



FIRST AND FINEST CAMEL MILK CHOCOLATE

AL NASSMA PRESENTATION

who we are

&

what we do

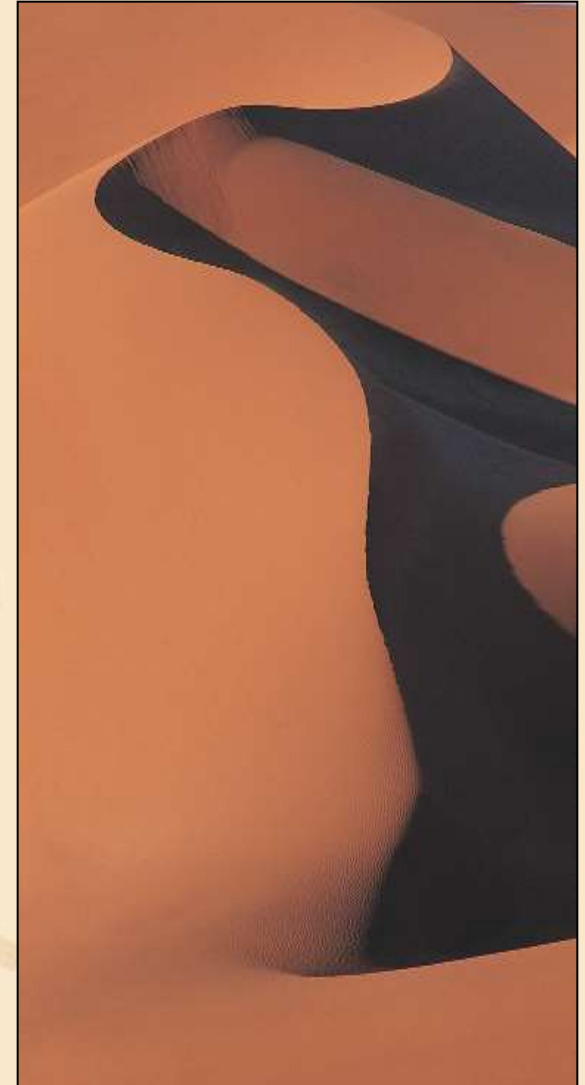
Al Nassma - sweetest treasure of Arabia

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FIRST AND FINEST CAMEL MILK CHOCOLATE



- Al Nassma is the name of a refreshing breeze in the desert
- the first and only to offer camel milk chocolate
- launched in October 2008, 133 years after invention of milk chocolate
- developing a reputation for truly outstanding, unique chocolate quality and the aim is to extend this reputation globally amongst the leading chocolate brands worldwide
- key to remember: only chocolate made with camel milk



about Al Nassma

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- the people behind Al Nassma come from various backgrounds, ranging from veterinary science, dairy farming, law, finance and chocolate-making
- as diverse as their fields of expertise are their whereabouts:
UAE, Iraq, Austria, Germany, Canada, ...
- EU permit for import of camel milk products received



how does camel's milk differ from cow's milk?

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- camel milk is in many ways superior to traditional cow's milk
- Al Nassma chocolate is made from milk provided exclusively by camels that have been specially bred at the Camelicious Farm in Umm Nahad, Dubai
- the farm, founded in 2006, was the first camel farm dairy and permitted for modern-day pasteurized 21st century camel milk to become available for the very first time
- camel's milk has numerous health, beauty and well-being benefits:
 - half the fat content of cow's milk
 - 5 times more vitamin C
 - believed to have antimicrobial power
 - presents an alternative for lactose intolerance
 - recommended for individuals suffering from diabetes
 - no known allergies to camel milk
 - ...



the camel farm is a green oasis in the desert

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it is home to over 3'000 camels

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living the spa life: best feed, pedicures, vet visits, shampoos, ...

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and they look forward to give milk twice a day

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the milk is pasteurized in a ISO22000 certified dairy plant

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some milk gets bottled for sale under Camelicious label

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the rest is freeze-dried in a technically sophisticated process

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the camel milk powder is flown to our European chocolate factories

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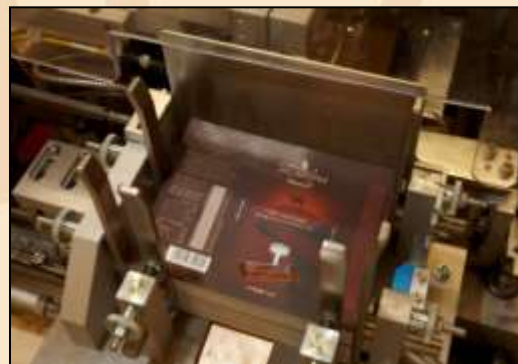


so how is chocolate made?

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- recipe development
- raw material selection
- quality control checks
- cleaning
- roasting
- crushing
- mixing
- grinding
- conching
- tempering
- molding
- packaging



raw material selection is a major focus for Al Nassma

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■ raw material selection

- only the very best ingredients, criteria are taste quality, freshness, top grade
- cocoa beans
- fine sugar
- vanilla sticks not vanillin aroma
- quality control & checking all raw materials



roasting the cocoa bean is a key part of the process

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- transform the aroma
- eliminate water
- reduce germs / bacteria



crushing the cocoa bean and making a cocoa paste

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- eliminate the shell
- liquefy

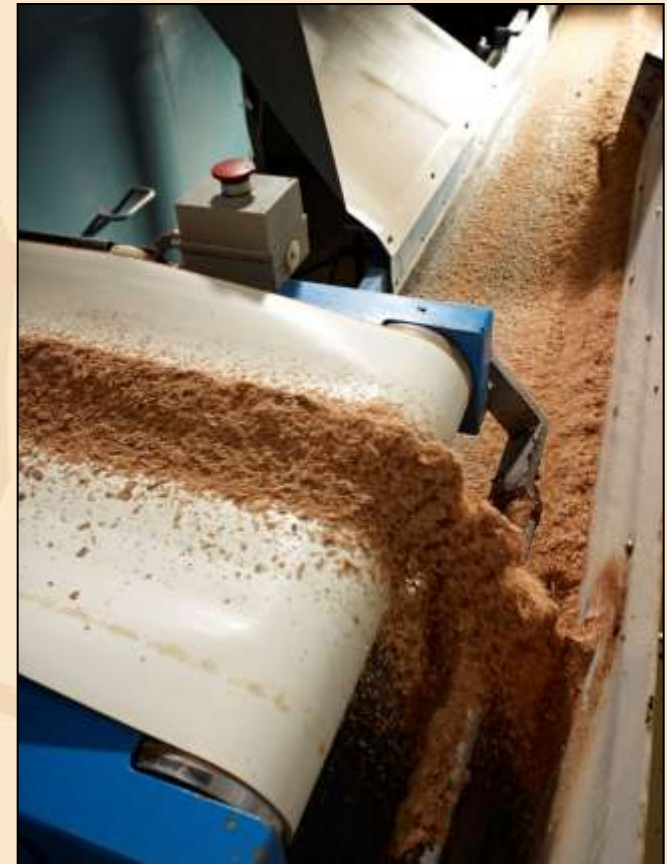


mixing & grinding are key to making quality chocolate

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- core ingredients are mixed together:
 - sugar
 - cocoa paste
 - cocoa butter
 - camel milk
 - bourbon vanilla
- then recipe is ground to 0.015mm / 15 μ m
 - quality texture
 - taste intensity



conching

- conching is an important step in the process used to turn cacao beans into chocolate
- without conching, the resulting chocolate will be gritty, lacking the smooth, even texture which people associate with chocolate
- conching is there to:
 - eliminate volatile & unpleasant molecules
 - homogenize the mixture
 - fluidity
 - transform the aromas
- conching can take up to 36 hours, depending on the recipe



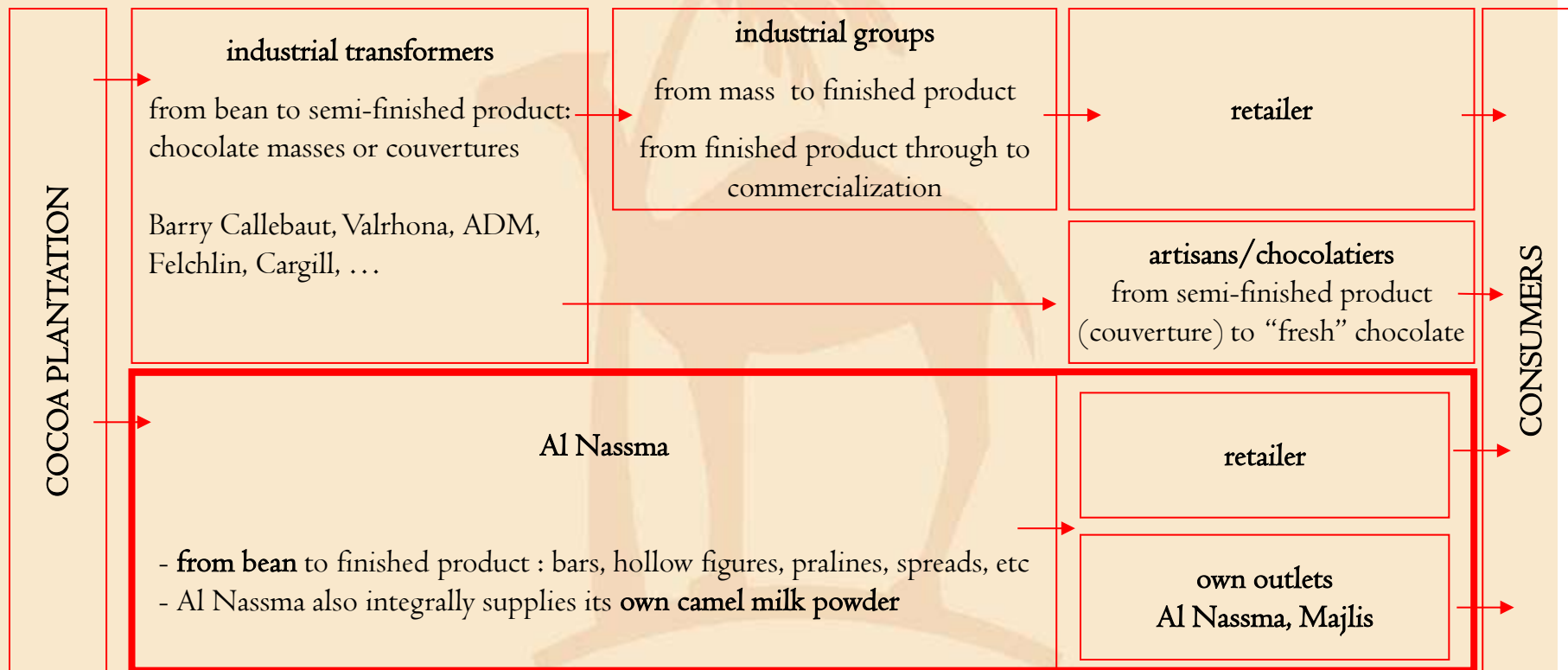
key to remember: it is from the end of this process onwards that we have “chocolate”

chocolate production – from bean to bar



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- as few as 10-15 companies in Europe still master all process, including roasting
- most buy ready-made industrial masses from catalogues, which they then melt & pack



key to remember: Al Nassma controls the entire process = higher quality guarantee for ALL ingredients

final product is assembled in several steps

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stringent quality checks accompany the entire process

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Al Nassma quality chart



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1. we control 100% of the manufacturing process, from the selection of raw materials to the finished product, retaining a craft-based and semi-craft based production
2. we roast and produce 100% of our chocolate mass
3. 100% pure cocoa butter in our chocolate
4. 100% of the milk is camel milk from our ISO 22000 certified dairy farm in Dubai
5. all our aromas are 100% natural
6. 100% of our production is certified GMO-free (no soya lecithin)
7. our production is Halal certified and alcohol free
8. we strive for quality in all our processes:
origin of the ingredients, roasting, grinding, conching, temperature control, packaging
9. our quality commitment is supported by several international certifications
10. we maintain loyal relations with our partners, suppliers and customers, by devoting special attention to the environmental and social context

let's discover Al Nassma's unique product offer

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70g camel milk chocolate bars

camel milk chocolate bars, wrapped in gold foil, offered in 5 delicious recipes:

recipe

whole milk

cocoa 70% (dark)

Arabia

macadamia orange

dates

distinctive point

21% whole camel milk powder

contains 2% whole camel milk powder, creamy texture

mix of traditional Arabic spices

macadamia nut & orange zest

15% dates

base recipe:

sugar, whole camel milk powder, cocoa butter, cocoa mass, honey, bourbon vanilla



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pralines

camel milk chocolate pralines with 3 filled recipes:

recipe

hazelnut nougat
Arabic coffee cream
pistachio marzipan

1 piece gift box
13.2g
recipe at random
souvenir box

distinctive point

traditional regional delicacy
made with Illy coffee
fustuk halebbi/Aleppo in name

9 piece gift box
118.8g
3 of each recipe
box like camel hide

wrapper

beige
maroon
green

18 piece (2 layer)
237.6g
6 of each recipe
box like camel hide



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camel caravan

camel-shaped chocolates with a creamy macadamia nut & honey filling

wooden boxes come from a forest in Bavaria, Germany & are neutral in smell to not affect chocolate



1 piece gift box
11g
wooden box



9 piece caravan
100g
cardboard box



18 piece (2 layer) caravan
200g
wooden box

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hollow camel figures

wrapped in golden foil, in an elegant gift box

base recipe:

sugar, cocoa butter, whole camel milk powder (21%),
cocoa mass, honey, bourbon vanilla. 39% cocoa

available in 130g and 730g



the nut edition: 3 new 70g bars in an exclusive cardboard packaging

- white camel-milk chocolate with whole pistachios and a hint of vanilla
- camel-milk chocolate with whole Piedmont IGP Hazelnuts and a touch of cinnamon
- dark 65% chocolate with whole almonds and suggestion of cardamom



as a summary

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FIRST AND FINEST CAMEL MILK CHOCOLATE

Al Nassma

- first and finest camel milk chocolate
- ISO 22000 certified dairy farm in Dubai
- production from bean-to-bar

100%

- natural ingredients & aromas
- pure cocoa butter
- highest quality camel milk
- finest acacia honey
- real bourbon vanilla
- Halal

0%

- additives, preservatives
- butterfat, sweet whey powder
- gluten
- lecithin, emulsifiers
- GMO genetically modified substances
- alcohol

Al Nassma is a premium, luxury-oriented brand

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- being selective about our distribution means we are NOT in mass outlets the likes of Carrefour, Tesco, Metro nor are we in small grocers, mini-markets, gas stations, convenience stores, ...
- we are in duty free, 5-star hotels, tourist attractions and carefully-chosen specialty retailers only
- globally, we are in some premium Japanese & Chinese department stores and in top-notch gourmet food shops in such places as diverse as Kuwait, USA, Switzerland
- this exclusivity is part of our DNA, we have limited supply of camel milk & Al Nassma should stand for a distinctive treat for a special occasion



support measures: top quality POS material

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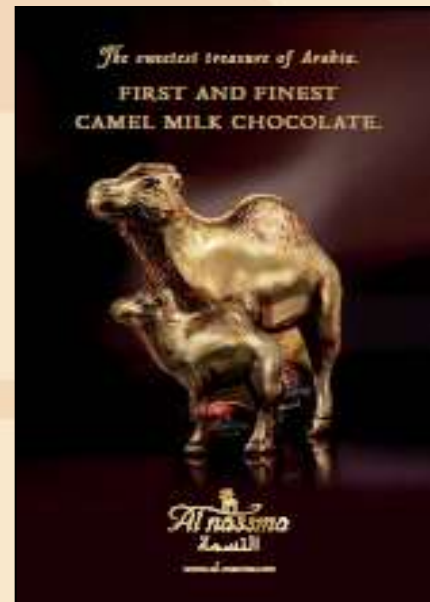


Al Nassma communication efforts



the goal of classic communication is to generate an irresistible desire for the brand's products:

- this will be done by information about the brand's uniqueness in combination with appealing product shots, which create the perfect serve of extraordinary taste
- in the very first step, Al Nassma classic communication should be only an extra support for pull activities in a highly frequented POS. This means only media located very close to the POS qualifies
- in a second step, Al Nassma classic communication can be also in media used by the brand's target groups



sampling activities

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chocolate is a very sensual product:

- the sales / promotions team should meet the demand of a premium brand
- they will take interest in the quality of the ingredients, the origin of the brand and are skilled in communicating this uniqueness to interested consumers
- this should happen by being attentive to the customer's preferences, or an inspiring testing of new products
- the promotions team is well-versed in handling the international hygienic standards and has noticeable receptiveness to the extras of a premium brand concerning packaging and presentation
- affinity for the brand world and a luxury environment is key to successful POS promotion



