



vegan

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ahlan
wa
sahlan!

(welcome!)

rich in flavor

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no added oil

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mēzete

was created to bring

authentic

Middle Eastern

Food to the world.



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Our Passion for Food

At mèzete, we have a “Passion for Food”; an expression of our heritage and culture. Our **Authentic, Middle Eastern Cuisine** is a profound culinary experience, and we are on a mission to share it with the world.

We celebrate Middle Eastern heritage through our authentic cuisine, offering a rich culinary experience with dishes like velvety hummus, aromatic lentil soup, and flavorful falafel wraps.

Founded in 2020, mèzete builds on over 90 years of food manufacturing excellence in Jordan to bring healthy, high-quality Middle Eastern flavors to the world. In just three years, we’ve reached over 45 countries, sharing our passion for food and culture globally.

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KHALED KASIH, CEO Kasih Foods (Mèzete)

Founding Family 3rd Generation, Food Technologist

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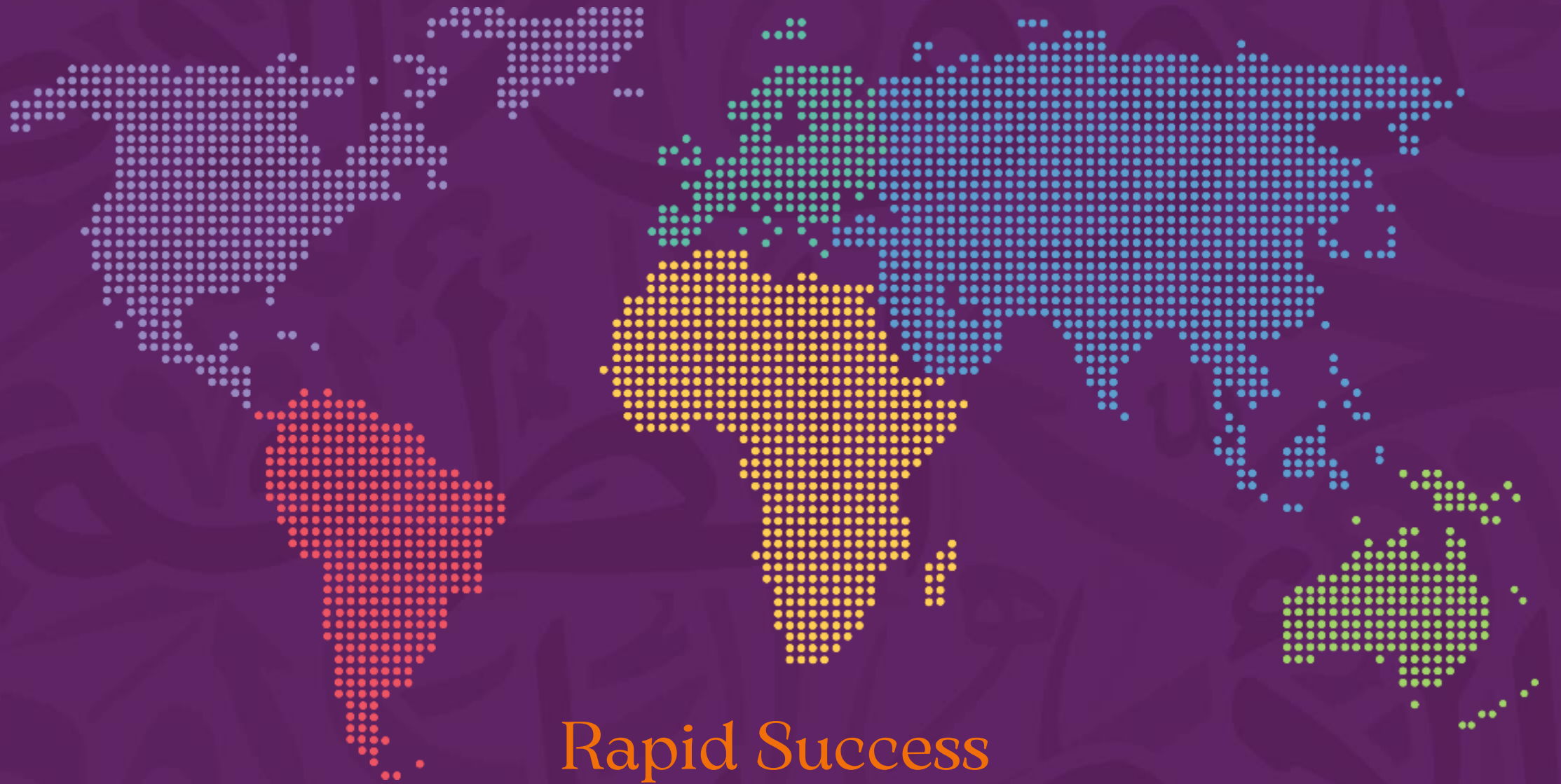
UHT in Food TRUE Innovation

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Rapid Success
45 Countries 3 Years



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The Category of Global or 'Ethnic' Foods



\$77 Billion
In US Retail*



+7%
CAGR*



>90%
of young,
affluent shoppers

The US ethnic foods market was valued at \$77 billion in 2022 and is expected to grow at a CAGR of 7% until 2030*

For many Retailers, this segment has become a key priority not only because of its size but because of its attractive demographic – Primarily High income, young adults (92% of consumers with income >\$150k and 91% of 18-24 y.o. have cooked ethnic food in the past month)**

** Food Marketing Institute 2023

* Fortune Business Insights 2023

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Middle Eastern food is the Fastest Growing Cuisine within World Food

“There has been an “explosion” of Middle Eastern restaurants opening in North America, the United Kingdom, and Europe, this is due to its ability to suit any taste—from meat eaters to vegetarians to the health conscious.
(Innova Market Insights)

Whole Foods predicted (Middle Eastern Food) would be one of the top food trends..... According to Whole Foods, hummus, pita, and falafel are “entry points” into Middle Eastern food
(Business Insider)

Retail sales of Middle Eastern foods in the US grew by 25% in 2022. The sales of Japanese and Mexican foods grew by 15% and 10% in the same year.

(Technomic Research)

“Hummus is up 17% on menus... falafel is up 27%, and Shakshuka is up a whopping 119%,” *(Datassential trendologist)*

Middle Eastern cuisine is poised to take over America, and it reveals a huge change in how people like to eat
(Business Insider)

Fresh, wholesome, healthy, rich, aromatic – it’s no wonder that the past decade has seen Middle Eastern cuisine’s global profile skyrocketing.
(CNN)

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What is Hummus?

- Hummus is a delicious and healthy dip or spread that is made by blending cooked chickpeas with Tahini – two true super foods! Plus, a little seasoning with lemon & salt.
- Chickpeas are packed with nutrients, very low on fat, very high in protein and in fiber. They are also high in potassium, iron, magnesium, folate, manganese and vitamin B-6.
- Tahini is made by roasting and then grinding sesame seeds. It is highly nutritious and contains more protein than milk and most nuts. It's also a rich source of B vitamins (boost energy and brain function), vitamin E (protective against heart disease and stroke), as well as antioxidants.
- The key to great Hummus is the Tahini - Real authentic Hummus is made with nearly 30% Tahini and this is what gives it its rich taste and velvety smooth texture.

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What happened as Hummus was industrialized?

- As hummus was industrialized, manufacturers faced a major challenge : Food safety.
- As part of Hummus recipe is Tahini, Tahini has a high microbial count that's naturally dormant, and susceptible to pathogens contamination, like listeria, or E Coli. As Tahini is an oil-based product, standard microbial control such as cooking, does not work in eliminating microbial risk.
- What did they do? Tahini levels were cut dramatically and preservatives were added. Tahini in most industrialized brands is around the 10% level. With so little tahini – the product was coarse and dry, so they were forced to add soyabean or canola oil.

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Dips Range



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Hummus

The three most popular dips in the Middle East are Hummus, Baba Ghanouj and Muhammara but Hummus has already grown globally to become a mainstream item.

Mezete Hummus is not at all 'Mainstream' – Our authentic Middle Eastern Hummus is High in Tahini with no added oils – the way it was meant to be. Mezete Hummus is velvety-smooth in texture with a rich, nutty taste.

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Baba Ghanouj

Baba Ghanouj is the next most popular Middle Eastern dip after Hummus. It is made from roasted or grilled eggplant mixed with tahini, lemon juice, and garlic.

Baba Ghanouj is often served as an appetizer or 'mezze', accompanied by pita bread, flatbread, or vegetables for dipping. It can also be used as a spread in sandwiches or wraps, or as a side dish.

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Muhammara

Muhammara is a delicious savory sweet combination of roasted red peppers, nuts or seeds, tomato and chili, accentuated with the sweetness of pomegranate molasses, the earthiness of cumin and the sharpness of garlic. Originating from the heart of the Middle East, our Muhammara is a classic dish that pairs perfectly with a dash of extra virgin olive oil and warm pita bread straight out the oven.

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Sauces Range



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Tahini Sauce

(Middle Eastern Sesame Seed Sauce)

A staple used all across Middle Eastern cuisine, Tahini sauce adds a rich creamy texture to a wide range of dishes. Our Tahini Sauce is super rich and creamy and can be use as a salad dressing, falafel sauce or even as a barbeque condiment.

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Toum

(Middle Eastern Garlic Sauce)

Our “Toum” begins with the freshest garlic cloves, carefully nurtured to perfection. These garlic cloves are then transformed into a velvety delight—a truly authentic, aromatic, and flavorful dipping sauce that's rich in tradition and taste.

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Shatta

(Middle Eastern Spicy Sauce)

Our Shatta is a fiery Middle Eastern Spicy Sauce that is crafted from a blend of vibrant spices masterfully combined with fragrant herbs. The result is an intensely aromatic sauce that's a testament to the region's culinary diversity. Our Shatta a truly authentic condiment that elevates dishes to new heights with its fiery embrace and tantalizing taste.

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Soups & Stews Range



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Adas Soup

(Lentil Soup)

Originating in the heart of the Middle East, lentils are considered one of the world's oldest health foods.

This iconic Middle Eastern lentil soup, rich in nutrients and protein, is preferred in winter for its heart-warming and fulfilling flavor and texture but is also served any time of the year as a nutritious, healthy starter.

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Freekeh Soup

(Smoked Wheat Kernel Soup)

Freekeh is an ancient grain originating in the Middle East known for its smoky flavor and high nutritional value. It starts by harvesting and smoking wheat earlier while the grains are still green. Our Freekeh Soup gives you a truly authentic and heart-warming food experience bursting with protein, fiber and – of course – flavor.

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Shakshouka Base

When ripe tomatoes are diced and sautéed, they sweeten up naturally revealing their delicious full flavour. This becomes a great base for the widely loved Middle Eastern dish known as 'Shakshuka' which is quickly gaining popularity worldwide.

Our Mezete Shakshuka is the perfect complement for baked eggs, hearty stews, pasta sauces, and anything else -the gourmet

in you- wants to create. Sahtain!

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Mulukiyeh Stew

(Jute Mallow Vegan Stew)

Mulukiyeh, also known as jute mallow, is a leafy green superfood that has been a staple in Middle Eastern kitchens for centuries since it came to be in ancient Egypt. Our Mulukiyeh Stew is a rich and nutritious dish cooked with sautéed garlic, coriander and a pinch of lemon juice to create a flavorful and hearty meal.

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to go

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We are proud to
Be reaching 1000's Of
7 eleven
stores in the United States.

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and we are proud to be featured in



WHSmith stores

throughout the United Kingdom.



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Food Service Opportunity

Although the public has embraced and adopted middle eastern foods into the mainstream, the lack of a Foodservice solution means the category very underdeveloped.

This is because:

- a) There is no 'Chef Worthy' product available
- b) Making from scratch is too time consuming for most
- c) Food safety risks limit adoption of ready-made options

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Launched in 2023
in all Sysco Sites
as a Sysco

‘Cutting Edge
Solution’

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The ONLY Chef-Worthy Hummus

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100% AUTHENTIC



CONSISTENT



As easy as 1 - 2 - 3



1



2



3



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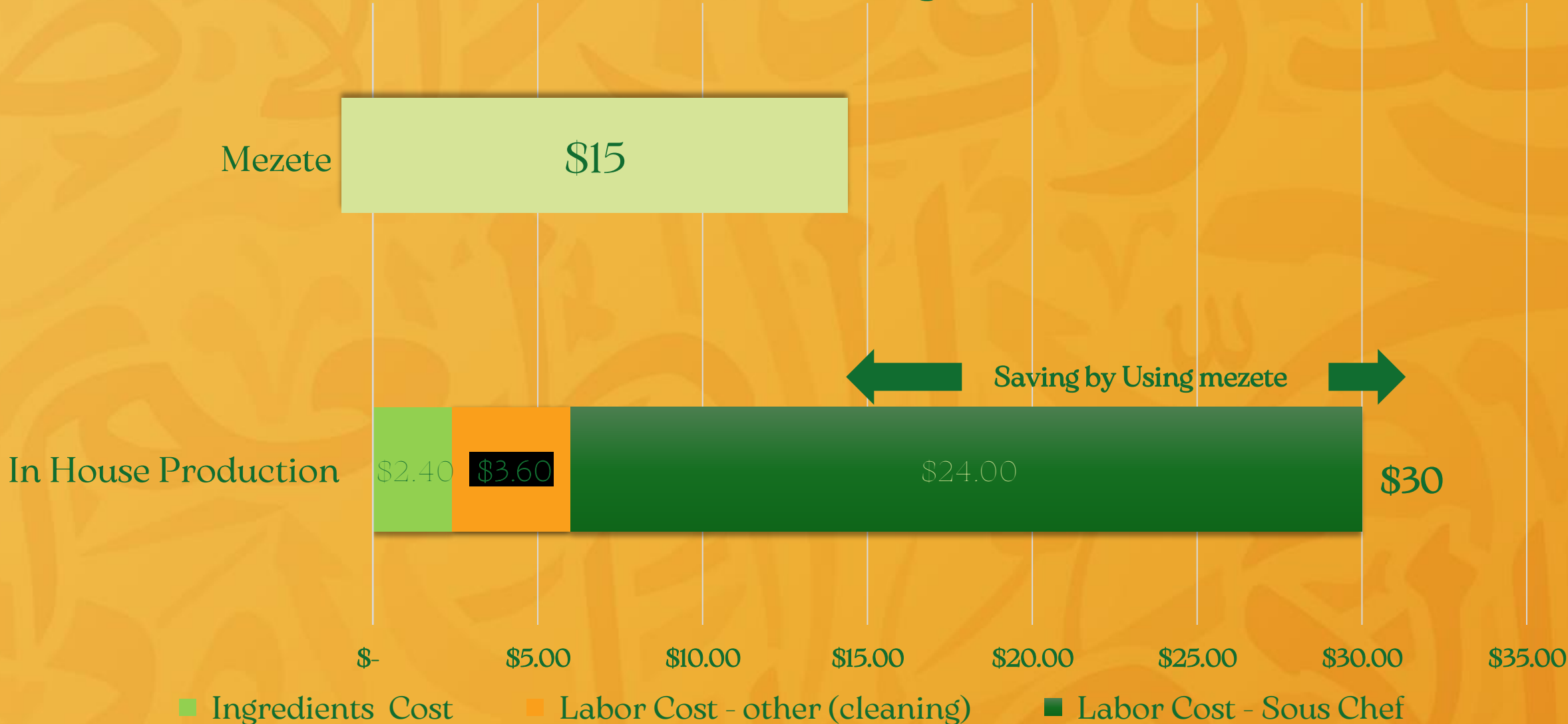
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Mezete Price vs In House Production Costs – 2kg (4.4 lb) Hummus



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Foodservice range – Although hummus is at our core, we now offer much more



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Bon appétit!

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