Press Note

We love food. Healthy food, that is. Sadly, we are often faced with food choices that may be fast and convenient, but are poor health-wise.

Our choices are skewed by misconceptions about healthy food and diet. The truth is, snacking does not have to be sinful. You just have to find foods that are fast, easy and tasty to eat, and at the same time full of nutrition and good health.

Based in fast-paced Dubai, our busy schedules often force us to take what's in front of us—we just don't have the time it takes to search for the right tasty and healthy choices!

Hence, we set ourselves the task of finding foods that are suited to our lifestyles, but are still nutritious, and that we could share with our friends & family. As mothers and parents, we wanted to give our families tasty food of the finest quality, and still maintain health and good looks.

	s was born. We are a team of entrepreneurs with a ustomers something that's fun, tasty, quick, easy and most
choices that place a pre	a company that focusses on high-quality, convenient food mium on health. With our stress on health, we can provide dealthy, natural convenience foods that are in tune with the region.
	: roasted, peeled, ready-to-eat chestnuts of the finest ms up exactly what we want to do: provide people with thy food.

We have plans to introduce a whole range of convenience foods that finally give customers great new alternatives. Our promise to you: We will always bring you the best of the best when it comes to snacks. We will meet your craving for sweets and savouries which keep you healthy, good-looking and full of energy.

The future is bright. We are confident that our brands will soon dominate the market in healthy convenience foods.