

Za'atar: Diversity And Commonality In The Middle East

By Awaken Savor, Inc.

Dated: Jun 22, 2009

Awaken Savor honors the similarity and respects the differences of the Middle Eastern region by extending the Za'atar product line to include the repertoire of the region.

LOS ALAMITOS, CA –Za'atar (Arabic زعتر, Hebrew זעתר), a favorite spice blend of the Middle East, is at once common and different. People from each region proudly proclaim another's recipe is "not as good as mine". While Za'atar recipes share common ingredients, differences are expressed with sumac and sesame seeds in Lebanese versions, or the addition of paprika by North Africans. Jordanian Za'atar features cumin and fennel, while bright herbal flavors and lemony sumac are favored in Israel. Syrians like a more tart flavor from sumac and simple herbal accents, while Za'atar in Turkey is a most aromatic blend, with dill, spearmint, and allspice. Awaken Savor honors the similarity and respects the differences of the region by extending the Za'atar product line to include the repertoire of the region. "Za'atar spices from our World Blends line gives foodies the chance to experience the flavors of the Middle East in their own kitchens," said Alicja Lombard, CEO of Awaken Savor.

Many retail spice blends available today include substantial amounts of salt and other additives as fillers or flavor "enhancers". Instead of making food taste better, these additives interfere with taste and complicate recipes. Beyond their impact on flavor, many people avoid such additives for health reasons. According to Ms. Lombard, "our spice blends and salad mixes rely on over 100 individual spices to provide multiple layers of flavor that enhance food's natural flavors."

Awaken Savor, Inc. offers 63 unique spice blends in five lines, including their "Awaken Savor Signature Blends", "American Blends," "Five-Spice Blends," "World Blends," and "Salad Dressing Blends." All spice blends are salt-free, MSG-free, gluten-free, and preservative-free. Product sizes include a reusable tin of approximately 3½ ounces, as well as pouches in 1 ounce (sampler) and 1 pound (bulk) sizes; 3 ½ ounce pouches are also available to refill tins, reducing packaging consumption.

About Awaken Savor, Inc.

The company produces a wide range of salt-free, MSG-free, gluten-free, and preservative-free spice blends and salad mixes to encourage celebrities, foodies, and everyday cooks to explore the flavors of the world's cuisines in their own cooking. The company's spice blends are special—tastes that can only be achieved with carefully chosen combinations of spices and herbs.

For more information on Awaken Savor, Inc.'s spice blends or to order on-line, visit <http://www.awakensavor.com> or call 562.547.1740

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Category	Politics, Religion, World
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