TAQA

THE HEALTHY SNACK PIONEER
BUILDING A HEALTH FOOD BRAND

A specialized baking operation producing health snacks:

Cookies, maamoul, crackers,
energy bars, crackers and bread

Points of differentiation:

Vegan and GMO-free
Timeline and History

- **2013**: Arrival in Lebanon
- **2013 - 2015**: Pooled investors and raised 1st round of 500,000 USD
- **2016**: Signed with distributor, streamlined business
- **2017**: Sales & understood the product market fit
- **2018**: Implemented roll-out plan
BUSINESS SNAPSHOT

ISO SGS certified 22000:2005
GMO-free training
Standardized production – through fully implemented ERP system
16 SKUs, 8 employees
E-Commerce

Products available in modern trade, Lebanon
Qatar (Test drives)
Dubai (Full distribution)
Bahrain (Test drives)
KSA (Test drive)
United Kingdom (Leads)
Canada (Leads)
2013 - Souk el Tayeb Beirut

2018 - Natural and Organics Products London
TAQA IN MODERN TRADE
PRODUCTION METHODOLOGY

Just in time manufacturing
Heijunka (Japanese Consultant Mariul Gunji)
Preventative Maintenance
THE SCALING & WRAPPING A PALLET

TAQA now available in 300 points of sale in Lebanon
PRODUCT ACCOMPLISHMENT: INCREASE OF 300%
TAQA’s Mission

To be the leading health snack producer in the Middle East.

TAQA is a new kind of business that balances purpose and profit.

We consider the impact of our decisions on our workers, customers, suppliers, community, and the environment.

TAQA is part of a community of leaders, driving a global movement of people using business as a force for good.

To be part of the B Corporation.
TAQA’S CULTURE

Benefits for employees with children

Sports sponsorships and athlete support

Medical insurance for immigrants

Shorter working hours for women

Trainings, coaching and language courses
DEVELOPMENT

Product development

Cookie flavors
Savory line
Coffee cookie (Lotus)
New packaging for Energy Bars
Cereal & Granola

Distribution development

Export Market
Operational leverage
Market expertise