

*Zoulat*  
the taste of artisan

CATALOGUE





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# ABOUT US

Our artisanal products include produce that are grown in the fertile soil of the Beqaa Valley ripened under the golden sun and irrigated with the limpid water of Anjar from which the name “Zoulal” was inspired, meaning clear in Armenian.

From the mesmerizing village of Anjar, known for its rich history, cuisine, and overwhelming Armenian influence, we give you premium products using fresh ingredients, carefully handpicked and cooked, bringing to your table the rich flavors of the region.





## ZOULAL'S STORY

In 2018, Asadour Malkejian founded Nabaa el Mooneh foundation, out of which the brand “Zoulal” was born. Despite the unfortunate events that Lebanon was facing, Asadour Malkejian had a clear vision for “Zoulal” and he trusted his instincts to start producing Lebanese and Armenian food products. With more than a decade of experience in the food industry, Asadour was able to distinguish the brand and grab the attention of food distributors around the world.

After the success of the first two products, our tomato and pepper pastes, we decided to expand the product line to include a number of traditional pickles and jams. Our aim is to deliver a piece of our Lebanese and Armenian heritage to different parts of the world.







ZOULAL'S

# MISSION

Serve **premium** products using only **organic produce** and **fresh ingredients**, while supporting **local farmers**



ZOULAL'S

# VISION

Spread Lebanese and  
Armenian culinary  
heritage around the world  
to enrich every day meals,  
and delight your taste  
buds.





ZOULAL'S

# CORE VALUES



**With our customers and employees at our core, we live with these values**



Focusing on our commitment to our customers by ensuring a consistency in the quality of our products



Supporting employees and encouraging teamwork and integrity in the workplace



Finding new ways of improvement and growth, overcoming all obstacles along the way





# QUALITY ASSURANCE

Controlling quality by utilizing product monitoring through the production cycle.

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Acquiring relevant certification (ISO 22000) by continuous product testing and evaluation, and constant inspections of the production process.

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Implementing a set of local and international quality standard guidelines by undergoing all required physical, chemical, microbiological and organoleptic tests before any release to the market.

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Securing product transparency by following all local and international labeling regulations.





# OUR PRODUCTS

The combination of traditional Lebanese and Armenian ways of production makes our products very unique. Each item has an exquisite taste and is made of the freshest ingredients, making sure our customers have the best quality of products.



# JAMS







**Ingredients :** BLACK MULBERRY (46.6%), SUGAR (49%), GLUCOSE (4%), CITRIC ACID

**Weight :** NET WT. 27.1OZ. (1.69LBS) 770G

**Packing :** 12pcs

## Black Mulberry Jam



**Ingredients :** ROSE PETAL (39%), SUGAR (49%), WATER, GLUCOSE (3%), CITRIC ACID

**Weight :** NET WT. 28.2OZ. (1.76LBS) 800G

**Packing :** 12pcs

## Rose Petal Jam



**Ingredients :** WHOLE APRICOT (52%), SUGAR (31.5%), WATER, GLUCOSE (6.5%), CITRIC ACID

**Weight :** NET WT. 28.9OZ. (1.8LBS) 820G

**Packing :** 12pcs

## Whole Apricot Jam With Pits



**Ingredients :** WHOLE FIG (55%), SUGAR (29%), WATER, GLUCOSE (6%), CITRIC ACID

**Weight :** NET WT. 28.7OZ. (1.79LBS) 815G

**Packing :** 12pcs

## Whole Fig Jam



**Ingredients :** WHOLE APRICOT (52%), SUGAR (31.5%), WATER, GLUCOSE (6.5%), CITRIC ACID

**Weight :** NET WT. 28.9OZ. (1.8LBS) 820G

**Packing :** 12pcs

## Apricot Jam Sun Dried





**Ingredients :** LEMON PEEL (39%), SUGAR (47%), WATER, GLUCOSE (5%), CITRIC ACID

**Weight :** NET WT. 28.5OZ. (1.78LBS) 810G

**Packing :** 12pcs

## Citrus Medica Lemon Peel Marmalade



**Ingredients :** BITTER ORANGE PEEL (39%), SUGAR (47%), WATER, GLUCOSE (5%), CITRIC ACID

**Weight :** NET WT. 28.5OZ. (1.78LBS) 810G

**Packing :** 12pcs

## Bitter Orange Peel Marmalade







# PASTE





**Ingredients :** FRESH TOMATO, SALT  
**Weight :** NET WT. 22.9 OZ. (1.43LBS) 650G  
**Solids :** 28-30%  
**Packing :** 12pcs

## Tomato Paste

COOKED IN WOOD FIRED PAN



**Ingredients :** FRESH TOMATO, SALT  
**Weight :** NET WT. 22.9 OZ. (1.43LBS) 650G  
**Solids :** 28-30%  
**Packing :** 12pcs

## Tomato Paste



**Ingredients :** TOMATO PASTE 28-30 (50%), RED PEPPER PASTE (50%), SALT, ACIDIFIER: LACTIC ACID  
**Weight :** NET WT. 23.2 OZ. (1.45LBS) 660G  
**Packing :** 12pcs

## Tomato & Pepper Paste







**Ingredients :** RED SWEET PEPPER (84%), RED HOT PEPPER (13%), SALT, ACIDIFIER: LACTIC ACID

**Weight :** NET WT. 23.2 OZ. (1.45LBS) 660G

**Packing :** 12pcs

## Pepper Paste

**Ingredients :** RED SWEET PEPPER (59%), RED HOT PEPPER (39%), SALT , ACIDIFIER: LACTIC ACID

**Weight :** NET WT. 11.6 OZ. (330G)

**Packing :** 12pcs

## Hot Pepper Paste



**Ingredients :** RED SWEET PEPPER (84%), RED HOT PEPPER (13%), SALT, ACIDIFIER: LACTIC ACID

**Weight :** NET WT. 23.2 OZ. (1.45LBS) 660G

**Packing :** 12pcs

## Pepper Paste







# PICKLES





**Ingredients :** WILD CUCUMBER (66%), WATER, VINEGAR, SALT

**Weight :** NET WT. 21.1 OZ. (1.32LBS) 600G

**Packing :** 12pcs

## WILD CUCUMBER Pickles



**Ingredients :** HOT GREEN PEPPER (53%), WATER, VINEGAR, SALT

**Weight :** NET WT. 17.2OZ. (1.08LBS) 490G

**Packing :** 12pcs

## HOT PEPPER Pickles



**Ingredients :** CUCUMBER (60%), WATER, VINEGAR, SALT

**Weight :** NET WT. 21.1 OZ. (1.32LBS) 600G

**Packing :** 12pcs

## CUCUMBER Pickles







**Ingredients :** HOT RED PEPPER, VINEGAR, OLIVE OIL, SALT, GARLIC, WALNUT, CONTAINS NUTS: WALNUTS

**Weight :** NET WT. 21.1OZ. (1.32LBS) 600G

**Packing :** 12pcs

## Red Pepper Pickles

IN OLIVE OIL

“

It is the small trivial things in life that makes a human happy, like opening a pickle jar.

Kanya A Coffman





**Ingredients :** APRICOT JUICE (69.7%),  
GLUCOSE (29.9%), SUGAR,  
OLIVE OIL, CITRIC ACID  
CONTAINS RESIDUES OF SULFUR DIOXIDE

**Weight :** NET WT.14.1OZ. 400G

**Packing :** 25pcs

## **Qamar Al Din** **Dried Apricot Paste**







**Ingredients :** EGGPLANT, SUNFLOWER OIL,  
RED PEPPER, WALNUT, GARLIC, SALT,  
CONTAINS NUTS: WALNUTS

**Weight :** NET WT. 21.1OZ. (1.32LBS) 600G

**Packing :** 12pcs

# Stuffed Eggplant

IN OIL





Ingredients : EGGPLANT, SUNFLOWER OIL,  
RED PEPPER, WALNUT, GARLIC, SALT,  
CONTAINS NUTS: WALNUTS

Weight : NET WT. 21.1OZ. (1.32LBS) 600G

Packing : 12pcs

## Pomegranate concentarte





# CONTACT US

+ 961 70 804 444  
Info@zoulal.online  
Spring Street  
Anjar, Bekaa, Lebanon



**Zoulal | Catalogue**

[www.zoulal.online](http://www.zoulal.online)