



TAQA

# TAQA

THE HEALTHY SNACK PIONEER



TAQA





# BUILDING A HEALTH FOOD BRAND

A specialized baking operation producing  
health snacks:

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

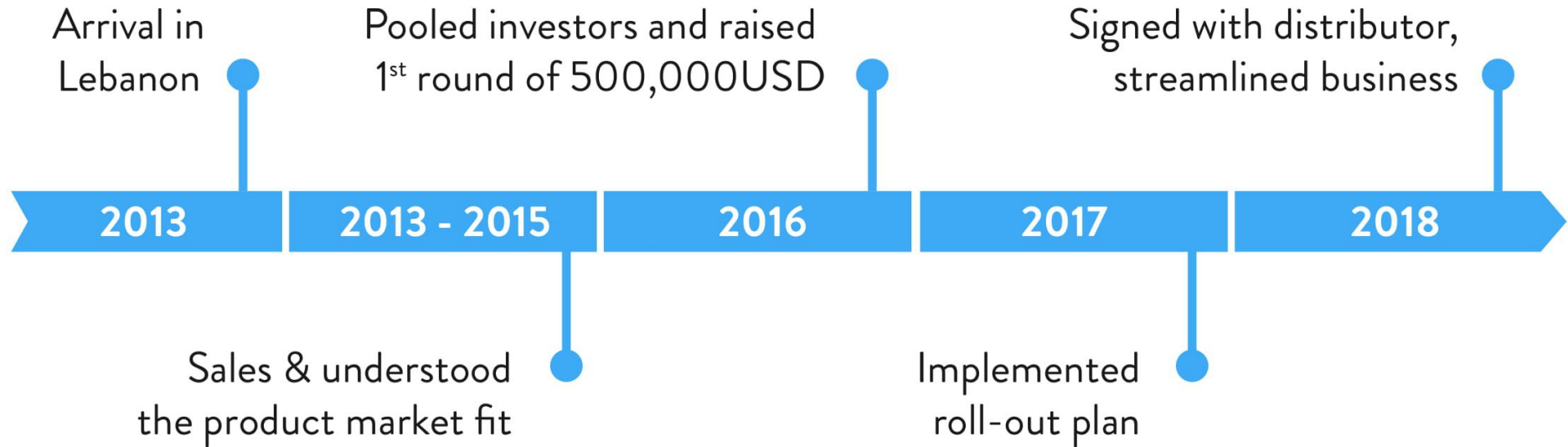
Points of differentiation:

Vegan and GMO-free





# TIMELINE AND HISTORY





# 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)

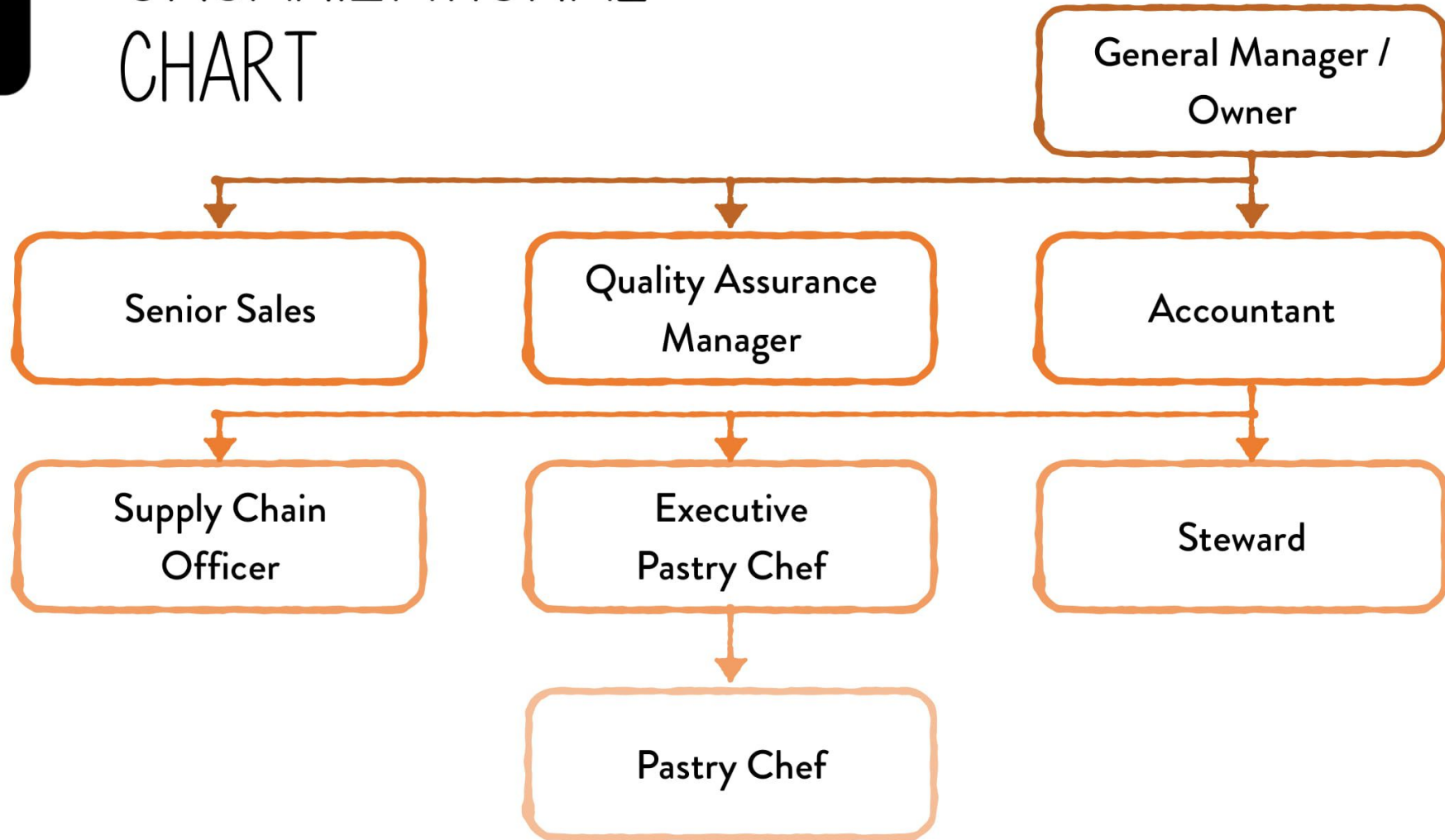
Preventative Maintenance







# ORGANIZATIONAL CHART





# THE SCALING & WRAPPING A PALLET

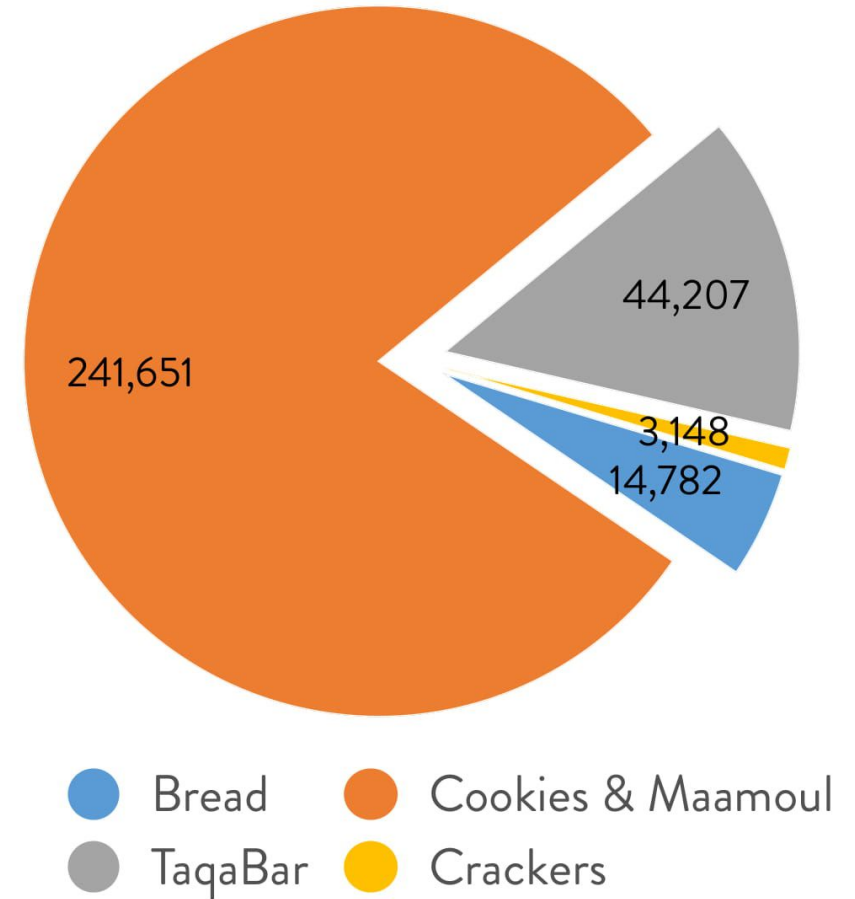
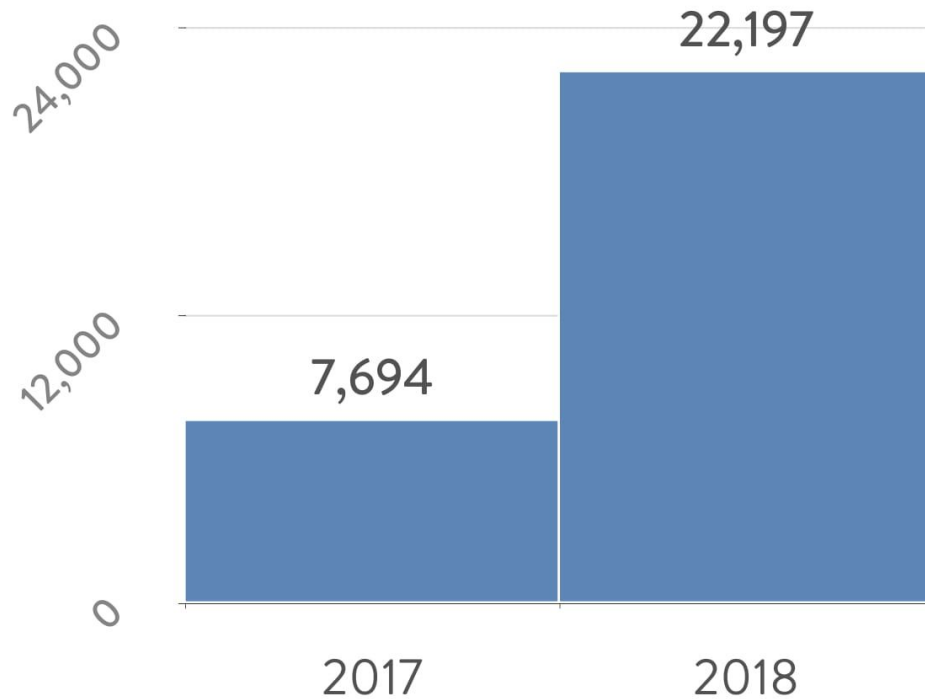


TAQA now available in 300 points of sale in Lebanon



# PRODUCT ACCOMPLISHMENT: INCREASE OF 300 %

Product QTY Q1-Q3 in KG







# 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



Sports sponsorships  
and athlete support



Benefits for employees  
with children



Shorter  
working hours  
for women



Medical insurance  
for immigrants



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