

ENJOY AND SHARE THE FRUITS OF PARADISE THIS RAMADAN

Medjoul dates are known as the “King of Dates” because of their plump size and rich caramel succulence. High in fibre, potassium and natural sugar, they are a nutritious way to break your fast and make a wonderful gift for family and friends.



JERICO'S FINEST MEDJOUL DATES 5KG

These fudgy Medjoul dates have won a Great Taste award and are available all year round.

They are the perfect accompaniment to a cup of coffee, an indulgent addition to desserts and smoothies, and delicious with a cheeseboard.

Average weight per fruit, 13-17grams. Also available as 500g and 250g.



RAMADAN ESSENTIAL MEDJOUL DATES 5KG

A Ramadan favourite, this box offers a large fruit at an affordable price with the same luxurious succulence as Jericho's Finest.

With a relatively short shelf-life, they should be eaten shortly after purchase.

Average weight per fruit, 18-28 grams. Also available in 800g.

MEDJOUL DATES ARE A 100% NATURAL FRUIT

It is advisable to open the date and remove the stone before eating. Due to the high natural sugar content, with time sugar crystals may form as a white powder-like substance on the surface: this is not mould and will not affect the flavour, however if you prefer, you may gently rinse the dates in warm water and the crystals will dissolve. This fruit should be consumed immediately after purchase; if kept longer it may dry out, but will still be ideal for cooking or baking.



The full range of Zaytoun fine foods from Palestine includes organic Fairtrade olive oil, za'atar, freekeh, maftoul and almonds.



Zaytoun is a Community Interest Company, a social enterprise founded to support Palestinian producers through fair trade. 100% of our profits are reinvested into furthering this mission.

www.zaytoun.uk | 0207 832 1351 | contact@zaytoun.uk

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SUPPORTING PALESTINIAN LIVELIHOODS

Rooted in Time
& Tradition



Thank you for choosing to buy our fairly traded award winning Medjoul dates from the sun-drenched palm groves of Jericho.

These dates are sourced from Palestinian farms around the ancient city of Jericho, an occupied area which is seeing vast tracts of land illegally confiscated by the Israeli government. They are a vital source of income for Jordan Valley farmers who are striving to grow trade opportunities in order to retain their own land, while facing the daily struggles of living under military occupation and the threat of expanding Israeli settlements.

Although you'll find other Medjoul date brands at a cheaper price, these often originate from illegal settlements. Settlement farms have been operating for decades on a mass scale of production. Palestinian growers, on the other hand, receive no farming subsidies and face costly restrictions on movement, access to water and many other essential resources. We aim to expand their reach to international markets and pay them a fair price so that farming in Palestine remains an economically viable activity.



HALAL & TAYYIB

Trade justice is an important principle in Islam and can be put into practice by breaking your fast with ethically sourced dates from Palestinian farmers.

WHAT YOU CAN DO

#BuyPalestinian

Your actions can make a tangible difference to Palestinian livelihoods:

1. **Buy Palestinian ethically-sourced products** this Ramadan and year round. Check that your dates are not from illegal settlements.
2. **Spread the word** to your community, friends and family about your positive engagement with Palestine and encourage your local shop to stock Zaytoun products.
3. **Sponsor tree planting:** Olive trees are a vital source of income for small-scale farmers in the West Bank. £20 will support the planting of 5 trees via Trees for Life, a programme managed by the Palestine Fair Trade Association.
4. **Visit Palestine:** A trip to Palestine is a life-changing experience and a great way to connect with Palestinian farming communities whose freedom of movement is restricted.
5. **Join us on social:** Join us on social media and sign up to our newsletter via the website for product news, recipes and the latest from producers in Palestine.

For more information please visit www.zaytoun.uk

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