



CATALOGUE
100% Premium quality



ABOUT US

2019

Story began

The dynamic partnership between **Manaya Holding Group Wll**, the GCC leader of accommodation, catering & hospitality services and **HOMANI INDUSTRIES**, worldwide pioneer in tahini and halva processing lines and expert of the sesame seeds business, gave birth to

AL JOOD FOOD FACTORY:

7500sqm in Salalah Free zone, Oman

Equipped with cutting edge machinery and equipment

Producing and marketing **sesame Halva & Tahini**

Team of 120 collaborators

2021

2nd line added

As a success indicator, **2 nd line added in 2021** for rising the

daily production capacity to

100 Tons of Halva & more than 25 Tons Tahini

as one of the 3 largest producers in the World!!

6 export markets (Oman, Yemen, Qatar, Libya, KSA, UAE)





VALUES

Transparency

Trust and ethics are at the core of all our business and internal dealings. We believe in the comprehensive listening for a productive communication and accurate information in time.

Respect

Treating others as we would want to be treated and valuing our people and our resources.

Accountability & Integrity

Holding ourselves and conduct our business to high standards of fairness, honesty, and integrity. We are individually accountable and collectively responsible.

Teamwork

Collaborating to connect, create, achieve and succeed

THE KEY TO OUR SUCCESS

OUR QUALITY COMMITMENT

Al Jood Food factory is committed to produce and deliver products following the highest food quality and safety standards. Therefore, all our raw materials are carefully selected and controlled, then manufactured in compliance with the Good Manufacturing Practices for halva and tahini production. We are implementing ISO 22000 in our factory.



Finest ingredients

We source our sesame seeds, sugar, glucose syrup and all other food additives and packaging materials from first class suppliers according to pre-determined specifications ensuring the highest quality for our products.

Production and packaging lines

Since fifteens, HOMANI INDUSTRIES had succeeded to supply more than 120 production lines around the world (KSA, Egypt, Jordan, Lebanon, Tunisia, Nigeria, Turkey, Paraguay, Venezuela. Cyprus...).

We rely on the long experience of Houmani Industries for equipping our factory with the most reliable machines.



Workforce and management

Our team of experts is taking care of providing the finest finished goods from the selection of the sesame seeds to the loading of the orders. Our market-oriented approach is helping us to gain the trust of our customers everywhere. The consumer loyalty in all export countries to our brand “Jood Al Khair” is confirming our success to make the healthy sesame products more approachable and at an affordable price for everyone

Your trusted Private Label Manufacturer

Our extensive experience and our open mindset had enabled us to develop from 2020 the first private label to our customer in Yemen. For the retail channel in Oman, we have launched the first collaboration since 2021. We can offer you competitive, flexible and high-quality private label solutions in time.



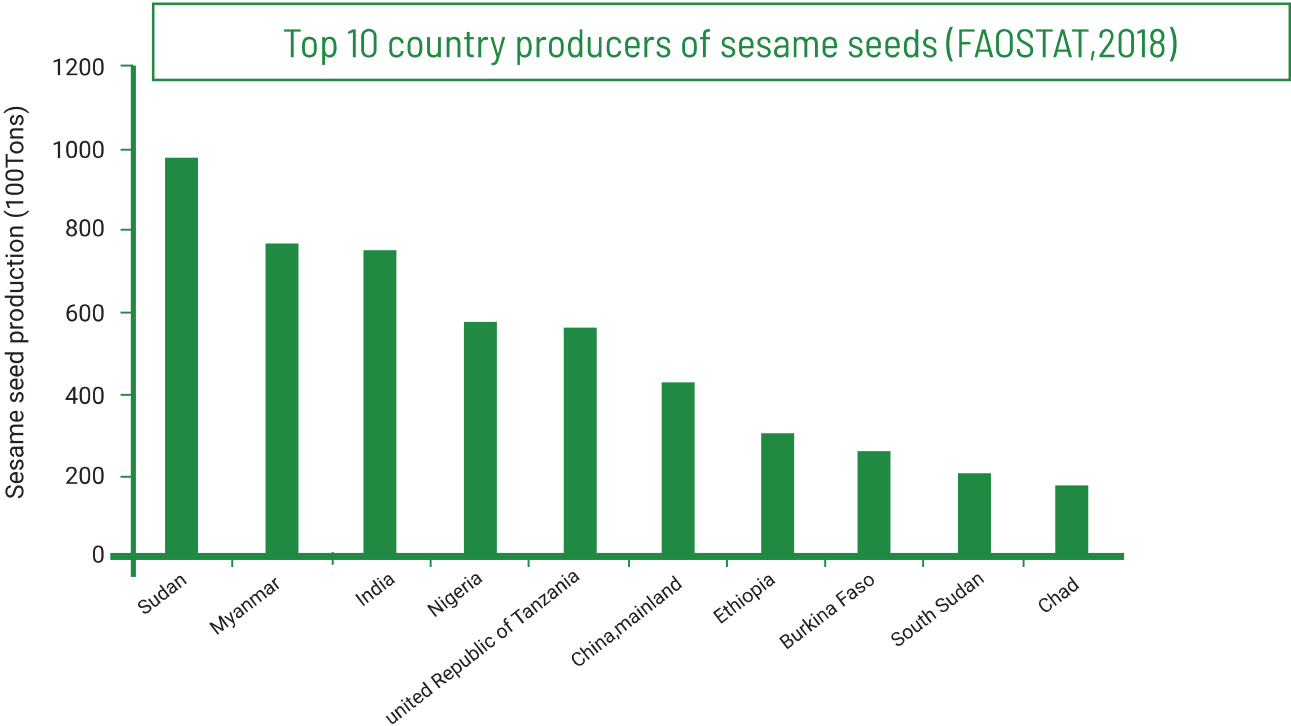
OPEN SESAME!



Sesame field (SUDAN)

For some 5,500 years, sesame has been grown as an oil-crop in Asia's Far East and Africa (40% to 60% oil and 25% protein)

Sesame seeds come from the Sesamum Indicum plant. The plant's ability to survive without water in very hot and dry conditions makes it a great crop for areas with desert-like conditions.



Sesame fruit



Tubular, 3 to 5 cm long, the flowers May being white, blue, or purple



Sesame seeds grow in seed pods: Length from 2 to 8 cm & Width from 0.5 and 2.0 centimeters

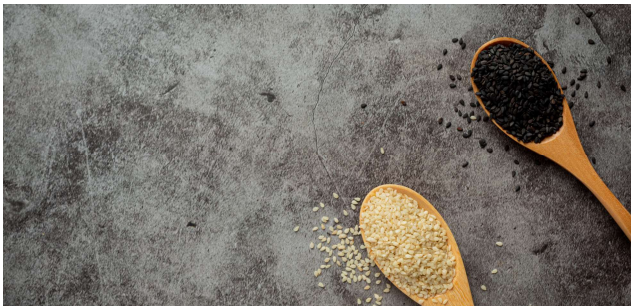


Sesame pods normally dries down in 120-150 days. The plants are shaken to release seeds

Color & Taste



Sesame seeds are multi-colored. Whitish seeds are the most traded and then black and brown.



Sesame seeds have a nutty and sweet taste. Roasting enhances flavor The black seeds are said to have more bitterness.

Sesame seeds are relatively small in size but undoubtedly loaded with many benefits

Reduces Blood Sugar Levels (Insulin regulator)

Lowens bad Cholesterol and Triglycerides

Boosts bone health (Rich in Calcium)

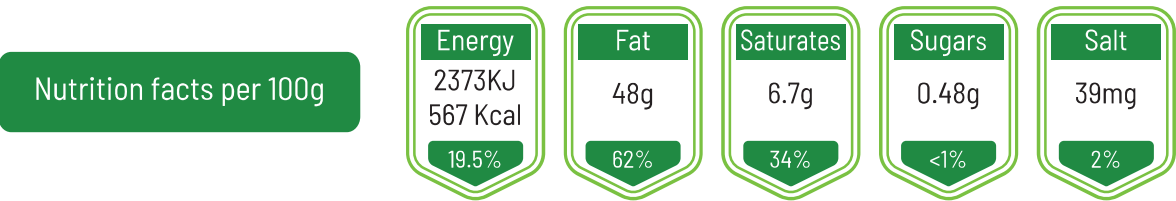
Reduces blood pressure (High content in Natural oils and fatty acids)

Hair and Skin Benefits (Rich in antioxidants)

Aid digestion (Rich in dietaryfiber)

Good source of energy & Natural Anti-stress (Serotonin enhancer)

Note: Some people may experience an allergic reaction to sesame.





Uses of sesame seeds

Sesame seeds can be consumed raw or they can be roasted to bring out more their nutty flavor.



In North America and Europe, sesame seeds are used in topping burger buns, bagels, breadsticks and in cake. However, in Asian, South American and African cuisines, sesame seeds are more used in both sweet and savory dishes, as they are or in sesame oil or sesame butter (tahini).

“Falafel isn’t complete without a drizzle of tahini, and a gyro just isn’t the same without a dollop of tahini sauce.

This savory condiment is a staple across the globe, originating in Middle Eastern and Mediterranean cuisine. It’s also found in Asian dishes and Greek fare. Tahini can be used as a spread, a dip, a dressing, and serves as a key ingredient in many dishes, including hummus and baba ghanoush” (**MasterClass Sep 30, 2021**).



AT AL JOOD FOOD FACTORY

We follow some specific criteria for selecting the finest sesame seeds. We mainly use the whitish sesame seeds of Sudan which are harvested in the fertile soils and sun of Gadarif.

Thanks to our special machinery and process, we sort, clean, roast and ground, in a unique and delicate way, the best sesame seeds for the best sweet-nutty taste of our Tahini and Halva. Our quality control department ensure the preservation of the exceptional nutritional benefits of the sesame seeds and their rich flavor.

