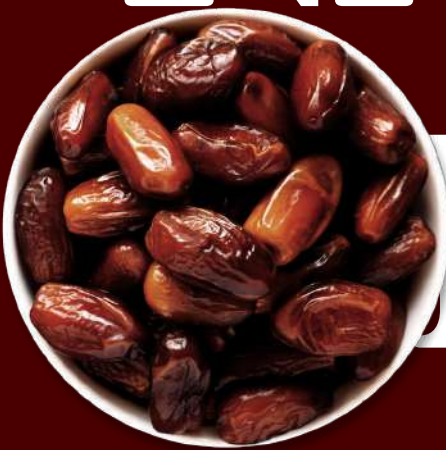




**SIMORAH**   
DATES

# GOOD ENERGY, NATURALLY



**SIMORAH FOODS.**  
Clean-label sweetness. Real nutrition. Scalable supply.  
Dates and Dates-Based Ingredients with Industrial Performance.

**B2B Portfolio & Applications  
MEXICO**

## Fruit sweetness that performs — and differentiates your product.

Our dates deliver real sweetness, clean nutrition, and functional performance — all from a single natural ingredient.

### What Consumers Want Today



Taste without compromise



Nutrition they understand



Natural energy, not sugar spikes



Short labels and real ingredients



Dates are the #1 fruit sweetener gaining adoption in modern food formulations.

### What Dates Deliver That Sugar Can't

#### VALUE

Health →

Energy →

Functionality →

Label Story →

#### SUGAR

Empty calories

Rapid spike/crash

Sweetness only

“Sugar” labeling

#### DATES

Fiber + minerals + antioxidants

Sustained natural energy

Binding, humectancy, texture

“Date or Fruit” Sweetened



The natural sweetener wave is accelerating — and dates are on the top of the wave.



## What's Driving the Shift

### **Sugar Reduction**

Regulatory and Social pressure — health-driven choices rising fast.

### **Clean Label**

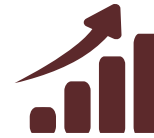
Short, recognizable ingredients win.

### **Better Nutrition**

Fiber & functional benefits.

### **Plant-Based Rising**

Fruit-first solutions align with modern diets.



## The Growth Window

### **All Natural Solutions**

Consumers are looking for less processed sugar alternatives.

### **No Sugar Added**

Brands using “no added sugar” & “sweetened with fruit” as new key claims.

Dates opportunity is not in the extremes. It's in the middle.



## How Consumers See Dates

**Natures Candy**

**Sweet'n Good Energy**

**Rich in Fiber & Antioxidants**



## Strategic Advantage for Manufacturers

**1-1 Sugar Substitution**

Upgrade health profile without sacrificing indulgence.

**Differentiation**

A single ingredient that improves both nutrition and storytelling.

## A natural sweetener for improved consumer-oriented

What Brands Need	 Dates	 Sugar	 Polyols (Maltitol, etc.)	 Stevia / Sucralose (Splenda)	 Monk Fruit
Clean-label consumer acceptance	★★★★★	★★	★	★★★	★★★★★
Nutritional value (fiber, micronutrients)	★★★★★	✗	✗	✗	★★ (trace)
Sensory: flavor experience	Smooth caramel	Neutral	Cooling effect	Metallic/bitter notes	Fruity aftertaste
Texture & binding functionality	★★★★★	✗	⚠ Limited	✗	⚠ Limited
Industrial processing (baking, extrusion, tempering)	Strong	Strong	Mixed	Requires masking /bulking	Require bulking
Labeling & Claims potential	"Sweetened with Fruit" "No Added Sugar"*	Weak	Often restricted	"No Added Sugar"* but artificial perception	"No Added Sugar"*
Ingredient list impact	Shortens	Neutral	Adds additives	Adds additives & maskers	Needs bulking carriers
Cost-in -use predictability	High	High	Medium	Medium	Medium/High
Consumer digestion comfort	★★★★★	★	⚠ GI discomfort risk	★★	★★
Plant-based perception	★★★★★	★★★		★★★	★★★★★



SIMORAH   
DATES

# PORTFOLIO

MEXICO

## From Dates to the Future of Sweetness. Let's innovate together.



### **Pitted Dates**

*Stones Removed by Hand*

*Retail • Foodservice • Raw Material*



### **Processed Dates**

*Hydrated for Uniform Moisture*

*Retail • Foodservice • Full Dates Snacks*



### **Standard Dates**

*Loose, Natural Deglet Noor*

*Retail • Foodservice • Full Dates Snacks*



### **Date Paste**

*Binding + Smooth Sweetness*

*Bars • Pastry • Fillings*



### **Date Powder**

*Sugar Replacement + Fiber*

*Chocolate • Confectionary • Cereals*



### **Date Syrup**

*Liquid Sweetness*

*Beverages • Snacks • Confectionary*



### **Branched Dates**

*Premium Retail*

*Retail • Foodservice*



### **Chopped Dates**

*Fruit Inclusions + Texture*

*Granola • Breads • Toppings*



### **Granulated Dates**

*Low-moisture inclusions + Crunch*

*Cookies • Clusters • Cereals*

ORGANIC & CONVENTIONAL  
CERTIFICATIONS: BRCGS | IFS | ISO 22000 | USDA ORGANIC | KOSHER | HALAL



## Date Paste

### Product Description

Versatile industrial ingredient for confectionery and bakery. Acts as a natural preservative and sweetener, reducing the need for refined additives.

### Product Composition

100% Natural Tunisian Dates (Pitted). Contains natural sugars (fructose, glucose), dietary fiber, vitamins (B6, K) and minerals (potassium, magnesium, iron).

### Best Applications

Bars & Granola • Confectionery • Spreads & Fillings • Energy Bites



# Date Powder (Sugar)

## Product Description

Cost-effective, clean-label sweetener for industrial food production. High fiber content serves as a functional bulking agent in health bars and cereal mixes.

## Product Composition

100% Natural Dates (Fine - 500 Micron). Contains natural sugars (fructose, glucose), dietary fiber, vitamins (B6, K) and minerals (potassium, magnesium, iron).

## Best Applications

Chocolate • Confectionary • Cereals • Snacks & Granola



# Date Syrup

## Product Description

A fruit-based liquid sweetener that delivers clean caramel sweetness, smooth mouthfeel, and natural color — while enabling stronger clean-label claims.

## Product Composition

100% Date Fruit (Liquid extract). Contains natural sugars (fructose, glucose), dietary fiber, vitamins (B6, K) and minerals (potassium, magnesium, iron).

## Best Applications

Dairy & Dairy Alternatives • RTD Beverages • Confectionery Coatings •  
Fillings & Spreads • Sauces & Glazes.

# SIMORAH

DATES



## Chopped Dates

### Product Description

Pre-cut industrial date pieces offering easy dosing, clean sweetness, and cost-efficient fruit inclusion for bakery, granola & cereal products.

### Product Composition

100% Date Fruit (Chopped). Contains natural sugars (fructose, glucose), dietary fiber, vitamins (B6, K) and minerals (potassium, magnesium, iron). Lightly coated with rice flour to prevent sticking.

### Best Applications

Granola & Breakfast Cereals • Breads & Muffins • Cookies & Bars • Toppings (Yogurt, Bowls, Desserts)



# Granulated Dates

## Product Description

100% granulated date as a natural sweetener that enhances both flavor and texture, simplifying formulations by replacing sugar + inclusions — with one wholesome ingredient.

## Product Composition

100% Date Fruit (Granulated). Contains natural sugars (fructose, glucose), dietary fiber, vitamins (B6, K) and minerals (potassium, magnesium, iron).

## Best Applications

Cookies & Bakery Toppings • Clusters & Coated Snacks •  
Cereals & Granola • Chocolate Inclusions



# Deglet Nour Pitted Dates

## Product Description

Stones removed precisely by hand without damaging the fruit texture. We utilize advanced hydration tunnels to ensure the perfect softness. The #1 choice for snacking brands, bakeries, and energy bar manufacturers.

## Product Composition

100% Pitted Deglet Nour Dates.  
Cat 1 / Grade B or Extra Grade A

## Best Applications

Retail • FoodService • Filled Dates • Raw Material



# Deglet Nour Standard Dates

## Product Description

Natural (Raw) dates separated from the branch. These dates are sorted by size but do not undergo hydration. They offer a traditional, drier texture and authentic matte appearance. Preferred by purists and bulk repackers.

## Product Composition

100% Whole Deglet Nour Dates.

## Best Applications

Retail • FoodService • Full Date Snacks • Raw Material



# Deglet Nour Processed Dates

## Product Description

Hydrated & Conditioned. These dates undergo a precise steam hydration process to achieve uniform moisture levels and a consistently soft texture. The ideal solution for consumer retail packs where softness and extended shelf life are prioritized.

## Product Composition

100% Whole Deglet Nour Dates.

## Best Applications

Retail • FoodService • Full Date Snacks • Raw Material



# Deglet Nour Branched Dates

## Product Description

Experience the Deglet Nour in its purest form. Harvested by hand and sold attached to the natural branchlet, these dates are revered for their translucent amber color, honey-like taste, and premium presentation.

## Product Composition

100% Branched Deglet Nour Dates

## Best Applications

Premium Retail • FoodService

# SIMORAH DATES

[aldo@simorah.com](mailto:aldo@simorah.com)

Clean-label sweetness. Real nutrition. Scalable supply.  
Dates and Dates-Based Ingredients with Industrial Performance.