



"Leave the sugars,
take the cannoli."

MORENA CALIANNO

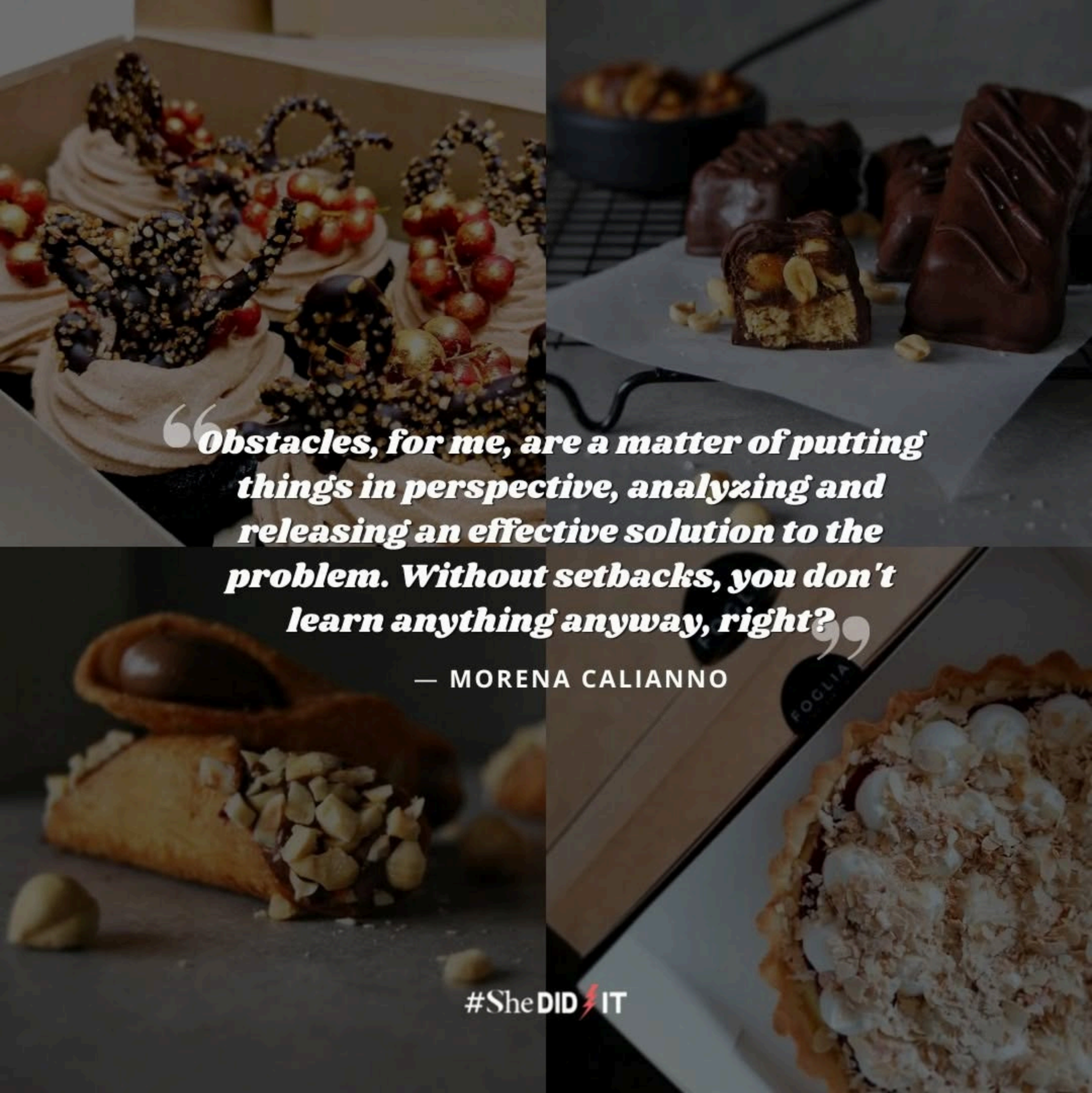
Co-founder Foglia

#SheDID IT

Ciao Foglia, ciao ciao!

The beginning of a business often marks a life changing experience. Same goes for Morena who was in search of a healthier lifestyle. After thorough research she found herself in veganism, she switched her lifestyle cold turkey (*no pun intended*). A change in diet didn't change her still wanting to enjoy Italian goods and other sweets. Problem solving as an entrepreneur is a must, so Morena started to experiment with different receipts, and ta da here comes Foglia! Her own journey inspired her to share the results with others who felt the same.

Foglia is an Italian plant-based coffee & food bar. The name refers to "(plant) leaves". **Morena has Italian roots, which she describes as her most beautiful asset, something she will firmly cherish as a precious inheritance. It defined the concept, her way of working and the identity of her business.** Besides that, she co-founded her business with her partner in life, Jeroen. He is her constant support system, the one who keeps pushing her to keep growing and glowing.



“Obstacles, for me, are a matter of putting things in perspective, analyzing and releasing an effective solution to the problem. Without setbacks, you don't learn anything anyway, right?”

— MORENA CALIANNO

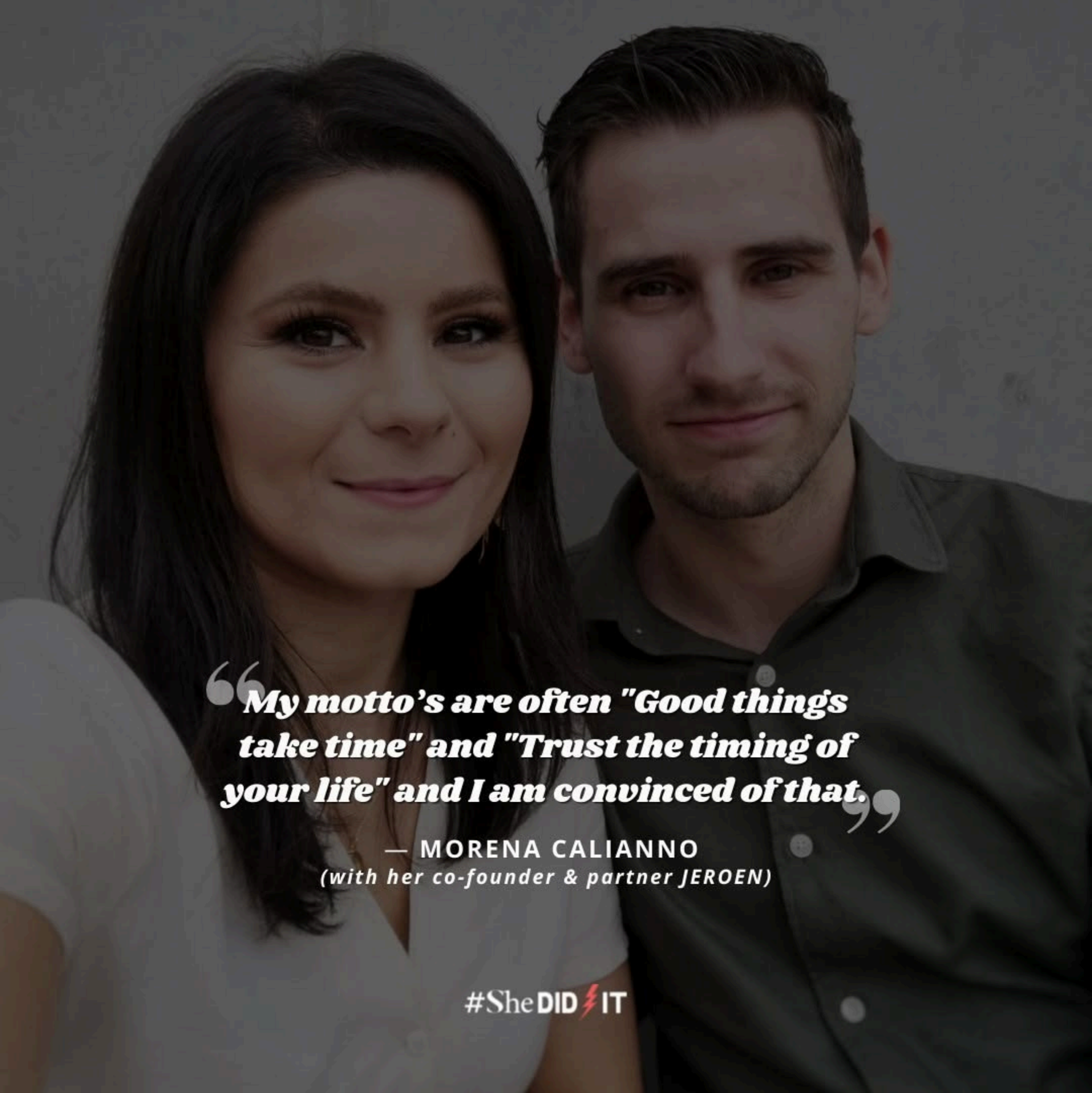
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Manifesting no limits in what I can do.

Taking the dive into entrepreneurship wasn't an easy one. She left her corporate job to pursue her passion. Having to conform to other people's systems with no room to express her creativity and vision, she felt limited. When the switch in lifestyle happened, it was the perfect moment to take action. And look where it took her!

What keeps Morena going is her Italian passion and burning fire for Foglia. That fire does not only create delicious meals but it also pushes her to get out of her comfort zone and to just get things done. Even more so, it awakens skills you never knew you had, that's why being passionate about what you do is importante.

Mamma mia, entrepreneurship can be spicy. It's very demanding and sometimes you have to fulfill various roles at the same time. Almost every entrepreneur says this but, you need setbacks for personal development as an entrepreneur. Don't let them get in your way, embrace them and learn the lesson it's teaching you. She even says it beautifully: ***"Just like a seed that grows under a lot of attention, care, warmth and light, my idea blossoms more and more. Now six years have passed and I am grateful for what I have been able to achieve and manifest so far."***



“My motto’s are often “Good things take time” and “Trust the timing of your life” and I am convinced of that.”

— MORENA CALIANNO
(with her co-founder & partner JEROEN)

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