lodge and airport, located an hour away. While on safari, they continue with their dedicated guide to our luxurious camp in Maasailand:



Shumata Camp, atop a hill in the remote Enduimet Wildlife Management Area near Amboseli, offers stunning views of Tanzania's mountains. Initially established as a lookout for elephant conservation, it reflects our two-decade commitment to protecting the gentle giants.

The elephant migration corridors linking Amboseli, Kilimanjaro, and Enduimet enhance biodiversity and support pollinators. This sanctuary is home to ten super tuskers and various African Savannah wildlife, monitored by Maasai guides who enrich guest-elephant interactions.

Picture the serene sight of elephants, providing a safari experience reminiscent of "Out of Africa," which inspires our camp's design.

We are enhancing the north elephant migration corridor, vital for biodiversity. This initiative shows our commitment to wildlife conservation, supported significantly by our guests.

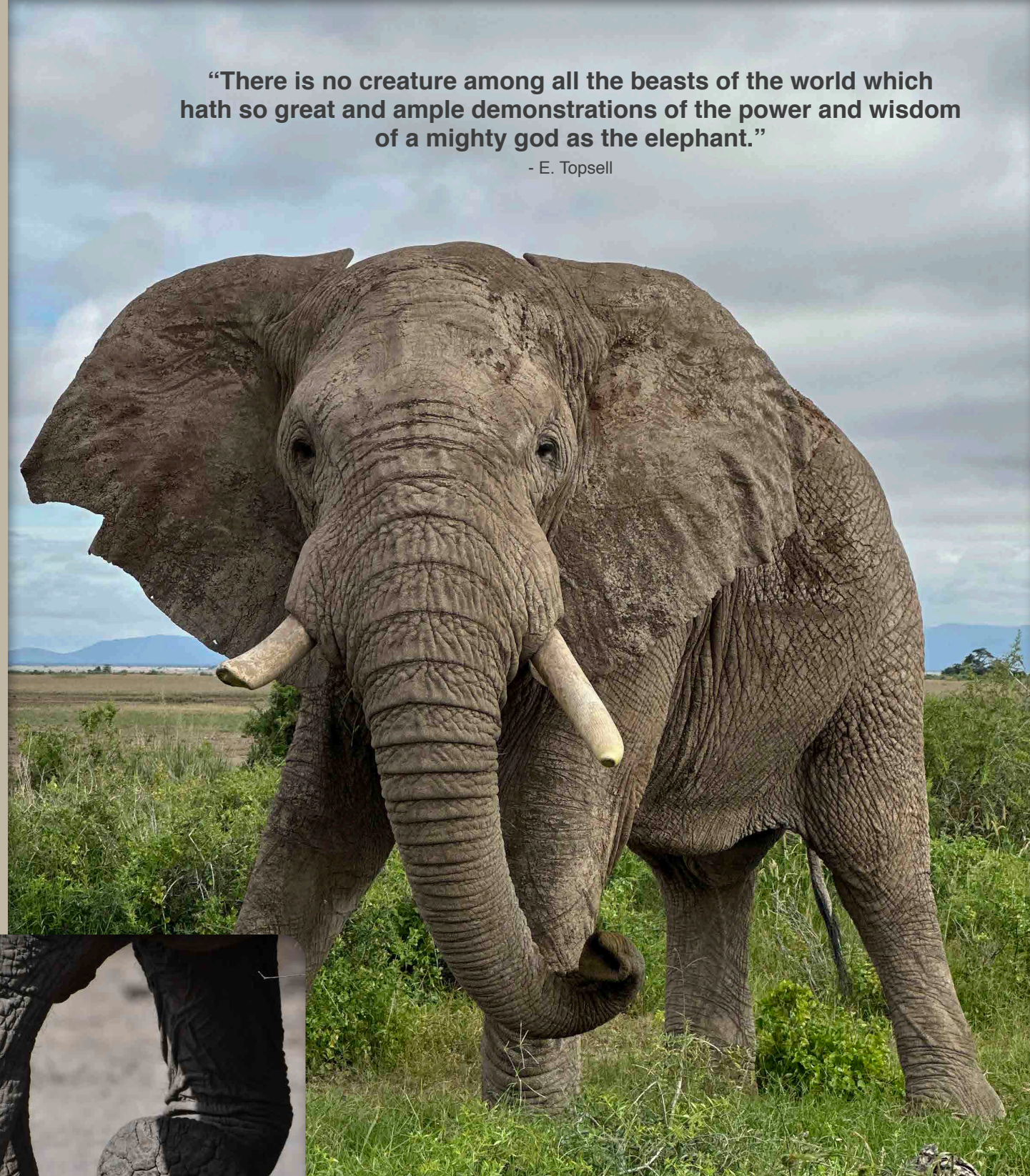
The National Park's landscape, including mountain forests, the Maasai Steppe, and woodlands between Tanzania's tallest peaks, Mt. Meru and Kilimanjaro, is crucial for all life forms and helps preserve these Wondergardens.

Without these protected areas, our farmers, who are our conservation partners, rely solely on store-bought products for crop sustainability.

Our mascot is the elephant.

"There is no creature among all the beasts of the world which hath so great and ample demonstrations of the power and wisdom of a mighty god as the elephant."

- E. Topsell



NOTES ON AN ELEPHANT:

Nature's constant gardener

Seasonal movements through corridors lead to nutrient-rich migration and biodiversity growth.

Serious existential threat caused by human-wildlife conflict and climate change

UNDER THE SKIES OF KILIMANJARO

Shumata Camp



'Shu'mata Camp' translates to heaven in Maasai



OUR STORY

The story of a tiny seed, a small part of a vast fruit from a tendril on one of the largest jungle trees, represents Wondergarden Ltd's vision.



This journey commenced as a substitute for almond and pecan nuts, helping sustain large jungle trees by purchasing the seeds, pressing them for oil, creating nut cream with Tanzanian cocoa, and marketing them as Kwemella, along with nut flour, treats coated in chocolate, and various pestos as well as marzipan.

The value derived from nuts and the opportunities presented by technology generate new revenue streams that support and protect.

The local microclimate is preserved when trees and forests are shielded, ensuring the elephant's nourishment chain remains stable.

Conflict diminishes, enabling elephants to continue their critical migrations.





MANDATORY VIEWING

RESPONSIBLE TOURISM

Culinary Conservation

Encompasses unique accommodations in their distinct locales, a blend of both, the new experiences on the horizon, and the responsibility we uphold through Wondergarden, utilising solar and biogas energy, biodynamic cleaning supplies, and our current certification efforts.



At every level, we champion responsible tourism. We firmly believe that sustainable conservation can only be achieved through our dietary choices and not merely by protecting individual species;

This cycle is illuminated through the life of the elephant.
Our guiding principle is “Culinary Conservation.”



“In nature,
nothing exists alone.”

Off the beaten Track

ITINERARY 'Less is More'

Arrival:

All within a radius of 1 to 2 hours
Kilimanjaro Airport, Arusha, Kenyan border

Either or & together:

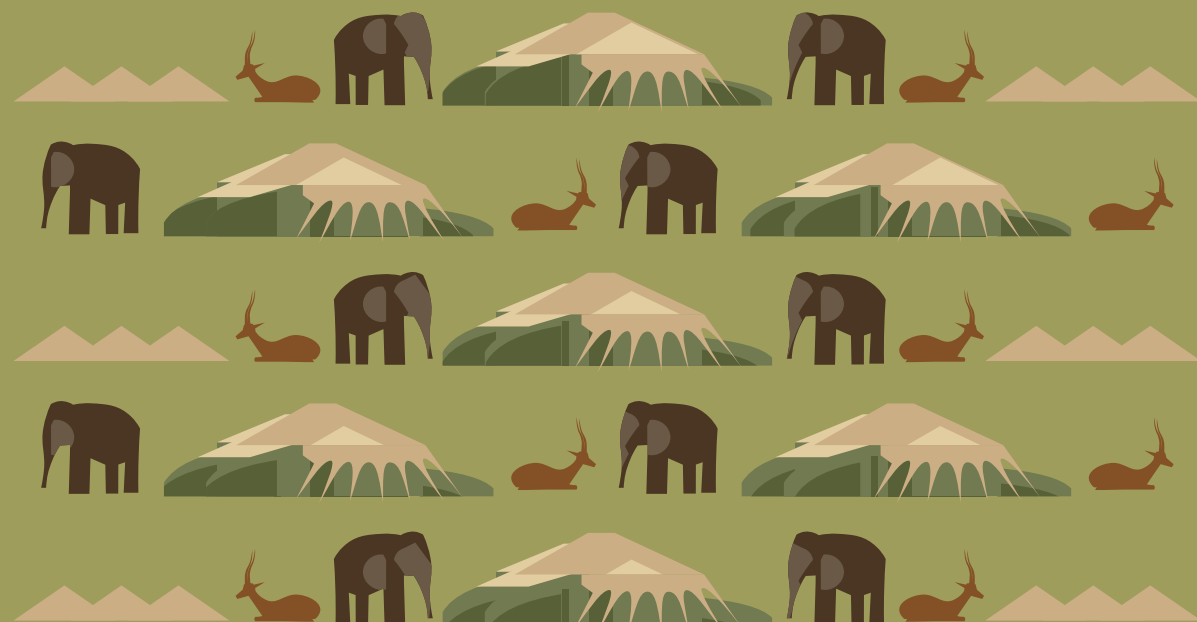
Hatari Lodge, Shu'mata Camp

Accommodation in Deluxe Villa or luxury safari tent
All meals, tea time, sundowners & wake-up calls

Natural World:

Venture in open Jeep
Mt Meru drive & hike
Momella Lakes canoe
Ngurduto Crater & Forest drive & hike
Waterfall canyoning & picnics
Wondergarden botanics & breakfast
Shira plateau hike & picnic on Kilimanjaro
Amboseli North drive & walk in the footsteps of elephants
Shumata Hill Sundowner
Maasai Boma natural fence participation

... and everything this brochure journal is promising.





- Between Two Mountains -

Hatari Lodge & Shu'mata Camp

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- Culinary Conservation -

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