

CATALOG OF PRODUCTS

SIDR

INTRODUCTION

We embrace diversity, in our portfolio, our workforce, and in markets we serve as a driver of sustainable success.

Since its establishment in the 2021, SIDR has followed a distinguished path, as the founder started working in general trade and joined by his partners, their values have evolved to drive of quality innovation, safety and a true 'hive to home'.

BRAND STRATEGY

The main objective of SIDR is: **to offer the finest honey products to the consumer.** The identity strengthens SIDR's equity, solves the brand's key challenges, and visually prepares it to leading the industry. The brand's strategy reveals increased user perceptions of trust, youth, innovation, energy; provides more impact and distinction in look and feel.

BRAND HIGHLIGHTS

SIDR is one of the finest honey brands in the world. The brand identity has been shaped to better represent the pioneering vision of our brand. This guide was created as a first step to take the opportunity to address growth targets in the real world. To focus on a key theme for the design; progressiveness the overall direction to highlight growth, which has always been part of the SIDR logo - harking back to the brand's heritage, and affirming a forward-thinking spirit.

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HONEY

The main objective of SIDR is: **to offer the finest honey products to the consumer.** That's why we bring you our product range, which we have created with carefully selected honey varieties.

The effects and benefits of these honeys, which have different tastes, colors and densities, vary from species to species.



HADRAMI HONEY

Our **Raw SIDR Hadrami Honey**, is extracted from the mountains of Hadramout in Yemen. Hadrami honey is considered one of the purest types of honey and more beneficial to the body. It contains 13 times more antioxidants than other types of honey.

Hadrami honey contains antioxidants, vitamin C, vitamin D, and E, iron, calcium, potassium, sugars, lactose, and other minerals.

Flavor: Sweet | Aroma Replete Grade: A

SKU: 5108012



JUJUBE HONEY

Our **Raw SIDR Jujube Honey**, is extracted from Wadi Do'an in the Hadramout region in Yemen. Its rarity, medicinal and nutritional properties are renowned for its quality.

It is a great energizer as it stimulates the organism of Vitamins A and C.

Flavor: Sweet | Aroma Replete Grade: A+

SKU: 5108011



DO'ANI HONEY

Our **Raw SIDR Do'ani Honey**, is extracted from the high mountains surrounding Wadi Doan in Hadramout in the eastern part of Yemen.

This honey is considered one of the most famous types of Yemeni honey due to its high quality, distinctive delicious taste and smell. It is a healthy and highly nutritious food that carries many vitamins.

Flavor: Sweet | Astringent Aroma Grade: A+

SKU: 5108010



ROYAL HONEY

Our **Raw SIDR Royal Honey**, is extracted from an isolated and remote area in Do'an Valley in Hadramout Yemen where the nectar of SIDR tree has a higher concentration.

As well, it's supremely potent in health-giving nutrients, highly aromatic and utterly sublime in taste, this is true luxury.

Flavor: Sweet | Astringent Aroma Grade: A+

SKU: 5108004



USIMI HONEY

Our **Raw SIDR Usimi Honey**, is extracted from Wadi Usimat in Amran, an ecologically clean region in the Northern Yemen Highlands, nestled at 7,000 ft above sea level.

Besides, it's characterized by its high viscosity, beautiful dark color, perfect unparalleled flavor, delicious taste, and aroma replete with SIDR flowers.

Flavor: Sweet | Astringent Aroma
Grade: A+

SKU: 5108003



WASSBI HONEY

Our **Raw SIDR Wassbi Honey**, is extracted from Al-Wasab region between North and South Yemen. It has a very rich flavor that distinguishes it from other types of honey.

It contains a high percentage of osmolality and a low level of pH. In addition, it is rich of hydrogen peroxide, lysozyme, phenolic acids, and flavonoids, which are antioxidants.

Flavor: Sweet | Aroma Replete
Grade: A+

SKU: 5108008



JRDANI HONEY

Our **Raw SIDR Jrdani Honey**, is extracted from the high mountains surrounding the Jordan Valley in Shabwa Governorate in southern Yemen, where it is considered second among the types of Yemeni SIDR honey in terms of popularity and high quality, it is characterized by its taste.

It is delicious, it has a beautiful dark color and a distinctive aroma.

Flavor: Sweet | Aroma Replete
Grade: A+

SKU: 5108009



TABEAH HONEY

Our **Raw Tabeah Honey**, is extracted from SIDR trees that are widespread in the mountains of Hadramout in Yemen.

Tabeah honey has a low glycemic index, so it is a suitable alternative to white sugar. Tabeah honey has many potential benefits and it is rich of nutritional values.

Flavor: Less Sweet | Aroma Replete
Grade: A

SKU: 5108014



WILDFLOWER HONEY

Our **Raw Wildflower Honey**, is one of the popular types of honey in Yemen. In addition, it is considered one of the natural types of honey that is produced throughout the year when raising bees, as bees graze from different flowers and trees to produce this distinctive honey.

It is a healthy and highly nutritious food that carries many vitamins.

Flavor: Sweet | Astringent Aroma Grade: A

SKU: 5108013



SUMAR HONEY

Our **Raw Sumar Honey**, is extracted from thorny trees that are widely spread in Wadi Doan in the Hadramout region and some other mountainous areas, which bloom in the spring period, its color is reddish, its taste is sharp.

This type is known for its high nutrients, and it is suitable honey for adults and children due to the speed of digestion in the stomach.

Flavor: Sweet | Salty Aroma Grade: A

SKU: 5108002



SOCATRA HONEY

Our **Raw SIDR Socatra Honey**, is extracted from the Island of Socatra, and this island is the home of unique and rare plants, the like of which is not found anywhere else on earth.

It has great benefits as it's a true masterpiece - a rare natural elixir with a harmonious balance of sweet, delicious honey that tastes like nothing you've ever tried.

Flavor: Sweet | Smoky Aroma Grade: A+

SKU: 5108006



WHITE HONEY

Our **Raw White Honey**, is distinguished by its rarity and its superior therapeutic value, as bees extract it from more than 70 species of rare wild mountain flowers and weeds.

This honey derives its benefit from the rare plants that bees feed on. This type of honey contains many nutritional fibers, minerals, and vitamins that are beneficial to the body.

Flavor: Sweet | Aroma Replete Grade: A+

SKU: 5108007



SALAM HONEY

Our **Raw Salam Honey**, is extracted from the Yemeni region of Tihama on the coast of the Red Sea, where bees feed on peace trees that grow thickly in the region.

Salam honey is characterized by its distinctive and unique tart taste, as it is a very wonderful flower honey.

Flavor: Less Sweet | Aroma Replete Grade: A+

SKU: 5108005



SAL HONEY

Our **Raw Sal Honey**, is natural and pure honey extracted from the nectar of Sal trees. It is known for its pungent taste, which leaves a burning sensation in the throat that lasts for hours after taking it.

Sal honey is one of the most healing rare types of honey in terms of composition, reflecting the nature of its season. This honey is not advised for little kids.

Flavor: Sweet | Pungent Aroma Grade: A+

SKU: 5108001



THE SIDR HONEY IS THE DIFFERENCE

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SKU: 4108006



THE SIDR HONEY IS THE DIFFERENCE

CUSTOM BOXES

If you want to give a healthy, delicious and **rare gift** to your loved ones on special occasions, if you want to have more than one product in the same box and plan to try them, our **customizable boxes** are just for you.





SMALL BOX



You can choose **7** of the **14** types of **honey packets** you want to try or gift and choose which honey will be in the **35-piece** customizable box.

SKU: 1108001





LARGE BOX



You can choose the **14** types of **honey packets** you want to try or gift and choose which honey will be in the **70-piece** customizable box.

SKU: 1108001



SIDR