

عليا حناء

100% طبيعي 100% Natural

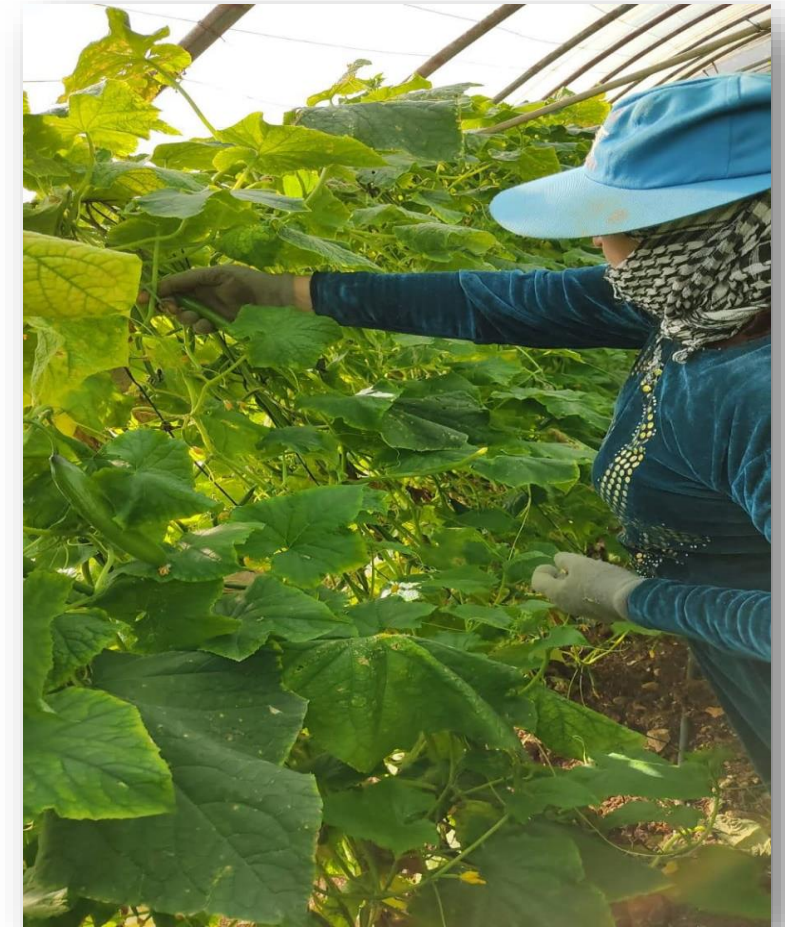


A large, arched greenhouse structure filled with rows of lush green leafy plants, likely basil, growing in a field. The plants are densely packed and extend far into the background under a clear sky.

GROWN WITH
LOVE AND
NOSTALGIA, OUR
CROPS ARE
CAREFULLY
CULTIVATED FOR
THE BEST
TRADITIONAL
RECIPES

BACK TO THE ROOTS!

- In 2016, we started growing clean, and healthy fruits and vegetables in South Lebanon;
- Originally intended to feed the immediate family, the project soon developed into one of Lebanon's foremost certified crop suppliers;
- Deliveries are made directly from our farms to homes, reaching more than 150 families each week.





“I’M A PASSIONATE COOK. IN THE KITCHEN, YOU’LL ALWAYS FIND ME CREATING RECIPES THAT BRING BACK WONDERFUL MEMORIES OF MY CHILDHOOD DAYS IN MY VILLAGE KFARROUMANE IN SOUTH LEBANON.

IN ORDER TO GET THE PUREST TASTE OF MOUNEH, I USE FRESH FRUITS AND VEGETABLES FROM MY LAND IN ADLOUN, SOUTH LEBANON. I TAKE GREAT PRIDE IN EVERY ITEM I PRODUCE”.

Alia



OUR SOCIAL IMPACT

- Alia employs families from poverty-stricken villages in South Lebanon;
- Alia empowers women so they have a stable, loving work environment;
- We are value-driven artisans;
- Alia is a member of United Nations Global Compact.



OUR BRANDING INSPIRATION

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حنان



**Picture 1: El Zein Historic
Family House in Kfarroumane,
South Lebanon**

OUR BRANDING INSPIRATION

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Picture 2: Alia's Cousins in the Family House



Picture 3: Alia's Uncles & Aunts in the Family House



عليا
حناء
100% Natural
طبيعي 100%
زيت زيتون بكر
VIRGIN OLIVE OIL

عليا
حناء
100% Natural
طبيعي 100%
خل
VINEGAR

عليا
حناء
100% Natural
طبيعي 100%
مربي السفرجل
QUINCE JAM

عليا
حناء
100% Natural
طبيعي 100%
معجون الطماطم
TOMATO PASTE

عليا
حناء
100% Natural
طبيعي 100%
لينة مكعزلة مشكلة
APPLE JAM

عليا
حناء
100% Natural
طبيعي 100%
لينة مكعزلة مشكلة

عليا
حناء
100% Natural
طبيعي 100%
مربي التفاح
APPLE JAM

عليا
حناء
100% Natural
طبيعي 100%
لينة مكعزلة

A wide-angle photograph of a large-scale agricultural field. The foreground and middle ground are filled with rows of mature, green lettuce plants growing in a field covered with black plastic mulch. Above the plants, a series of black, arched pipes are visible, likely part of a drip irrigation system. The background shows a flat, open landscape with some distant structures and a few people walking in the distance under a clear sky.

TOTAL HARVESTED LAND TO DATE
380,000 sqm

HOW WE EVOLVED

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- Packing House with cold rooms
- Solar System
- 6,000 sqm of Hydroponic System

**GLOBAL G.A.P
Certification**

Acquired Lands
in Tardebbba &
Kfarroumane



2016

2017

2018

2019

2020



GREENS & COLORS

PRODUCT CATEGORIES

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PRODUCT CATEGORIES

عليا
حنان



MEET OUR JAMS

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- Eggplant with Nuts
- Quince
- Diced Quince
- Jazarieh
- Diced Pumpkin
- Abou Sfeir
- Fig jam with Nuts
- Strawberry
- Apricot
- Apple
- Diced Apple
- Mulberry
- Cherry

MEET OUR DISTILLERIES, OILS & VINEGARS

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- **Virgin Olive Oil**
- **Virgin Olive Oil with Hot Pepper**
- **Virgin Olive Oil with Rosemary**
- **Pomegranate Molasses**
- **Orange Blossom Water**
- **Rose Water**
- **Grape Vinegar**
- **Apple Vinegar**

MEET OUR SYRUPS

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- **Rose**
- **Mulberry**
- **Lemonade**
- **Abou Sfeir**

MEET OUR DRIED PRODUCE

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- **Apple**
- **Lemon**
- **Orange**
- **Tomato**
- **Onion**

MEET OUR HERBS, SPICES & GRAINS

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- **Zaatar**
- **Freekeh**
- **Kebbeh Spices**
- **Fine Bulgur**
- **Coarse Bulgur**
- **Dried Flowers**
- **Anise**
- **Dried Mint**
- **Dried Thyme**
- **Sumac**
- **Sesame**

MEET OUR PICKLED ITEMS

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- **Makdous**
- **Spicy Makdous**
- **Makdous w/ Peanuts**
- **Turnip Pickles**
- **Eggplant Pickles**

MEET OUR NATURAL RUNNY SWEETS

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- **Orange Blossom Honey**
- **Peanut Butter with Honey**

MEET OUR DAIRY PRODUCTS

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- **Labneh Mkaazale**
- **Mixed Labneh Mkaazale**

MEET OUR PASTES & SAUCES

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- **Tomato Paste**
- **Hot Paste**
- **Dried Tomato with Olive Oil**
- **Pesto Sauce**
- **Pizza Sauce**
- **Arrabiata Sauce**

SURVIVING THE CRISIS

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Challenges/Risks

Mitig

-

SURVIVING THE CRISIS

Challenges / Risks

- Currency fluctuation
- Economic recession
- Brain Drain
- Increase of raw material prices
- Government crisis
- Increase of transportation & shipping fees

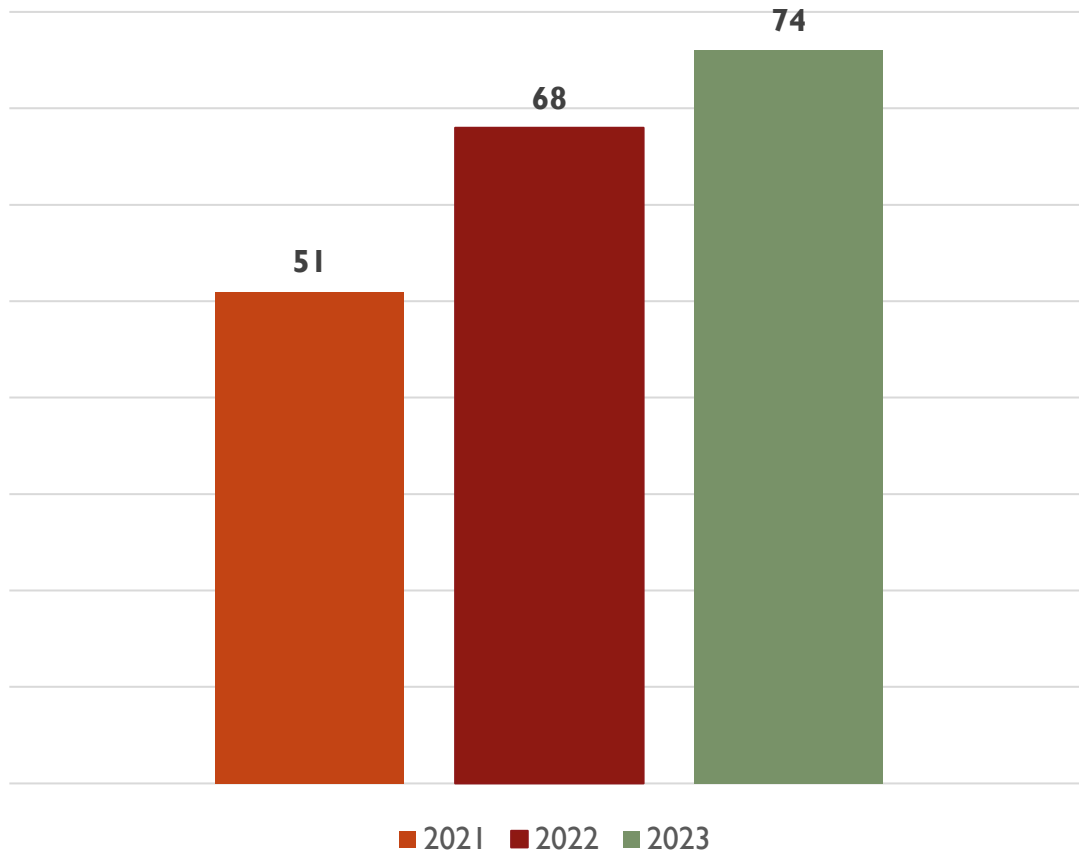
Actions

- Focus on export
- Dollarization
- Inject capital to lock prices

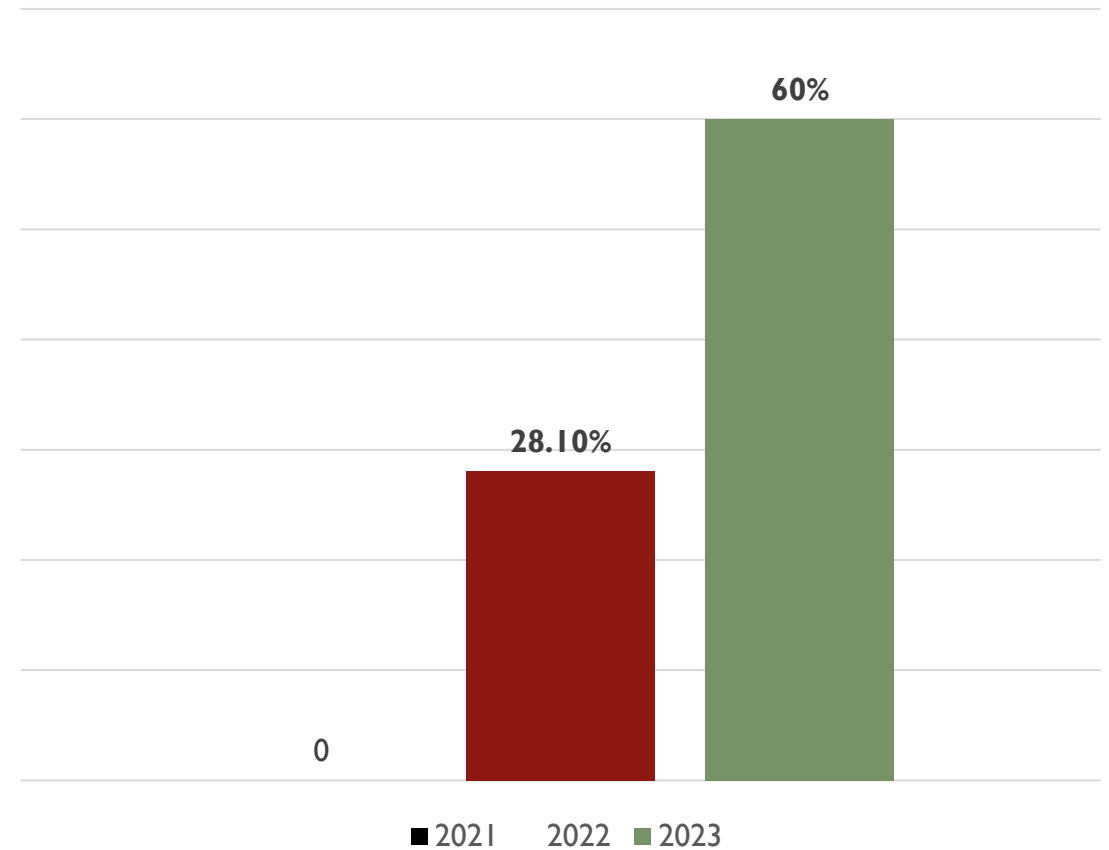
PERFORMANCE INDICATORS: 2021 – 2022 - 2023

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Product Count



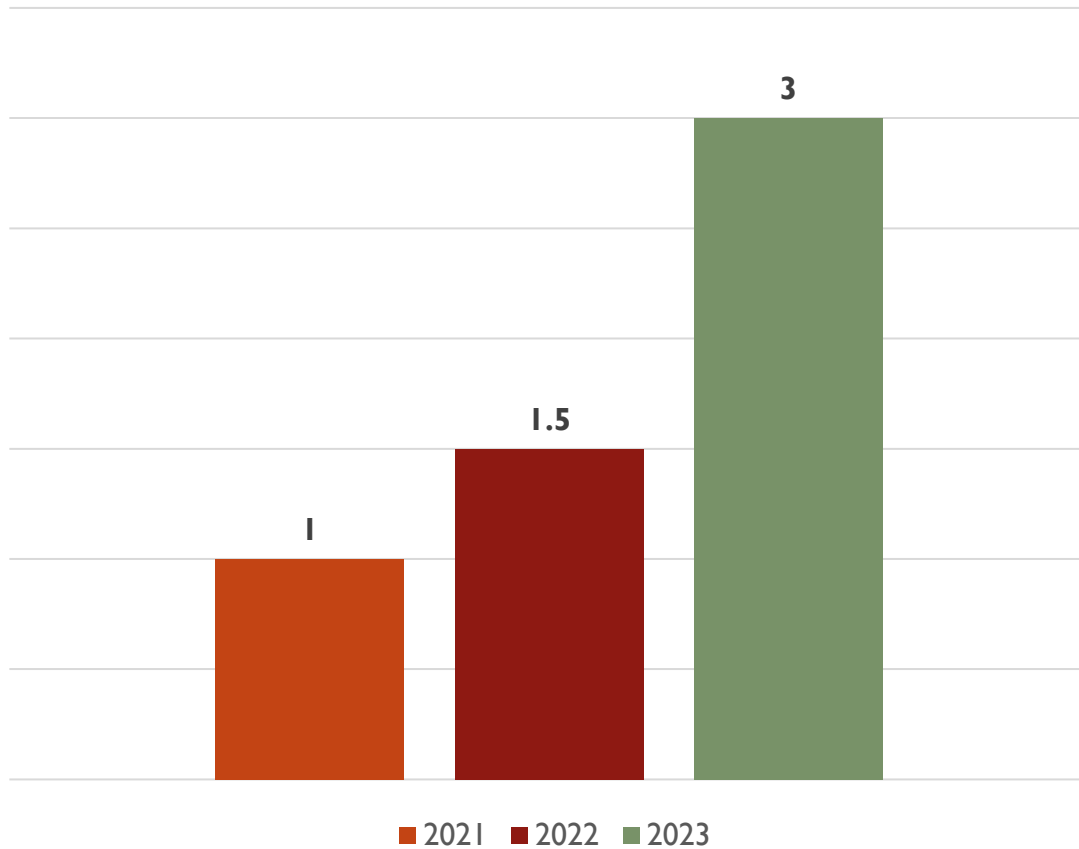
Count of Export Markets



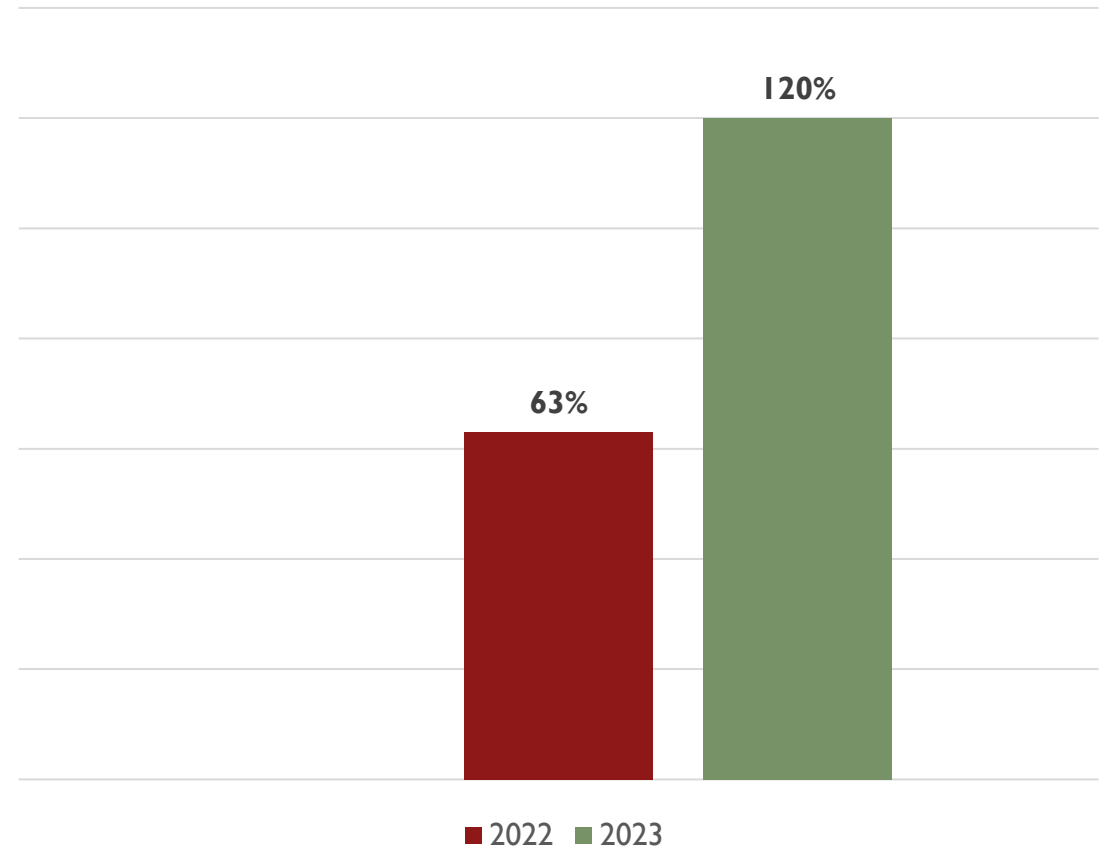
PERFORMANCE DURING CRISIS

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Production Volume Growth (Index)



Sales Growth



Certifications

- ISO 22000 for packing house (in process)

Operational Flexibility

- Knowledgeable & Qualified team
- Equipped packing house

Product Range Readiness

- Variety available
- Quantity of products depending on season & production capacity



WHY PARTNER WITH ALIA?



- Delicious selection that keeps customers coming back for more
- From seeds to table, ensuring quality control throughout the process
- Mounneh is produced in-house
- Empowering women villagers
- Alia's branding makes it stand out from other Lebanese mounneh brands
- Our State-of-the-art packing facility makes us ready for any expansion plans and research endeavors
- Healthy and clean produce of raw materials
- Variety of products





CONNECT WITH US

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