

# I Sesame!



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## Are your customers craving for something new?

Rushdi Food Industries proudly presents  
a unique "superfood" in a squeeze bottle



## 100% Sesame Dressing

Made from one single  
ingredient – sesame  
seeds, you can now  
offer your customers  
a healthy and tasty  
product for the  
readymade condiments  
and dressing shelf.



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## One Ingredient. Numerous Benefits!

**100% Sesame Dressing** is made from 100% natural sesame seeds only. Thanks to our unique production process we have created a **smooth-textured dressing** bursting with nutritious goodness. It's ready to use right out of the squeeze bottle.

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## One Ingredient, Incredible Taste!

Our delicate roasting and refinement process (patent pending), gives users a delicious dressing with subtle aromas of sesame and full of healthy benefits.

100% Sesame Dressing is available in 5 incredibly tasty versions:

- **100% Sesame Dressing** classic
  - **100% Sesame Dressing** fresh lemon twist
  - **100% Sesame Dressing** chili bite
  - **100% Sesame Dressing** touch of garlic
- .....

## One Ingredient. Easy to use!

100% Sesame Dressing is ready to use from the squeezable bottle. The product does not need refrigeration even after opened and has a shelf life of 12 months.

Offer your customers something new and tasty for a change, made from one totally natural ingredient – readymade creamy Tahina sauce – the tasty "superfood" that makes a whole lot of a difference at the table.

## One Ingredient. Various Uses!

Your customers can use **100% Sesame Dressing** as a healthy, wholesome and versatile dressing:

- Pour over fresh cut vegetables and salads
  - Pour over baked potatoes
  - As a sauce for roasted vegetables, meat and fish
  - Added to noodles & pasta
  - As a healthy ingredient in homemade spreads
  - Goes great with cold or hot dishes
  - The perfect addition to any buffet, cookout, or informal meal
  - A supplement to yogurt and smoothies
  - Transforms deserts as a healthier alternative to butter
- .....

## One Ingredient. Abundant Health!

100% Sesame Dressing is among the healthiest products in its category

- Clean label product: one ingredient only!
- Sesame is a well know "Superfood"
- High percentage of calcium and iron
- An excellent source of antioxidants, zinc, manganese, vitamin B1, and vitamin B9
- Vegan & vegetarian
- Gluten free
- No additives or preservatives
- No added sugars or salt
- Also available in an organic version



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## We love sesame

Rushdi Food Industries is a company with one ingredient at heart – the sesame seed.

Our ambition – to spread the wonder of sesame through tahina's endless exciting opportunities.

Established in 1984 by the Bashir family in Um el Fahm, a small Arab town near the Carmel mountain-range, Rushdi produces high-end tahina and halva products. Through hard work, ambition and excellent products, the company has become the no. 1 producer in Israel, selling to leading local and international customers such as Unilever, Nestle, Sabra and Frito-Lay.

## About Rushdi Food Industries

Rushdi Food Industries was established in 1984, as a joint venture later purchased by Unilever Israel.

Today Rushdi is a private company re-owned by the Bashir family – the original founding family. Our ambition – to spread the wonder of sesame through tahina's endless exciting opportunities.

- Israel's largest manufacturer of tahina and halva.
- Leading tahina suppliers for Sabra, Frito-Lay's leading oriental food brand.
- Highly advanced new plant applying the strictest international standards of food production (ISO, HACCAP, BRC).
- The increase in the consumption of tahina and halva is mainly due to growing awareness of the value of healthy products based on sesame.
- Products exported to numerous countries around the world.

## Did you know that sesame is a “super food”?

- High percentage of calcium and iron
- Excellent source of antioxidants, zinc, manganese and vitamins B2, B9
- Suitable for Vegans & Vegetarian
- Gluten Free
- Some of our products are also available in Organic version

Sesame is our passion, and we are proud to present our variety of products to you today. We invite you to sample them.

## Make sure you try our innovative dressing in the squeezable bottle:

This product will be officially launched at Anuga 2015. **One ingredient, 100% natural, clean-label dressing – a new addition to the ready-made dressing and condiments shelf.**



**BRC GLOBAL STANDARDS**   
THE WORLDWIDE STANDARDS OF CHOICE

For more information regarding our products and the new innovative products that will be launched at Anuga, please contact Michal Neeman: [michaln@rushdi.co.il](mailto:michaln@rushdi.co.il), or visit our website: [www.rushdi-ltd.com](http://www.rushdi-ltd.com)