



## Press Release

For immediate release

### **Al Nassma Launches World's First Camel Milk Chocolate**

*Premium product with finest ingredients available now*

**Dubai, UAE, 22<sup>nd</sup> October 2008** – Al Nassma Chocolate LLC (Al Nassma), the first company in the world to produce camel milk chocolate, today introduced its exclusive product to the world during a press conference in Dubai. Al Nassma, a Dubai company, has been working for the last two years with a team of international experts to realise this unique Arabian product.

Al nassma - the brand name of this extra-ordinary chocolate has been chosen with care. It has its roots in the Arabic language and depicts a seasonal breeze which brings respite to the people of the desert. In the same way this breeze indulges people in the desert, Al nassma chocolates aims to indulge your senses.

Al nassma has been created by people dedicated to the manufacture of finest chocolates and pralines. These chocolatiers from around the world have teamed up to create this sensational chocolate superlative for Dubai. Al nassma is a true innovation in the chocolate industry and one of the first luxury food products with deep roots in Dubai, deemed to conquer the world as the sweet ambassador of Arabia.



“This is a historic moment, we at Al Nassma are very proud to present the world’s first camel milk chocolate, the most sensational and tempting form of camel milk,” said Dr. Ali Ridha, Chairman of the Board of Directors of Al Nassma Chocolate LLC, who is joined in the board by chocolatiers and camel milk experts.

Al Nassma Chocolate LLC, the manufacturer of Al nassma, the first and finest camel milk chocolate, is headquartered in Dubai in Umm Nahad adjacent to Camelicious, the sole supplier of camel milk to Al Nassma. For this exceptional project, professionals from around the world joined in to create an innovation 133 years after milk chocolate was invented. Martin van Almsick, a chocolate aficionado and former manager of the famous Cologne chocolate museum, worked together with experts from Austria and Germany to create a chocolate which will seduce many chocolate connoisseurs.

“Al nassma is a unique product that encapsulates the spirit of Arabia and Dubai. Our product development for this exclusive chocolate has been meticulous and we have chosen only the finest ingredients to make sure we develop a premium product” explains Martin van Almsick, General Manager, Al Nassma.

Van Almsick sees Al nassma as a promising brand for the UAE. A recent study reveals that the chocolate market in the UAE is strong with 98% of respondents claiming to consume chocolate at least once a week. Globally the chocolate industry is valued at more than \$41.6 billion with Europe accounting for 45% of global revenue and America with a third of market share. And with tourism expected to surpass the 10 million mark by 2010, there is clearly a strong market for a novelty, premium chocolate brand in the UAE for tourists, visitors and chocolate loving residents.



“Al nassma is a truly Arabian product, with Arabic ingredients produced for the Arabic palate. This product category does not exist anywhere else, it is a world novelty and only Al nassma lets you experience the exquisite pleasure of camel milk chocolate“, explains van Almsick.

Al Nassma’s product line consists of 5 different flavored 70gr bars, including Arabia, delicately flavored with local spices; Dates, Macadamia Nut - Orange, 70% Cocoa and Whole Milk. The pralines range is delicately filled with pistachio, nougat and coffee cream. However, the jewel in the crown is the gold wrapped chocolate camel embodying the source of Al nassma, the camel and its milk. The hollow chocolate camels are available in 2 sizes, 130 and 730 gr.

To date only a few local families were able to indulge in Al nassma during the recent Eid celebrations, but as of today Al nassma is available to the public.

The future plans for Al Nassma are as exciting as the product. The planned farm shop in Umm Nahad near the Camelicious camel farm will conjure the feeling of a thousand and one nights with its camel milk chocolate fountain. Plans are also under way to make a spectacular appearance in one of Dubai’s leading malls to attract the ever growing stream of tourists.

Al nassma can be purchased directly via phone on +971(0)4 223 9289.

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