



# SABRINA

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*The Crunchiest Original Recipe*

## WHO ARE WE?

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Sabrina began with a passion for crafting traditional Lebanese snacks that celebrate the rich flavors of nuts and dried fruits. Inspired by time-honored recipes passed down through generations, we bring together wholesome ingredients like sesame, almonds, pistachios, coconuts, and dried fruits to create irresistible bars and crunchy treats. Every product is a celebration of heritage and craftsmanship, designed to deliver authentic flavors with every bite. Whether you're enjoying a sesame crunch bar or a sugar-free snack, Sabrina offers a taste of tradition reimaged for today's lifestyles.





## MISSION

## VISION AND VALUES



### MISSION

To craft premium snacks inspired by Lebanese traditions, using the finest ingredients to deliver authentic flavors that connect people to the richness of our heritage.



### VISION

To become a globally recognized brand that represents the heart of Lebanese craftsmanship, spreading joy and tradition through our exceptional snacks.



### VALUES

At Sabrina, we value authenticity, quality, and innovation, honoring traditions while creating snacks that connect and inspire.

## GOAL

Our goal is to expand Sabrina's presence globally, becoming a leading brand known for authentic Lebanese snacks that bring people together through tradition and taste.



## WHO'S THE TARGET AUDIENCE

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- **Age:** all ages
- **Gender:** Both male and female
- **Consumers seeking nostalgia:** Individuals looking for a taste of authentic Lebanese flavors
- **Health-conscious individuals:** Those seeking protein-rich bars and energy-boosting snacks with healthy fats for muscle recovery and energy replenishment
- **Organic nut and dried fruit enthusiasts:** People who prioritize natural ingredients in their diet
- **Expatriates:** Those looking to reconnect with a taste of Lebanon
- **Cultural enthusiasts:** Consumers interested in Lebanese heritage and traditions





## Sabrina's unique selling proposition (USP)

lies in its ability to offer premium, authentic Lebanese snacks made from the finest organic nuts and dried fruits. By blending traditional Lebanese flavors with high-quality ingredients, Sabrina provides a nostalgic and flavorful experience that connects consumers to Lebanon's rich cultural heritage, while delivering snacks that are both wholesome and indulgent.



## TONE OF VOICE

The tone of voice for Sabrina is **vibrant, nostalgic, and trustworthy**. It brings to life the rich flavors of Lebanon with a sense of warmth and pride, evoking fond memories of home and tradition. The brand speaks with an energetic, yet comforting tone, making it feel like a trusted companion that reconnects people with the authentic taste and culture of Lebanon, all while ensuring quality and authenticity.

