

# RABBANAA'S LEGACY CONTINUES AT GULFOOD 2024: A SYMPHONY OF FLAVOR AND TRADITION

Dubai, 30/01/2024. Rabbaana, **the fastest growing** pioneer in the spice industry and an exporting major from India is at the Gulfood Exhibition 2024. Amid the vibrant showcase of global flavours, Rabbaana, **the major exporter of renowned Indian Green Cardamom and rich exclusiveness of premium Indian spices** celebrates excellence, innovation, and a commitment to the global spice market.

## Key Highlights:

1. **Spice Elegance and Wellness Unleashed:** Rabbaana's presence at Gulfood 2024 signifies the unveiling of a new dimension in spice elegance and wellness. The brand continues its rich legacy as the premier spice brand in Saudi Arabia and across all Gulf nations.
2. **Legacy Rooted in History:** Nestled in the captivating landscapes of Cardamom Hill in South India, Rabbaana represents the Queen of Spices, sourced with precision to preserve its natural flavor and goodness. The exclusive 'Aroma Protect' pack ensures the aromatic journey from Rabbaana's home to yours remains intact.
3. **Commitment to Excellence:** For over three decades, Rabbaana has been a symbol of spice excellence. Vadakkedath Industries, the proud owner of Rabbaana, celebrates five decades of versatility.
4. **Nature's Bounty in Every Capsule:** The lofty terrains of the Western Ghats in South India provide the ideal habitat for green cardamom cultivation. Rabbaana is nurtured in the organic soil conditions of Idukki district in Kerala, contributing 80% to cardamom production variants.
5. **Quality Assurance:** Rabbaana's commitment to excellence is reflected in its procurement process, which avoids intermediaries and agents. The brand sets a benchmark with a 'zero tolerance' approach to quality, ensuring meticulous grading and preservation.
6. **Revolutionizing Packaging:** Rabbaana introduces the Aroma protective and tamper-free system, revolutionizing cardamom packaging. Environmentally friendly and tamper-proof, the packaging preserves flavors and aromas using multi-layered food-grade materials.
7. **Global Recognition and Inviting Partnerships:** Rabbaana holds certificates, approvals, and accolades and is recognized as a prime exporter of green cardamom by the Indian Spices Board. The brand invites reputable business houses and traders for potential partnerships.
8. **Growing Together: Partnership Opportunities:** Rabbaana aims to extend its supply chain to more geographical areas through reputed business houses. The brand seeks associations with reputable business houses for joint development and growth.

## PEACEGAT: A New Dimension

Explore the essence of spice elegance and wellness with the grand unveiling of PEACEGAT at Rabbaana's expansive stall during Gulfood Exhibition 2024. Join us on this journey of quality, tradition, and innovation as we present PEACEGAT as the latest addition to our expanding legacy.

