

JOMARA



Our skilled farmers have spent decades honing their unique talent for caring, identifying and hand-picking each and every Jomara date.

## About Jomara

### *Our Story*

Dedicated to sustainable agriculture at its exclusive estate in Saudi Arabia, Jomara has cultivated a lasting legacy of excellence. Founded in 2007, Jomara blends centuries-old Arabian date farming techniques with the latest in international modern farming methods to produce exceptional quality organic dates and date products. Our portfolio of organic dates includes: plain and filled dates, date chocolates, organic syrups and our signature healthy bars.

### *Our Commitment*

The goodness of nature is reflected in every Jomara date harvested at our farm. At the start of the season, our dedicated farmers dig trenches around each trunk to retain water and, as the trees begin to bear fruit, branches are regularly thinned to ensure every date enjoys optimum sunlight and airflow, the ripening dates are also carefully covered in well-ventilated cloths to deter insects and birds. The efforts are bountiful as tonnes of organic dates are harvested annually.

### *Our Promise*

We are proud to be known as the world's leading date grower, producer and distributor, with full control over the supply chain, with full traceability from farm-to-table.



Jomara's dedication to sustainable farming has been a long-standing value, ensuring our produce is farmed using modern technology to protect and preserve the natural goodness of the land.

Our expertise in food safety and quality has been recognised internationally by certified authorities, assuring excellence and integrity.

# Our Organic Dates

## All Natural Superfood

Jomara groves harvest several varieties of organic dates each season, hand-picked for its quality and nutritional value. A few of the bestselling varieties include Khidri, Kholas, Sokari, Medjool and Segai.



*Khidri*

Khidri dates are large and plump with a dark maroon skin and chewy flesh which leaves a soft raisin-like aftertaste.



*Segai*

Instantly recognisable with its two-toned colour, these dates are known for being subtly sweet, with a lingering brown sugar-like aftertaste.



*Kholas*

Kholas perfectly complements a cup of coffee. Its golden brown skin and soft, sticky flesh is subtly sweet and toffee-like in flavour.



*Sokari*

With its distinctive cone shape, this variety has natural crystallised sugars and wrinkled golden skin.



*Medjool*

Large in size with a rich mahoganyhued skin and soft flesh that melts away to reveal a delectable caramellike flavour.

### Energy Boost

Rich in natural sugars, dates offer a quick and healthy burst of energy to fight fatigue.

### Nutrient Rich

Dates are a great source of calcium, iron, potassium, zinc, magnesium and antioxidants.

### Healthy Snack

Dates are low in calories – around 40 calories per fruit – with zero trans-fat and cholesterol.

### Good Digestion

A small serving of dates significantly contributes to the daily recommended fibre intake.

### Bone Strength

Minerals such as calcium and magnesium in dates help promote good bone health.

### High Potassium

Thanks to its high potassium content, dates support the body's essential nervous system.

# Our Products



## Plain Dates

Jomara's 100% organic plain dates are grown with zero pesticides, additives or harmful chemicals.

## Filled Dates

Our organic dates are filled with the finest ingredients, including roasted almonds, pistachios and candied orange peel.

## Date Chocolates

A gourmet indulgence, Jomara's organic dates are coated in sustainably-sourced, single-origin chocolate.

## Date Bars

The ideal health snack, Jomara date bars are free of preservatives and refined sugars, available in 4 delicious flavours.

## Date Syrups

Jomara's date syrups – also known as dhibs – are a natural sweetener with a smooth, honey-like texture.

Scan the code to view the entire Jomara range



# Merchandising Display

Jomara's retail packaging reflects the finest standards of quality. Our organic varieties are available in elegant clear packing, recyclable cartons, convenient resealable pouches and decorative boxes that are ideal for gifting. Other popular products include individually-wrapped date bars, date syrups in easy-to-use squeezable bottles.



# A Global Brand

## Our Network

Jomara's entire product portfolio is available at leading supermarkets across the Middle East, including Carrefour, Waitrose, Spinneys and Choithrams. A trailblazing brand in the international FMCG, Jomara is aggressively expanding the growth of its distribution network.



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