



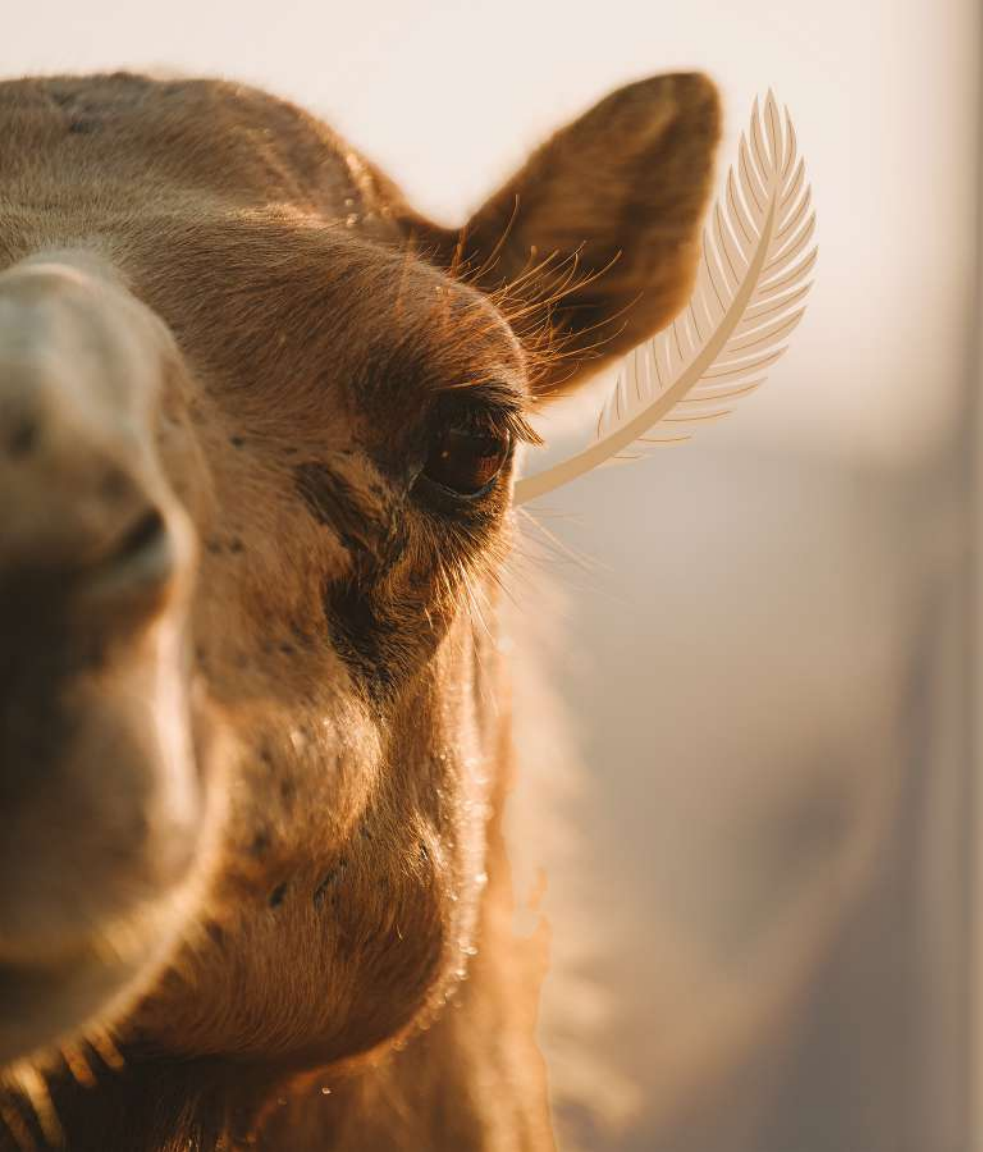
# THROUGH THE LENS OF THE PAST

Innovative Products from  
Fresh Camel Milk



ABOUT

سوانی  
SAWANI



سواني  
SAWANI

## Our Story

From the heart of our vast desert and within the depths of our rich Saudi heritage, camels have always symbolized pride and livelihood. They are more than just a mode of transportation, serving as a token of hospitality, a source of health benefits, and a boost for immunity against illnesses. It is only natural, therefore, to return to our roots and embrace camel milk once more, a staple from our ancestors' times, noted for its plethora of health benefits and myriad nutrients. This prompted us to question: is camel milk merely an aspect of our cultural heritage?

Could it possibly be a significant dietary staple on Saudi tables today? From this point, we drew inspiration from the "Sawani" concept to disseminate the culture of camel milk and market its varied high-quality products. Just as our forebears utilized "Sawani" for water, today we employ it to provide fresh, natural camel milk products, free from added phosphates or cane sugar, within the Kingdom of Saudi Arabia and across global markets.



## Our Vision

To be the world's leading camel dairy brand known for its unwavering commitment to promote Saudi heritage and sustainability across the value chain.

## Our Mission

Offer "Saudi-made" innovative camel dairy products coupled with an outstanding consumer experience and enabled by state-of-the-art operations and facilities.



# Our Values



## Distinction

From the farm to the store, Sawani is committed to ensuring the quality of its products at every stage.



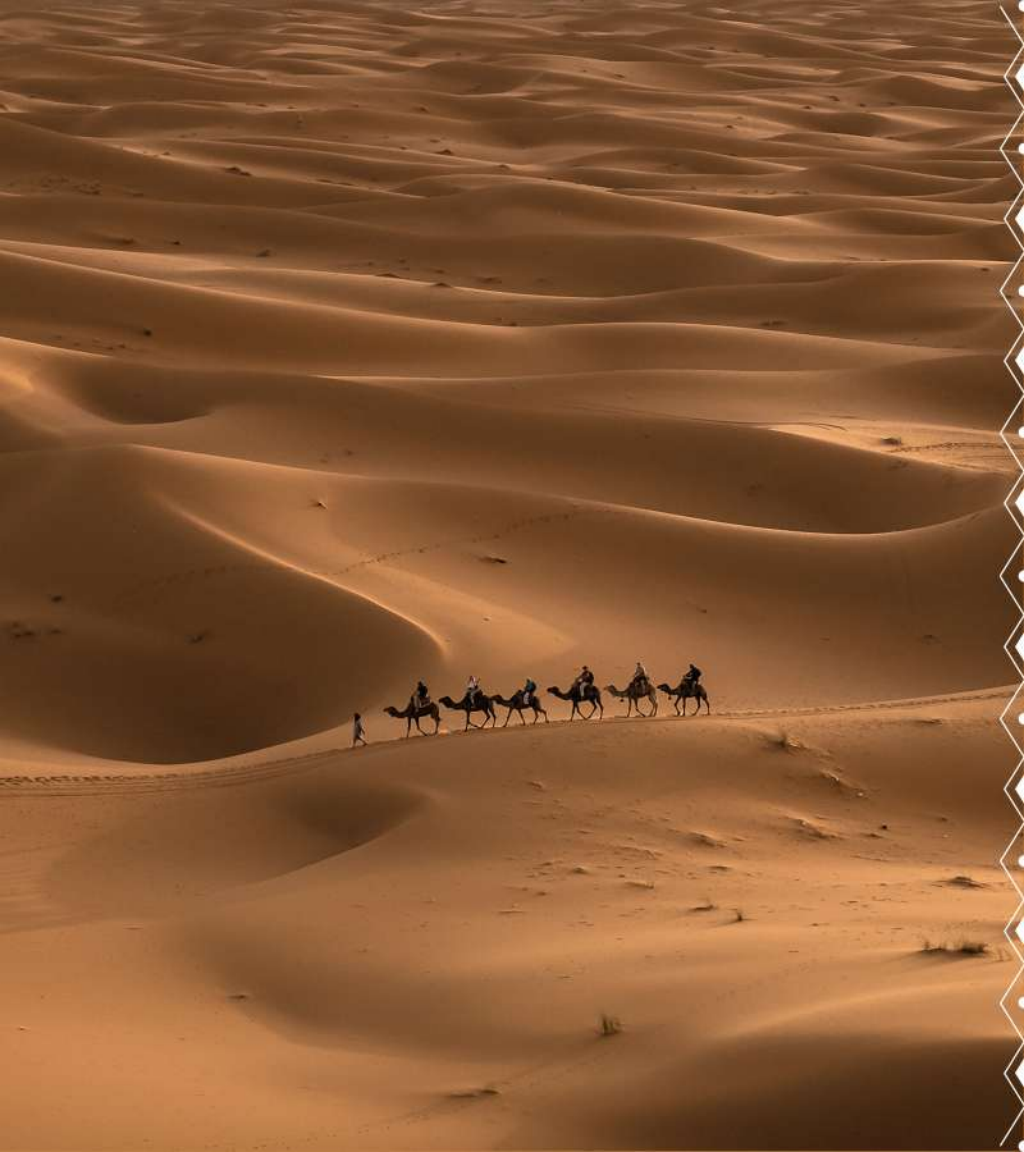
## Authenticity

We aspire to fortify a brand that is deeply rooted in the Kingdom's heritage and highlights the role of camels and their products in Saudi society.



## Collaboration

We are keen on forging strong partnerships and ambitious alliances with sector leaders in the Kingdom, aiming to invigorate the Saudi heritage economically and socially, in line with Saudi Vision 2030.



# Our Values



## Sustainability

We aim to guarantee the consistent availability of Sawani products in the market, setting standards that foster sustainability in this sector.



## Community

Our topmost priority is to empower individuals and communities to safeguard the camel milk industry in the Kingdom for future generations and to promote the significance of this sector to a broader audience of consumers.



# Environmental Responsibility

Sawani is committed to elevating the environmental, social, and governance (ESG) standards in the Kingdom, aligning with the United Nations' Sustainable Development Goals in every facet of its business operations. Sawani strives to elevate the camel milk industry within the Kingdom by adopting the principles of quality and sustainability while fostering innovation to produce products that provide value to consumers. These efforts also align with the strategy of the Public Investment Fund, focusing on boosting the food sector as one of the most promising sectors in the Kingdom. Moreover, it reinforces the Kingdom's endeavor to diversify income sources, adhering to Saudi Arabia's Vision 2030 objectives and its ambition for a diversified and sustainable national economy.

WE  
INTRODUCE  
TO YOU  
NOUG





Launched on 26 July 2023, **NOUG** is SAWANI's camel dairy brand that offers an exceptional range of camel dairy products. While SAWANI advances Saudi Arabia's camel dairy ecosystem, **NOUG** caters directly to consumers seeking exceptional camel dairy products that offer both nutrition and taste, serving as an enticing alternative to conventional dairy goods. **NOUG** uniquely blends Saudi heritage with contemporary food manufacturing practices and technology to provide a modern and innovative offering.

Rooted in SAWANI's commitment to nurture and educate consumers about camel milk's nutritional advantages, **NOUG** sources its camel milk using cutting-edge animal husbandry methods in the heart of Saudi Arabia. The brand's core mission is to provide health-conscious consumers with delectable and wholesome camel dairy products, taking convenience further by offering an interactive app that enables customers to effortlessly place and track orders for pickup, in-store purchase, and home delivery.

**NOUG** stands to harmonize tradition and modernity, enriching lives through camel dairy products, and offering a taste of Saudi heritage to a global audience.

# TARGET MARKET



Being a health-conscious camel dairy brand, **NOUG** is finely attuned to its target market. Central to its focus are health-conscious mothers, pivotal in shaping their children's diets and overall household nutrition. This primary demographic resonates with **NOUG's** commitment to delivering healthy and nourishing camel dairy products to the people of Saudi Arabia.

Beyond this core audience, Noug extends its appeal to individuals of all ages who prioritize their well-being and engage in fitness activities. The brand's versatile offerings cater to a diverse range of health-conscious consumers seeking nutritious alternatives.

Geographically, **NOUG's** journey begins with its inaugural store in Riyadh, Saudi Arabia, launched on 9 September 2023. This serves as the cornerstone for its presence in the Saudi market. With a strategic vision, the brand plans to gradually expand across other cities in Saudi Arabia and GCC countries, subsequently venturing onto the global stage. By strategically addressing the needs and preferences of its target audience, **NOUG** aspires to share its camel milk-based products with an expansive international clientele.

# SUSTAINABILITY



At **NOUG**, we prioritize sustainability by ensuring our packaging is free from harmful plastics. Our environmentally-friendly approach not only protects our planet but also reflects our commitment to a greener future.



This aligns with Saudi Arabia's Vision 2030 goals to establish a diverse and sustainable economy.

The background is a dark brown, textured surface with embossed patterns. At the top, there are horizontal bands of repeating diamond and zigzag motifs. Below these, there are larger, faint embossed illustrations of various items: a bundle of sticks, a plant branch, a two-handled vase, and another plant branch. A large, stylized feather is positioned on the right side, pointing towards the center. The text 'PRODUCT PORTFOLIO' is centered in a bold, yellow, sans-serif font. Above the text, there are three small white decorative symbols: two crossed shapes and a central diamond shape.

**PRODUCT PORTFOLIO**

# FRESH MILK



## PLAIN MILK

**NOUG** embodies the rich heritage and ancestral practices of Saudi Arabia, bringing together the very best of tradition and nutrition in one delicious product.

# FRESH LABAN



Savor the velvety perfection of Noug's Fresh Camel Laban, a creamy symphony of pure refreshment that tantalizes your taste buds and satisfies your senses with every sip.

# LACTOSE FREE CAMEL MILK



## CAMEL MILK WITH LAVENDER

By infusing high-quality extracts of lavender with camel milk, we bring you a rich blend that will calm the mind, nourish the body, and delight the senses.



## CAMEL MILK WITH CARDAMOM

By matching the sweet and distinct tones of cardamom with our savory camel milk, Noug Cardamom nourishes the mind, body, and heart.



## CAMEL MILK CHOCOLATE & ORANGE

A delightful contrast of flavors for the perfect dessert drink, Noug's chocolate citrus twist is the decadent, guilt-free treat you'll reach for time and time again.

# CAMEL MILK WITH OUD



Oud has long been prized in Saudi Arabia, by infusing hints of our heritage to our Noug milk, we invite you to experience a harmony of flavors that truly encapsulates the Kingdom's love of oud, an enduring symbol of generosity and hospitality linked to the ancient culture and traditions of the Kingdom of Saudi Arabia.

# OUR INNOVATIONS



## PLAIN CHEESE

Savor the unique flavor of Noug's Camel Cheese, expertly crafted from camel milk to bring a distinctively rich and delightful taste to your dishes.



## SHAQRA CHILI CHEESE

Experience tantalizing spice with Noug's Camel Chili Cheese. Crafted from camel milk, it adds a spicy twist to your palate, delivering bold flavor in every bite.



## FRESH CREAM

Indulge in the luxurious delight of Noug's Fresh Cream. Made from the finest camel milk, it adds a creamy touch to your desserts and beverages, enhancing every moment.





## LABNEH

Savor the richness of Noug's Fresh Labneh, a creamy delight made from camel milk, perfect for spreading, dipping, or enjoying on its own, with a taste of goodness in every bite.



## MUHALABIYAH

A contemporary treat, Noug Muhalabiyah smoothly blends fresh camel milk and vanilla to create a dessert unlike any other that delights the soul.



## BUTTER

Elevate your culinary creations with Noug's Camel Butter, a velvety blend that infuses the rich essence of camel milk into your dishes, adding a touch of exquisite indulgence.





## MUHALABIYAH LAVENDER

We've infused our delicious rice pudding, made using the finest Saudi camel milk, with the subtle floral notes of lavender to take this dessert to another level! Noug Mhallabiyah with Lavender is a delightful take on a beloved classic that is rich, creamy and soothing.



# GELATO



A palette of 12 flavors crafted from camel milk to create a luscious frozen treat that embodies innovation and taste in every scoop.



**DARK CHOCOLATE  
WITH ORANGE**



**SAUDI COFFEE  
& CARDAMOM**



**PISTACHIO**



**LEMON**



**MATCHA**



**SAFFRON**





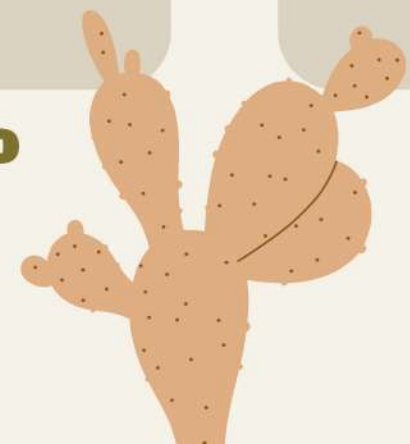
**COCONUT  
& CHOCO**



**ALMOND**



**TAHINA**





**LOTUS & BERRIES**



**DARK CHOCOLATE  
WITH COFFEE**



**CARDAMOM**



# COFFEE



**CAMELTADO**



**FLAT WADHA**



**SHATHLIA  
HOT COFFEE**



**SHATHLIA  
COLD COFFEE**

# SMOOTHIES



made with cardamom-infused camel milk



**GREEN APPLE  
SMOOTHIE**



**KIWI  
SMOOTHIE**



**LYCHEE  
SMOOTHIE**



**PASSION FRUIT  
SMOOTHIE**



AND VISIT OUR  
**STORES**  
FOR THE COMPLETE  
EXPERIENCE



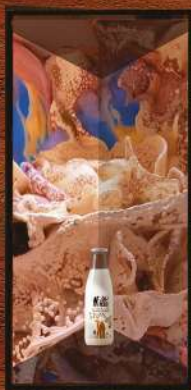
**RIVADH  
JEDDAH  
ALKHOBAR  
MAKKAH  
MADINAH  
ALULA**



# OR AT OUR MINI STORES



نوق لا عسل  
نوق لا عسل



NOUG SIGNATURE ICE CREAM

# KEEP AN EYE OUT FOR OUR KIOSK





**AND INTERACT  
WITH OUR VERY OWN  
HAMAYEL**



# PROVIDING WIDE COVERAGE DELIVERY



DELIVERY  
PARTNERS



THE  
CHEFZ





# DOWNLOAD THE NOUG APPLICATION



FOLLOW US

