

ENJOY AND SHARE THE FRUITS OF PARADISE THIS RAMADAN

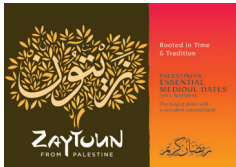
Medjoul dates are known as the “King of Dates” because of their plump size and rich caramel succulence. High in fibre, potassium and natural sugar, they are a nutritious way to break your fast and make a wonderful gift for family and friends.



JERICO'S FINEST MEDJOUL DATES 5KG

These dates won a prestigious Great Taste Award in 2018. Both gourmet and wholesome, they are a perfect sweet treat with a cup of coffee, an indulgent addition to desserts and stews, delicious stuffed with nuts or served on a cheeseboard.

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



ESSENTIAL MEDJOUL DATES 5KG

Our Essential dates have become a best-seller in our range, particularly during Ramadan, because they offer customers the same luxurious taste as Jericho's Finest at a more affordable price. This is because they have a slightly puffer appearance and a lighter brown colour due to their more relaxed skin. They should be kept refrigerated and eaten shortly after purchase so they maintain their succulence.

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 warm or rinse the dates 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.



Zaytoun exists to support Palestinian farmers through fair trade, and 100% of our profits are reinvested into this mission.



Our range of Palestinian fine foods includes Fairtrade olive oil, za'atar, freekeh, maftoul and almonds.



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SUPPORTING PALESTINIAN LIVELIHOODS



In the aftermath of the events on October 7th, the West Bank has been profoundly affected by violence and restrictions, impacting every aspect of daily life as well as agriculture and trade.

Medjoul date growers and suppliers are a crucial part of the agricultural sector and the Palestinian economy as a whole. They have been grappling with significant challenges mainly due to the lack of security on roads, marked by increasing checkpoints, roadblocks, and threats from both settlers and occupation forces. This has meant that many have had to stay at home and not go to work, due to travel restrictions and fear of attacks.

Many of the factory workers, especially on the sorting and packing lines, are women, who feel especially vulnerable. Rather than risking travel each day, they often have to find overnight accommodation near their place of work, away from their children and families for days at a time.

The lack of staff has led to delays in processing some of the fruit and in some cases has resulted in the degradation of fruit which does not impact its flavour, but does affect its appearance and could shorten its shelf life thereby eroding the overall value of the crop.

The plight of growers and traders has been further badly affected by the prevention of any date sales to Gaza. This market not only represented economic opportunities but also served as a vital connection to fellow Palestinians in need of essential food supplies.

Here at Zaytoun we are determined to continue to support the growers, producers, and workers, along with their families and communities, who depend on this special Palestinian crop. Your ethical buying choices contribute to sustaining these communities during these challenging times.



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 marginalised 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. **Sign up to our newsletter:** We send out a monthly newsletter and occasional mailers, keeping you up to date with news from Palestine, products and events.

For more information please visit www.zaytoun.uk

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