



تاج التمور  
Date Crown

*Daily Goodness*

**SALES PRESENTER**

# AGTHIA GROUP

Agthia Group is a leading Abu Dhabi based food and beverage company. Established in 2004, the Company is listed on the Abu Dhabi Securities Exchange (ADX) and has the symbol "AGTHIA". Through Senaat, Agthia Group PJSC is part of ADQ, one of the region's largest holding companies with a broad portfolio of major enterprises spanning key sectors of Abu Dhabi's diversified economy.

The Company's assets are located in the UAE, Saudi Arabia, Kuwait, Oman, Egypt, Turkey and Jordan.

Agthia offers a world class portfolio of integrated businesses providing high quality and trusted food and beverage products for consumers across the UAE, GCC, Turkey and the wider Middle East. More than 8,200 employees are engaged in the manufacturing, distribution and marketing various products in categories.



For The Better • من أجل الأفضل

## Agthia Brands



# Al Foah In a Nutshell



*"Give me agriculture and I will give you civilization"*

Sheikh Zayed Bin Sultan Al Nahyan  
May Allah rest his soul in peace.

The world's largest dates producer and exporter, Al Foah was incorporated in 2005, with the full backing of the Government of Abu Dhabi with an objective to develop the date palm sector in the country.





### Bumaan

Grown in all parts of the UAE and mainly in the Al Ain region, these date types are characterized by its short oval shape, it's sweet in taste and has a balanced sugar composition as fructose and glucose.



### Khalas

The golden, big-sized, soft and smooth date variety is grown in all parts of UAE. The variety is a richer in iron, zinc and calcium than other varieties. Also, it is one of the high fiber content varieties



### Khenaizi

Grown across the UAE, the date type is black and it's medium sized with higher potassium, magnesium and calcium content than other varieties.



### Lulu

The most well-known dates in the Northern Emirates, characterized by spherical wrinkled dates, a unique dark colour with a pleasant flavour and delicate sweetness. Nutritional composition is similar to other date varieties.



### Dabbas

Considered as one of the well-known date varieties, it is reddish brown and medium-sized with wrinkled skin. It is rich in potassium.



### Fard

Grown mainly in the Al Ain region of UAE, this dark brown color date variety has a unique natural glossy and waxy layer covering its surface, in addition to its strong fibrous structure that reduces its sweetness



### Shishi

Grown in all parts of UAE, the date variety is dark brown, long and oval shaped.



### Medjool

A unique reddish brown colored variety with caramel like flavour and soft & chewy texture. Medjool is one of the biggest size dates, grown in some areas of Al Ain and Northern Emirates but mainly in the Levant region.



### Neghal

Grown mainly in the northern region of UAE, this golden-brown colour date variety is a firm yet tender date that has a mild sweet taste.



### Barhi

A widespread variety, grown in all of Emirates, Barhi is a amber to dark brown, thick fleshed and oval shaped. It is one of the unique varieties that can be consumed throughout the date's three stages of ripeness: semi-ripe ((khalal), fully ripe(rutab), and dried(tamr).



### Ajwa

Ajwa is a celebrated assortment of dates, ranging from a dark brown to almost black colour, these dates are delightfully soft and fruity with a prune-like taste and tend to be of a dry variety grown traditionally in Medina in KSA.



### Deglet Noor

Commonly referred to as the "queen of all dates", the authentic Deglet Noor date has a soft touch, a translucent light colour and a soft honey-like taste, characteristics which distinguish it from other dates and it is mainly grown in Algeria and Tunisia.

## The finest and broadest selection of date varieties

There are more than 800 varieties of dates with different shapes and flavours, however, all of them are similar in nutritional benefits.

Each of these date varieties are special in their own way, coming from different parts of the world. Below are some varieties that are popular globally.

# Health and Nutritional BENEFITS OF DATES



## Dates contain significant amount of antioxidants

Antioxidants help for the management of oxidative stress-related illnesses



## Dates are a rich source of fiber

Increasing fiber intake helps maintain digestive health



## Dates are a rich source of potassium

Potassium contributes to normal functioning of nervous system, normal muscle function and maintenance of normal blood pressure



## Dates are a good source of magnesium

Magnesium helps the body with reduction of tiredness and fatigue, maintains electrolyte balance and helps in maintaining normal energy yielding metabolism, functioning of the nervous system, muscle function, protein synthesis, psychological function and maintenance of normal bones and teeth



## Dates have low glycemic index

The processed sugar consumed by us gets immediately absorbed into the blood stream, causing spikes in sugar level and energy crashes. Most of the date varieties boast of a low glycemic index (glucose and fructose that the body uses to feed its energy requirements and doesn't convert into fat). They are digested at a slower rate, making them a source of dietary fibre and releasing energy to the body over a longer period of time

# DATES THE SUPERFOOD

Cholesterol  
Free

Improves  
cognitive  
function

Sodium free

Prevents blood  
sugar spikes

Regulates blood  
pressure

Fat Free

Keep your  
digestive system  
healthy



## BENEFITS OF DATES

From times immemorial, mankind has been blessed with this natural, pure superfood. Dates are a good source of minerals like potassium and magnesium, and contain antioxidants, fibre and vitamins.

Dates are one of the healthiest dry fruits. Dates help the immune system, boost brain function and give you glowing skin.

# INTRODUCTION

Date Crown is largest dates brand globally and the only truly global dates brand with presence in over 45 countries all over the world.

Date Crown offers the finest selection of high quality dates: Lulu, Fard, Dabbas, Khenazi, Khalas, Ajwa, Medjool, Khidri, Deglet Nour, etc. Products offering include plain dates, organic dates, date paste, date syrup, chocodate, stuffed dates, date powder and chopped dates.





## تاج التمور Date Crown

At Date Crown, we believe in the power of dates, the timeless superfruit that has nurtured people for millennia.

To preserve this heritage of humanity and make it prosper, we work with thousands of local farmers, selecting the best dates and always innovating to offer the finest-quality products for people around the world to enjoy and share.

Timeless fruits to crown your every day!



# CONSUMER INSIGHTS OF DATES



Health and nutrition are important for me and my family so I ensure we eat a mix of tasty and nutritious meals/ snacks from Date Crown during the day.

If you want to have a positive great day ahead, then it's important to get your morning off to a positive start with Date Crown

I want to start my day with Date Crown, a highly nutritious superfood that will guarantee me energy needed to go about my day, and even nature's providence to order my day.

When I snack during the day it's to satisfy my sweet craving and quite often I snack on other foods which are not very healthy or nutritious.



**SUPERFOOD**

*Daily Goodness to Crown your everyday!*



# HAPPY CONSUMERS FROM EVERY AGE GROUP



# DATE CROWN PORTFOLIO

# لولو LULU

The most well-known dates in the Northern Emirates, characterized by spherical wrinkled dates, a unique dark colour with a pleasant flavour and delicate sweetness. Nutritional composition is similar to other date varieties.



## كيس بحجم 500 غم 500G STAND-UP POUCH

Outercase Barcode  
6291100213773

Pack Barcode  
6291100213184



## كيس بحجم 250 غم 250G STAND-UP POUCH

Outercase Barcode  
6291100212811

Pack Barcode  
6291100212804



## عبوة 1 كغ 1KG BOX

Outercase Barcode  
6291100212545

Pack Barcode  
6291100213504



## عبوة 5 كغ 5KG BOX

Pack Barcode  
6291108232941

# فرض FARD

Grown mainly in the Al Ain region of UAE, this dark brown color date variety has a unique natural glossy and waxy layer covering its surface, in addition to its strong fibrous structure that reduces its sweetness



## كيس بحجم 500 غم 500G STAND-UP POUCH

Outercase Barcode  
6291100213726

Pack Barcode  
6291100213146



## كيس بحجم 250 غم 250G STAND-UP POUCH

Outercase Barcode  
6291100213474

Pack Barcode  
6291100213467



## عبوة 1 كغ 1KG BOX

Outercase Barcode  
6291100212552

Pack Barcode  
629110021308



## عبوة 5 كغ 5KG BOX

Pack Barcode  
6291108232972

# خنيزي KHENAIZI

Grown across the UAE, the date type is black and it's medium sized with higher potassium, magnesium and calcium content than other varieties.



## كيس بحجم 500 غم 500G STAND-UP POUCH

Outercase Barcode  
6291100213757

Pack Barcode  
6291100213160



## كيس بحجم 250 غم 250G STAND-UP POUCH

Outercase Barcode  
629110022798

Pack Barcode  
6291100212781



## عبوة 1 كغ 1KG BOX

Outercase Barcode  
6291100212569

Pack Barcode  
6291100213122



## عبوة 5 كغ 5KG BOX

Pack Barcode  
6291108232965

# خلاص KHALAS

The golden, big-sized, soft and smooth date variety is grown in all parts of UAE. The variety is a richer in iron, zinc and calcium than other varieties. Also, it is one of the high fiber content varieties



## كيس بحجم 500 غم 500G STAND-UP POUCH

Outercase Barcode  
6291108233771

Pack Barcode  
6291108233764



## عبوة 750 غم 750G TUB

Outercase Barcode  
6291100213092

Pack Barcode  
6291100213085



## عبوة 1 كغ 1KG BOX

Outercase Barcode  
6291100212576

Pack Barcode  
6291100212856



## عبوة 5 كغ 5KG BOX

Pack Barcode  
6291108232934

# خلاص KHALAS



## عبوة مفرغة من الهواء 1 كغ 1KG VACUUM PACK

Outer case Barcode  
6291100213351

Pack Barcode  
6291100213344



## عبوة مفرغة من الهواء 250 غم 250G VACUUM PACK

Outer case Barcode  
6291100197156

Pack Barcode  
6291100197149



## RIGID BOTTOM 450G

Pack Barcode  
6291108232910



## RIGID BOTTOM 250G

Pack Barcode  
6291108232927



# دباس DABBAS

Considered as one of the well-known date varieties, it is reddish brown and medium-sized with wrinkled skin. It is rich in potassium.



## عبوة 1 كغ 1KG BOX

Outer Case Barcode  
6291100212538

Pack Barcode  
6291100212842



## عبوة 5 كغ 5KG BOX

Pack Barcode  
6291108232958

# رزيز REZIZ

Reziz Dates are very popular, very good quality dates commonly found in the United Arab Emirates. They possess a golden brown color skin tone with an orange cupule.



عبوة 1 كغ  
1KG BOX

Pack Barcode  
6291100193479



عبوة 5 كغ  
5KG BOX

Pack Barcode  
6291108232996

# أصناف أخرى OTHER DATE VARIETIES



عجوة 200 غم  
AJWA 200G

Pack Barcode  
6291108232286



مجدول 500 غم  
MEDJOOOL 500G

Pack Barcode  
6291108230190



رطب سكري 500 غم  
SUKKARI RUTAB  
500G

Pack Barcode  
6291100191062



دقلة نور 500 غم  
DEGLET NOUR 500G

Pack Barcode  
6291108230213

# SNACKING PACKS



**On-the Go** snacking alternative for consumer profiles who have modern outlook, leading busy lives and value “Healthy Living”. This convenient snacking pack brings the “Goodness” of dates as a Superfood directly to the end consumer.



## WHOLE DATES 16x35G

Pack Barcode  
6291108233733

SRP Barcode  
6291108233740

# مجموعة الهدايا GIFTING RANGE

Consumers have become very mindful and deliberate in their gift giving culture and the increasing appetite for premium offerings have also helped to increase the gift giving occasions in general.



ترافل التمر  
DATE TRUFFLES  
250G

Pack Barcode  
6291108233362



تمور فاخرة  
PREMIUM  
DATES  
250G

Pack Barcode  
6291108233948



تمور باللوز  
DATES WITH  
ALMOND  
250G

Pack Barcode  
6291108233955



تمور باللوز  
DATES WITH  
ALMOND  
250G

Pack Barcode  
6291100213429



تمور فاخرة  
PREMIUM  
DATES  
250G

Pack Barcode  
6291108233924



تمور فاخرة  
PREMIUM  
DATES  
350G

Pack Barcode  
6291108233924

# مجموعة تمر بالشوكولاته CHOCO DATES RANGE

Date Crown Chocodates range offers the consumers a deliciously indulgent yet healthier snack that can be consumed anytime, on-the-go & which also parallelly offers the consumer a mouth watering gourmet experience as well.



تمر باللوز مغطى بالشوكولاته  
الداكنة والحليب  
DARK & MILK CHOCO DATES  
WITH ALMONDS  
250G

Pack Barcode  
6291108230251



تمر باللوز مغطى بالشوكولاته  
بالحليب  
MILK CHOCO DATES  
WITH ALMONDS  
100G

Pack Barcode  
6291108230961



تشكيلة تمر بالشوكولاته الداكنة والحليب  
DARK & MILK CHOCO DATES ASSORTMENT  
250G

Pack Barcode  
6291108233986

## دبس التمر 400 غم 400G DATE SYRUP



دبس سادة  
PLAIN SYRUP

Pack Barcode  
6291100213320



بنكهة الهيل  
CARDAMOM  
FLAVOR

Pack Barcode  
6291108232330



بنكهة الزعفران  
SAFFRON  
FLAVOR

Pack Barcode  
6291108232750

## دبس التمر 950 غم 950G DATE SYRUP



دبس سادة  
PLAIN SYRUP

Pack Barcode  
6291108233320

# عجينة التمر DATE PASTE



## Date Paste Versatility

### NATURAL SWEETENER



A healthier alternative to sugar, with a lower glycemic index

### EMULSIFIER



Acts as an excellent binder for sauces, spreads, and vinaigrettes

### IMPROVES TEXTURE



Enhances texture of baked goods:

- Softness: creates soft, moist cakes
- Stickiness: creates a sticky texture similar to that of brown sugar



Cold beverages



Sweet Appetizers



Energy bites



Cookies



عبوة 1 كغ  
1KG BOX

Outer case Barcode  
6291100213375

Pack Barcode  
6291100213368



# COOKING WITH DATE CROWN PLATFORM

www.cookingwithdatecrown.com

Discover our recipes



## Avocado and Date Smoothie



Products Used

- PREP TIME: 5 MIN
- COOK TIME: 0 MIN
- SERVINGS: 4 PEOPLE

### INGREDIENTS

FIRST OF ALL, CHECK IF YOU HAVE ALL THE NECESSARY INGREDIENTS FOR THIS RECIPE

- 70 GR DATE CROWN BLEND PESTO
- 1 MEDIUM AVOCADO
- 200 ML MILK
- 75 GR RAW ALMONDS

#### FOR DECORATION

- 5 DATE CROWN LULU LILLY CHIPPED
- 70 GR RAW ALMONDS FINELY CHIPPED

### INSTRUCTIONS

1. IN A BLENDER, PLACE THE LULU DATES, AVOCADO, MILK AND RAW ALMONDS. BLEND UNTIL THE MIXTURE IS SMOOTH.
2. POUR THE MIXTURE INTO YOUR SERVING CUPS. DECORATE WITH THE CHIPPED LULU DATES AND ALMONDS AND SERVE IMMEDIATELY.



## Date Panna Cotta

Products Used



Products Used

- PREP TIME: 30 MINUTES
- COOK TIME: 16 MINUTES
- SERVINGS: 4

### INGREDIENTS

FIRST OF ALL, CHECK IF YOU HAVE ALL THE NECESSARY INGREDIENTS FOR THIS RECIPE

- FOR THE PANNA COTTA
- 2 TABLESPOONS DATE CROWN DATE SYRUP
  - 500ML HEAVY CREAM
  - 2 GELATIN SHEETS
- FOR DECORATION
- DATE CROWN DATE SYRUP
  - DATE CROWN LULU DATES, CHIPPED
  - WALNUTS, CHIPPED

### INSTRUCTIONS

1. PLACE THE GELATIN SHEETS ON A PLATE OF YOUR WATER FOR 5 MINUTES.
2. PLACE A POT OVER MEDIUM HEAT. ADD THE HEAVY CREAM AND THE DATE CROWN DATE SYRUP. MIX TO COMBINE, THEN BRING THE MIXTURE TO A BOIL.
3. SQUEEZE THE GELATIN SHEETS TO REMOVE THE EXCESS WATER, THEN ADD THEM TO THE POT. COOK FOR ONE MINUTE WHILE STIRRING, THEN TURN OFF THE HEAT.
4. POUR THE PANNA COTTA IN YOUR HEAT PROOF CUPS. THEN SET ASIDE TO COOL FOR 10 MINUTES ON THE COUNTERTOP. COVER THE CUPS WITH PLASTIC WRAP, THEN REFRIGERATE FOR 4 HOURS.
5. DECORATE THE PANNA COTTA WITH A GENEROUS LAYER OF DATE CROWN DATE SYRUP. ADD THE CHIPPED DATE CROWN LULU DATES AND WALNUTS, THEN SERVE.



## Pecan Dates Energy Balls



Products Used

- PREP TIME: 15 MIN
- COOK TIME: 0 MIN
- SERVINGS: 2 PEOPLE

### INGREDIENTS

FIRST OF ALL, CHECK IF YOU HAVE ALL THE NECESSARY INGREDIENTS FOR THIS RECIPE

- FOR THE PECAN DATES ENERGY BALLS
- 100 GR DATE CROWN DATE PASTE
  - 100 GR PEANUTS
  - 2 TABLESPOONS COCONUT OIL (OPTIONAL)
  - 2 TABLESPOONS CARAMEL OIL (OPTIONAL)
- FOR DECORATION
- 50 GR COCONUT SHIMMER
  - 50 GR LULU SEEDS
  - 50 GR CHOCOLATE PELETES
  - 50 GR ALMONDS
  - 50 GR PEANUTS

### INSTRUCTIONS

- STEP 1: MAKING THE ENERGY BALLS
1. IN A BLENDER, PLACE THE DATE PASTE AND THE PEANUTS, OPTIONALLY ADD COCONUT OIL OR CARAMEL OIL. BLEND UNTIL WELL COMBINED.
  2. DECORATE THE MIXTURE ONTO SMALL HEAT STABLE POKERS AND ROLL THEM TO SHAPE BALLS.
- STEP 2: DECORATING THE ENERGY BALLS
1. DECORATE SOME OF THE BALLS BY ROLLING THEM ON COCONUT AND PLACING A PILE OF PEANUTS ON TOP.
  2. DECORATE SOME OF THE BALLS BY ROLLING THEM ON SESAME SEEDS.
  3. DECORATE SOME OF THE BALLS BY ROLLING THEM ON MELTED CHOCOLATE AND PLACING A PILE OF ALMONDS ON TOP.