

Hafla Gourmet Dips



A Celebration of Food

Hafla is a word from the Mediterranean that means a celebratory 'get together, traditionally at the heart of any celebration is food: lots of food.

Hafla is a celebration of all that's good in life; family, friends and great food.

At **Hafla**, we honour this by using traditional, authentic family recipes to produce the highest quality dips using the best possible ingredients. This means no nonsense and no cutting corners.

Traditional recipes do not use sugars, artificial colours, gums, preservatives or flavour enhancers and neither do we. All our dips are gluten free, most are vegan.

We aren't the cheapest product on the shelf, however we aim to be the best. Our customers are those that know and care about what they eat. Their loyalty is high and they're our best ambassadors.

However, after 10 years in the business we also know our success is not just based on the quality of our dips, but on our relationship with you. We will do our utmost to deliver our products in a way that helps with your success, without stress or risk to you.

Blessings to you and your family. May we all enjoy good friends, fine food, peaceful times and success!

Alon

Hafla Gourmet Dips



About Our Dips

All our dips are gluten and preservative free. They have no sugar, flavour enhancers, thickeners or vegetable gums added.

Our organic Dips are all Certified Organic with SXC to National certification standard number 19040



Hummus is an emerging staple on the Australian table and our hummus is recognised by ever growing numbers of people as the best they have ever tasted.

With a Royal Sydney Show award, our Hummus is **Organic and made with more than 86% Australian ingredients**, and reported by all our retailers as a bestseller.

Hafla Hummus goes great with just about any snack combination from fresh bread to carrot and celery sticks. Combine it with a little of our beetroot and green tahini dips and the flavour and texture simply dances

Tzatziki seems so easy to make and yet our customers always ask us what's different about our product.

Well, it's simple and straight forward – more than 95% Australian ingredients and just the right balanced touch of dill tips.



Tzatziki goes fantastic with diced, fresh Lebanese cucumber and can be made into a gourmet snack for kids in three minutes flat; for those times when they are back from school feeling a little peckish.

Hafra Gourmet Dips



Babaganush has travelled the world around, and many countries claim ownership of its recipe. I am aware of two distinctly different recipes: the Middle Eastern - over which many political debates have ensued, and the European - which I attribute solely to my mum!

Our **Babaganush** is made with over 95% Australian ingredients. We take the voluptuous eggplant; poke and near burn it before we carefully moosh it up with Tahini, cold press olive oil and

Babaganush is perfect tossed with fresh tomatoes cucumbers and onion to become a side dish to any self-respecting meal.

Organic Beetroot & Honey is a unique and remarkable combination that really tantalises the palate.

The dips foundation is slow roasted quality beets, so they keep their earthy flavour and quality. Then, by expertly chucking in some of the bee's knees honey and an array of spices we turn the old-fashioned beets into an upbeat dip that just dances when combined with products like smoked fish or cheese.



In fact, it is quite amazing what happens when you put a little of our beetroot dip on some brie, the two are meant to be together. Our beetroot dips plays very well with the Green tahini and can even be mixed up with a good quality mayo to become a mind blowing salad dressing.

Hafra Gourmet Dips



Sweet Potato & Feta

There is nothing like the smell of herb and olive oil covered creamy Kumara slow roasting in the oven.

When crumbled with generous chunks of feta, it is always a challenge for us not to eat before we package this one.



Made from over 95% of fresh Australian ingredients, our Sweet Potato & Feta dip can be a meal onto itself.



Organic Green Tahini Well, the deal with our Organic Green Tahini is: you either love it or go crazy about it. Ground Organic sesame paste with fresh parsley and cold press olive oil just can't go wrong.

Great as topping on baked potatoes, falafel or roasted veggies, great on top of our hummus or drizzled as a salad dressing. It could be addictive however it's great for you, so enjoy in copious amounts.



Zhug: The cheekiest of all our dips, Zhug is made with Organic fresh coriander, green chilli, cold press (virgin) olive oil, garlic and spices.

It is fantastically flavoursome and yet will not burn your taste buds, however it is recommended as adult content only.

It is great tossed into stir-fries, on top of steak, fish, avocado, tofu, fresh pasta, with hummus and just about anything... your imagination is the only limit to the serving options.

It would light up any mouthful and can even be used as a party trick.

Although Zhug has its origin in Yemen, we make it here with more than 95% Australian ingredients and as far as we know are the only Australian producers.

Hafla Gourmet Dips



Muhumara: When you open the kitchen door on a Muhumara day you are engulfed with the sweet smells of roasting red capsicums, bee's knees honey and organic apple cider vinegar, that add to the vibrant, bright reds of local Australian capsicums.

Our Muhumara is a great topping to any sandwich and adds amazing colour to pizza. It goes great with any meat dish and slides down the hutch when hugging some cheddar cheese.

Drunken Onion Eggplant Salsa

Once upon a time there was a drunken onion...

No really, two bottles of red wine disappear every time we make this mouth-watering condiment, even though the recipe only requires one. This full bodied salsa is great as a side for any meal, but goes especially well on top of hummus or cheese.



The onions are caramelized in honey before getting drunk and lose themselves completely once the roasted eggplant chunks are added to the pot.

Kasoundi: Certified Organic Kasoundi is our Australian baby. Originally a South Indian spice mix, we mucked around with the spice combination in the flamboyant way only foodies know how. The first batch filled the kitchen with the aroma of burnt spices. The second one hit the mark. With more than 95% of organic Australian ingredients, this Kasoundi is a flavour explosion in your mouth.



With six months or so of unrefrigerated shelf life, you just must give it a go.

Hafla Gourmet Dips



Certified Organic MadBukka:

Spicy Moroccan tomato salsa, with the MadBukka the sky is the limit, it can be eaten straight as a dip, used as pasta sauce, mixed with cheese, on top of meat, pork, fish or chicken. It will go great with cheese and cold meats and will lighten up any meal.

350g glass jars 8 – 12 months use by ambient temperature



Just Chillin':

Peruvian chillies, roasted skinned and marinated in salted apple cider vinegar.

These can be eaten as they are or used in slow cooking as the rich chillie flavour will enrich any meal. They can be shredded on top of rice meals or served as a side to any meat, pork, chicken or fish dishes. These Peruvian chillies will go great with cheese or cold meats and will warm the heart of any chilli lover.

8 – 12 months use by ambient temperature



In a Pickle: Certified Organic

Organic cucumbers in salted apple cider vinegar brine. Can be used as a side serving with most meals, will go great with cheese, cold meats and on top of a burger.

Eat straight from the 350g glass jar.

8 – 12 months Use by date ambient temperature



Environmental Sustainability and supporting our farmers is important to us. We use ORGANIC, AUSTRALIAN grown product whenever possible and actively develop long lasting relationships with our local farmers, SUPPORTING them, their families and their industry.

Hafla Gourmet Dips



Wholesale Price List *(Commercial in-confidence)*

Product	Wholesale price
Organic Hummus 350g	\$4.90
Organic Hummus 200g	\$3.70
Tzatziki 200g	\$4.10
Babaganush 200g	\$4.70
Organic Beetroot and Honey	\$4.25
Sweet Potato & Feta 200g	\$4.90
Muhumara 200g	\$5.60
Organic Zhug 110g	\$5.60
Organic Green Tahini 200g	\$4.40
Organic Green Tahini 350g	\$6.10
Drunken Onion Eggplant salsa 350g	\$6.80
Organic Eggplant Kasoundi 350g	\$7.25
Organic MadBukka Spicy Salsa 350g	\$6.10
Just Chillin' Peruvian Chilli 350g	\$9.30
In A Pickle Organic Cucumber 350g	\$5.60

All prices include delivery however to make these viable, minimum orders quantities will be applied.

Logistics

Hafla operates a weekly production & delivery cycle. Orders can be emailed or phoned between Thursday and Monday (morning). The dips are then produced between Sunday and Wednesday and despatched on Wednesday afternoon arriving fresh at your shop on Thursday or Friday.

In addition, our dips have a use by date of between 26 to 35 days depending on the product and we guarantee all our dips up until the use by date. In the unlikely event of an issue, we will offer a full refund.

With Hafla products, the proof is in the taste, and our retailers have experienced tremendous growth by offering their customers an opportunity to try our products. To support this, we are delighted to supply free samples, or liaise with store management to have one of our team conduct tastings at your shop.

For orders or further information, please contact us by email or phone.

Alon Shmuel

Email: alon@hafla.com.au

Phone 0419233808