

j.Grove

NATURAL LEBANESE TASTE

نكهة لبنانية طبيعية

On behalf of j.Grove, I am writing you to introduce our brand in the hopes of discussing the potential export of our products.



About j.Grove: Overview

- At j.Grove (“Jezzine Grove”, or “بستان جزين” in Arabic), we work with local farmers and producers to offer honest, natural quality products from Jezzine and Zahrani in Southern Lebanon.
- j.Grove products combine traditional know-how with state-of-the-art techniques following international health and quality standards, to give consumers in Lebanon and abroad the best of the region’s heritage while empowering the local community.
- j.Grove is part of JAZ (Jezzine and Zahrani Development Company), an enterprise driven by social objectives. Founded in 2014, JAZ strives to develop the region’s rural, agricultural and social sectors, re-establish its agricultural heritage, and spread expertise.

What we do

- j.Grove works to showcase and continuously improve the quality of the region's products through a "social enterprise" approach to its business.
- The brand purchases its raw materials at prices that benefit producers, while keeping strict quality requirements, specifications, and support across the full value chain: pre-harvest, harvest, processing, packaging, branding, and distribution.
- From extra virgin olive oil and pine nuts to za'atar, honey and other staples of the Lebanese mouneh, the brand's products contain no additives or preservatives, no artificial colors or flavors. Just their simple selves, as pure and nutritious as they're naturally supposed to be.

Impact

From improving farming economics to increasing quality, yield, and production standards, JAZ and j.Grove have been focusing on empowering farmers and producers – partnering with over 100 local producers to date. This “social enterprise” model has allowed to not only increase the visibility, value, potential, and impact of agriculture within the local community, but also acquire recognition at local and international levels.

Our rural development initiatives include:

- Training and technical assistance to increase producers’ yield and improve their harvesting and production practices.
- Financial support and assistance in seeking funding from international institutions to eligible farmers, producers, and local municipalities.
- Increased economic opportunities by filling the gaps in the value chain and increasing the amount of cultivated land, with a focus on high-potential crops and agribusiness initiatives.
- Partnerships with experts to improve pine forest conservation and land management, leading to sustainable forestry and agricultural practices.

OUR PRODUCTS

EXTRA VIRGIN OLIVE OIL

It is cold-extracted or 'first cold-pressed' and made from local Sourì and Baladi olives, known to be distinctly aromatic.

The olives are harvested and pressed within hours to retain their full essence. Natural, premium and unfiltered, our extra virgin olive oil reveals fresh green notes, a smooth bitterness, and a peppery finish.



PREMIUM PINE NUTS

The Bkassine pine forest is the largest and best-preserved in the Middle East. Its soil and climate are ideal for naturally exceptional Pine Nuts.

We shell and sort the pine nuts in a stainless steel facility with the highest health and quality standards, to bring you the best of this superfood.



PURE FOREST HONEY

Local honey bees collect honeydew from the region's oak trees with some wild sage and thyme nectar, to produce a dark and bold Forest Honey.

With a velvety texture and a subtle sweetness, our raw honey is unpasteurized, unheated and bottled at room temperature, keeping its pure flavor and nutrients intact.



ZAATAR EXTRA

Zaatar, our beloved Lebanese thyme, thrives in the soil of the Jezzine region. We pick the leaves and flowers from its upper stems for the highest quality and flavor.

We then combine the dried thyme (*origanum syriacum*) with sumac, toasted sesame seeds, and a pinch of salt. Mix it with extra virgin olive oil for a nutty, tangy, and aromatic spread.



NATURAL GOAT LABNEH

Our Labneh comes from the local farmers' free-range goats, which roam freely for months and feed on the wild vegetation across the Jezzine region.

Preserved in our very own Extra Virgin Olive Oil with just a pinch of salt, it comes in three flavors: plain; with dried zaatar (Lebanese thyme); and with ground red pepper.



TRADITIONAL JEZZINE GOAT KISHK

Our Kishk is made the Southern Lebanese way, with unique proportions and ingredients; honoring one of the country's most valued traditional Mouneh.

We soak bulgur wheat in fresh goat yogurt
and goat labneh for a sharper, richer taste.
The mixture is sun-dried, rubbed daily,
then gnbnn rou
vvv
vvvvvvvvvvvvvvvvvvvvvd into a powder
bursting with flavor and v
bvvvvvvvvvvvvvvvvvvvvv texture.vv



PURE CAROB MOLASSES

A pure, natural sweetener made straight from carob pods. Nothing else is added — no sugar, no artificial colors or flavors, no additives, and no preservatives. Suitable for vegans.

Following the Autumn harvest, we wash, mill, and soak the carob pods in water before boiling them into velvety molasses. It is traditionally mixed with tahini (sesame paste) or used in desserts as a healthy alternative to sugar.



THANK YOU

