



**American University of Beirut**  
Faculty of Agricultural and Food Sciences  
Department of Agriculture



Healthy Earth, Healthy Food, Healthy People



# ESDU Marketing Strategy

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- Marketing sustainable products of small-scale producers under a unified brand: Introducing the Food & Roots Branding, USP and Actions
- Promoting small-scale producers by purchasing raw material from ESDU's network of community kitchens and small-scale producers: Consolidating and Sustainably Scaling up Akleh Central Kitchen Sales
- Way Forward: Product Innovation, E-commerce & Export





# Introducing FOOD AND ROOTS



*the Food Heritage* foundation

# POSITIONING



Food & Roots is a socially-engaged brand of traditionally innovative locally grown Lebanese Food products refined to fit modern life.



*the Food Heritage* foundation



# BRAND EQUITY



- Responsibly Produced
- Mission to Improve Lives
- Climate Smart Practices



**Product Credentials:**  
Green & Honest Certified

- Authentic, Natural & Healthy
- Ingredients Quality & Standards
- No preservatives and additives

**Product Differentiators:**  
Ingredients' Seasonality  
On the Go

- Health & Balanced Diet
- Speed & Ease of Use
- Sustainability & Ethics
- Quality & Value for Money

**Product Values:**  
Artisans' Pride & Privilege

**Product Experience:**  
Flavorful & Handy

- Heritage & Knowhow
  - Tradition & Taste
  - Affordable & Savvy







FROM SEED TO TABLE  
**FOOD** and  
**ROOTS**



*the Food* foundation  
*Heritage*



# FOOD AND ROOTS

## LIST OF PRODUCTS



TAPENADE



OLIVE SALAD MIX



KESHEK



ZAATAR



ZAATAR WITH NUTS



CAMMOUNEH



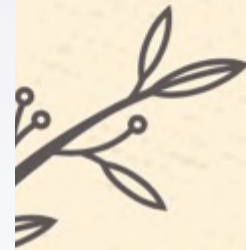
TOMATO PASTE



CHILI PASTE




CARROB MOLASSES





# Online Shop: [www.foodandroots.com](http://www.foodandroots.com)



Search all products...   CART

HOME ABOUT US ▾ SHOP LOCAL CONTACT US



**HAPPY EASTER!**  
Get your Food & Roots Easter breakfast gift edition!

### SHOP LOCAL

More shop local >



Chili Paste  
LBP 20,500.00



Olive Salad Mix  
LBP 17,000.00



Tapenade  
LBP 21,000.00



Tomato Paste  
LBP 20,000.00

### GET IN TOUCH

We Highly Appreciate Your Feedback!

### NEWSLETTER

Promotions, new products and

Hi there! How can we help you? Tap here to start chat with us.

Chat with us



*the Food Heritage* foundation



Consolidating and  
Sustainably Scaling up Akleh  
Central Kitchen Sales



# We Are **Strengthening Our Community** through the Power of **Sustainable Food**

We have established a **sustainable value chain** connecting a **network of rural kitchens** to our **urban central kitchen** by:

- Steadily increasing our sales to Urban Customers: Lunch Box Meal Plans (grew from 15 to 70 meals per day) & Social Catering
- Collecting donations for food assistance to vulnerable families after the Beirut Blast till present





  
 Traditional Lebanese Cuisine

## Festive Menu

**Eat, Drink & be Merry with our Selective Menu**

Each Catering Purchase Has a Direct Impact on Our Network of Community Kitchen, Small Scale Producers & Families in Need Across Lebanon.

In order to serve you better, kindly place your order minimum 3 days in advance on: **76/768 952**



Faculty of Agricultural and Food Sciences  
Environment and Sustainable Development Unit (ESDU)




  
 AKLEH  
 community kitchen

**HELP PROVIDE FOOD TO THOSE IN NEED THIS RAMADAN**

Together we can make a difference by ordering a meal from Akleh today.

for more info: **+961 76 768 952**





THANK YOU!

