



**NA\***  
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**Natural  
Plant Proteins**

# A Healthier and Sustainable Protein



High in Protein  
and Fibre



Cholesterol Free



88% lower  
Carbon footprint

## Who we are



**We are a Dubai based company with 3 decades of ingredients R&D and expertise.**

**We are passionate about leveraging our knowledge to create a better world.**

**Our mission at Nadura\* is to remove unhealthy ingredients and animals from our favourite foods.**

**\*The word "Nadora" means a beautiful gift, which is where our brand gets its name from - a beautiful and delicious gift for our health, the environment and animals.**

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**DU**  
**RA**



## What is Nadura\*?

**Nadura\* is a natural plant protein solution designed for chefs to replace processed meats in any dish.**

**We are a B2B company who work with foodservice professionals to grow their customer base with delicious and sustainable vegan proteins.**

**We represent the next generation of plant-based meats as we are free of Soy, Gluten, Emulsifiers, Preservatives and Artificial Ingredients.**



## Why We Are Better



Nadura is not just a product but a protein solution that can be reshaped and cost-optimized to replace meat in any dish.

We do not use excess processing and work with clean and allergen free ingredients.

### Our products are:



Soy Free



Gluten Free



GMO Free



Clean Label



Made from Natural Ingredients



No Preservatives or Emulsifiers

### Why choose us over meat:



Cholesterol & Trans Fat Free



Lower in Calories



Free of Hormones and Antibiotics



Lower Carbon Footprint, Land Usage and Water Usage



No Animal Slaughter



# Plant-based Trends in Foodservice



## ArabianBusiness

Revealed: UAE, Saudi Arabia lead strong GCC consumer shift towards flexitarianism, healthy eating

The shift is triggering a projected eight-times surge in the size of plant-based meat market to \$500 million by 2020 from a mere \$60 million in 2013



Health-conscious consumers in the GCC are increasingly looking to limited meat in their fast-food meals, reflecting a growing trend towards 'conscious indulgence'.

GULF NEWS | DUBAI | DFC | GOLDEN | FRIDAY

BEAUTY | WELLBEING | ART & PEOPLE | HOME | FRIDAY PARTNER

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### Healthy iftar choices with Nadura\*

Swap traditional fried and fatty foods for heart-healthy meals.

Last updated February 26, 2020 | 13:26  
By Friday

FRIDAY READ

The National

News UAE

### Could alternative proteins take a bite out of the UAE's meat consumption?

How many foods that more than 20 per cent of Emirati consumers would consider taking a change that could benefit their health - and the environment

© Image courtesy of Shutterstock.com

Bloomberg

### Plant Protein to Become \$85 Billion Business in Food Revolution

- UBS also expects lab-grown food to be commercially viable
- In a report, analysts forecast growth of 16% for smart farming



# Nadura\* All Natural Chicken-Free Mince



## Applications

- Pies
- Sandwiches
- Pastas
- Tacos & Burritos
- Salads
- Shawarma
- Curries
- Bao Buns
- Wraps
- Spring Rolls & Samosas



## Vegan Chicken-Free Mince

### Nutrition Profile

	Per 100g	Daily Value %
Calories	171 kcal	
Protein	24.6g	49%
Total Fats	4.7g	6.7%
Saturated Fat	1.8g	9.0%
Trans Fat	0g	
Cholesterol	0mg	0%
Salt	1.48g	24%
Total Carbohydrates	7.6g	2.9%
Dietary Fibres	2.4g	8.6%
Total Sugar	1g	
Includes Added Sugar		0%
Iron	7.2mg	33%
Vitamin E	0.88mg	9.8%

\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calorie day is used for general nutrition advice.

### Ingredients

Water, Pea Protein, Rice Protein, Coconut and Sunflower Oil, Seasoning Mixed Spices and Fruit Extracts, Yeast Extracts, Natural Flavours, Salt.

### Packaging Sizes

**Chicken-Free Mince (300gm & 750gm)**  
300gm x 24 / Carton  
750gm x 20 / Carton



Clean Label



Good Source of Protein and Fibre



Cholesterol Free



Antibiotic and Hormone Free



Soy Free, Gluten Free and GMO Free



Uses Less Water, Land and GHG than Meat



No Animal Slaughter



### Cooking Instructions:

Cook from frozen in a lightly oiled pan on **low to medium heat for 5-6 minutes**. Break up any large chunks using a spatula and stir to cook evenly.

#### To use as a topping or filling

Defrost in the refrigerator. Crumble and season if desired. Store in the refrigerator until ready to cook. Defrosted items can be stored in the refrigerator for up to 3 days

# Nadura\* All Natural Meat-Free Mince



## Applications

- Pies
- Sandwiches
- Pastas
- Tacos & Burritos
- Nachos & Loaded Fries
- Shawarma & Wraps
- Cunnies
- Bao Buns
- Keema (Indian Mince Dish)



## Vegan Meat-Free Mince

### Nutrition Profile

	Per 100g	Daily Value %
Calories	190 kcal	
Protein	21.2g	42%
Total Fats	7.3g	10%
Saturated Fat	2.3g	12%
Trans Fat	0g	
Cholesterol	0mg	0%
Salt	1.16g	19%
Total Carbohydrates	9.8g	3.8%
Dietary Fibres	2.9g	10%
Total Sugar	0g	
Includes Added Sugar		0%
Iron	9.9mg	45%
Vitamin E	0.54mg	6%

\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calorie a day is used for general nutrition advice.

### Ingredients

Water, Pea Protein, Rice Protein, Coconut and Sunflower Oil, Mixed Spices, Natural Caramel Colour, Natural Flavours, Salt.

### Packaging Sizes

**Meat-Free Mince (300gm & 750gm)**  
300gm x 24 / Carton  
750gm x 20 / Carton



Clean Label



Good Source of Protein and Fibre



Cholesterol Free



Antibiotic and Hormone Free



Soy Free, Gluten Free and GMO Free



Uses Less Water, Land and GHG than Meat



No Animal Slaughter



### Cooking Instructions:

Cook from frozen in a lightly oiled pan on **low to medium heat for 5-6 minutes**. Break up any large chunks using a spatula and stir to cook evenly.

#### To use as a topping or filling

Defrost in the refrigerator. Crumble and season if desired. Store in the refrigerator until ready to cook. Defrosted items can be stored in the refrigerator for up to 3 days



# Nadura\* Chicken-Free Flexi-Burger



## Applications

- Fried Chicken
- Schnitzel
- Dumplings
- Meat Loafs
- Pies
- Spring Rolls
- Baked Dishes



## Vegan Chicken-Free Burger

### Nutrition Profile

	Per 100g	Daily Value %
Calories	201 kcal	
Protein	14.2g	28%
Total Fats	12.6g	18%
Saturated Fat	6.6g	33%
Trans Fat	0g	
Cholesterol	0mg	0%
Salt	0.92g	15%
Total Carbohydrates	7.6g	2.9%
Dietary Fibres	2.3g	8.2%
Total Sugar	0g	
Includes Added Sugar		0%
Iron	3.5mg	16%
Vitamin E	2.1mg	23%

\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calorie a day is used for general nutrition advice.

### Ingredients

Water, Pea Protein, Rice Protein, Coconut and Sunflower Oil, Methyl cellulose from plant fibres, Mixed Spices, Yeast Extracts, Salt, Natural Flavours.

### Packaging Sizes

**Chicken-Free Burgers (460gm & 1400gm)**  
4 x 115gm x 10 / Carton  
14 x 100gm x 10 / Carton



Good Source of Protein and Fibre



Soy Free, Gluten Free and GMO Free



Cholesterol Free



Uses Less Water, Land and GHG than Meat



Antibiotic and Hormone Free



No Animal Slaughter



### Cooking Instructions:

Pan fry directly from frozen in a lightly oiled pan on **low to medium heat for 5-6 minutes** turning occasionally.

#### To Reshape:

Defrost in the refrigerator and then reshape. Season or coat if desired. Store in the refrigerator until ready to cook. Defrosted items can be stored in the refrigerator for up to 3 days

# Nadura\* Meat-Free Flexi-Burger



## Applications

- Meatballs
- Bolognese
- Pies
- Kebabs
- Sausage Rolls
- Borek
- Kibbeh



## Vegan Meat-Free Burger

### Nutrition Profile

	Per 100g	Daily Value %
Calories	197 kcal	
Protein	15.01g	22%
Total Fats	9.3g	13%
Saturated Fat	5.1g	26%
Trans Fat	0g	
Cholesterol	0mg	0%
Salt	1.09g	18%
Total Carbohydrates	17.3g	6.7%
Dietary Fibres	2.1g	7.5%
Total Sugar	0g	
Includes Added Sugar		0%
Iron	2.8mg	13%
Vitamin E	2.6mg	29%

\*The %Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calorie a day is used for general nutrition advice.

### Ingredients

Water, Pea Protein, Rice Protein, Coconut and Sunflower Oil, Methyl cellulose from plant fibres, Mixed Spices, Salt, Natural Flavours, Natural Caramel Colour.

### Packaging Sizes

**Meat-Free Burgers (400gm & 1400gm)**  
4 x 100gm x 10 / Carton  
14 x 100gm x 10 / carton



Good Source of Protein and Fibre



Soy Free, Gluten Free and GMO Free



Cholesterol Free



Uses Less Water, Land and GHG than Meat



Antibiotic and Hormone Free



No Animal Slaughter



### Cooking Instructions:

Pan fry directly from frozen in a lightly oiled pan on **low to medium heat for 5-6 minutes** turning occasionally.

#### To Reshape:

Defrost in the refrigerator and then reshape. Season or coat if desired. Store in the refrigerator until ready to cook. Defrosted items can be stored in the refrigerator for up to 3 days

# Nadura\* Shish Kebab



## Applications

- Meat Kebab Platters
- Wraps and Pita Pockets
- Mandi
- Arayes
- Gyros
- Meat Saj



## Vegan Shish Kebab

### Nutrition Profile

	Per 100g	Daily Value %
Calories	228 kcal	
Protein	13.1g	26%
Total Fats	15.2g	22%
Saturated Fat	6.2g	31%
Trans Fat	0g	
Cholesterol	0mg	0%
Salt	1.07g	18%
Total Carbohydrates	9.8g	3.8%
Dietary Fibres	2.2g	7.9%
Total Sugar	0g	
Includes Added Sugar		0%
Iron	4.4mg	20%
Vitamin E	2.1mg	23%

\*The %Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calorie a day is used for general nutrition advice.

### Ingredients

Water, Pea Protein, Rice Protein, Coconut and Sunflower Oil, Methyl cellulose from plant fibres, Mixed Spices and Herbs, Natural Caramel Colour, Salt, Natural Flavours.

### Packaging Sizes

**Meat-Free Shish Kebabs (300gms & 600gms)**  
6 x 50gm x 20 / Carton  
12 x 50gm x 16 / Carton



Good Source of Protein and Fibre



Cholesterol Free



Antibiotic and Hormone Free



Soy Free, Gluten Free and GMO Free



Uses Less Water, Land and GHG than Meat



No Animal Slaughter



### Cooking Instructions:

Pan fry directly from frozen in a lightly oiled pan on **low to medium heat for 5 minutes** turning occasionally.

#### To Reshape:

Defrost in the refrigerator and then reshape. Season or coat if desired. Store in the refrigerator until ready to cook. Defrosted items can be stored in the refrigerator for up to 3 days



# Nadura\* Tandoori Kebab



## Applications

- Kebab Platters
- Wraps and Pita Pockets
- Biryani
- Curries
- Samosas



## Vegan Tandoori Kebab

### Nutrition Profile

	Per 100g	Daily Value %
Calories	202kcal	
Protein	12.0g	20%
Total Fats	13g	19%
Saturated Fat	7.5g	38%
Trans Fat	0g	
Cholesterol	0mg	0%
Salt	1.38g	23%
Total Carbohydrates	11.3g	4.4%
Dietary Fibres	2.2g	7.9%
Total Sugar	0g	
Includes Added Sugar		0%
Iron	2mg	9.1%
Vitamin E	0.51mg	5.7%

\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calorie a day is used for general nutrition advice.

### Ingredients

Water, Pea Protein, Rice Protein, Coconut and Sunflower Oil, Methyl cellulose from plant fibres, Mixed Spices and Herbs, Salt, Natural Flavours.

### Packaging Sizes

**Chicken-Free Tandoori Kebabs (300gms & 600gms)**  
6 x 50gm x 20 / Carton  
12 x 50gm x 16 / Carton



Good Source of Protein and Fibre



Cholesterol Free



Antibiotic and Hormone Free



Soy Free, Gluten Free and GMO Free



Uses Less Water, Land and GHG than Meat



No Animal Slaughter



### Cooking Instructions:

Pan fry directly from frozen in a lightly oiled pan on **low to medium heat for 5 minutes** turning occasionally.

#### To Reshape:

Defrost in the refrigerator and then reshape. Season or coat if desired. Store in the refrigerator until ready to cook. Defrosted items can be stored in the refrigerator for up to 3 days

# Nadura\* Chicken-Free Nuggets

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## Applications

Kids Meal  
Appetizer or Snack  
Catering  
Wraps



## Chicken-Free Nuggets

### Nutrition Profile

	Per 100g	Daily Value %
Calories	206kcal	
Protein	9.3g	18.6%
Total Fats	8.7g	12.5%
Saturated Fat	5.8g	29%
Trans Fat	0g	
Cholesterol	0mg	0%
Salt	1.26g	21%
Total Carbohydrates	22.5g	8.7%
Dietary Fibres	1.0g	3.7%
Total Sugar	4.2g	
Includes Added Sugar		0%
Iron	1.3mg	6.0%
Vitamin E	2.3mg	25.4%

\*The %Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calorie day is used for general nutrition advice.

### Ingredients

Water, Pea Protein, Flour (Wheat), Coconut Oil, Yeast Extracts, Starch (Tapioca), Stabilizer (Methyl Cellulose from Plant Fibres), Mixed Spices and Herbs, Salt.

### Packaging Sizes

**Chicken-Free Nuggets (1000 gms)**  
41/42 x 24g x 10 / Carton



Good Source of Protein and Fibre



Soy Free and GMO Free



Cholesterol Free



Uses Less Water, Land and GHG than Meat



Antibiotic and Hormone Free



No Animal Slaughter



### Cooking Instructions:

#### Air Frying

Place 3-4 frozen nuggets on the air fryer tray. Set the air fryer to 204°C (400°F) and cook for 15 minutes, no preheating needed.

#### Deep Frying

Heat oil to 170°C-180°C and cook the nuggets from frozen for 3-4 minutes until golden brown and crispy.

## Cooking Instructions

Pan fry directly from frozen in a lightly oiled pan on low-medium heat for 5-6 minutes turning occasionally.

**1 year frozen shelf life.  
Once defrosted  
do not refreeze.**







## Reshaping Instructions

To reshape defrost in the fridge for 4 hours and reshape as desired. Defrosted products can be stored in the fridge for up to 72 hours in an airtight container. Do not thaw by immersing in water





## Product List with Packaging:

BRAND & PRODUCT NAME	SKU SIZE 1	SKU SIZE 2	PACKAGING
 <b>Nadura*</b> <b>Chicken-Free Mince</b>	750gms	300gms	Vacuum Packed Trays
 <b>Nadura*</b> <b>Meat-Free Mince</b>	750gms	300gms	Vacuum Packed Trays
 <b>Nadura*</b> <b>Chicken-Free Burgers</b>	1400gms (14 x 100gms) (1cm thickness)	460gms (4 x 115gms) (1.9cm thickness)	LDPE Recyclable Freezer bags
 <b>Nadura*</b> <b>Meat-Free Burgers</b>	1400gms (14 x 100gms) (1cm thickness)	400gms (4 x 100gms) (1cm thickness)	LDPE Recyclable Freezer bags
 <b>Nadura*</b> <b>Tandoori Kebabs</b>	600gms (12 x 50gms)	300gms (6 x 50gms)	LDPE Recyclable Freezer bags
 <b>Nadura*</b> <b>Shish Kebabs</b>	600gms (12 x 50gms)	300gms (6 x 50gms)	LDPE Recyclable Freezer bags
 <b>Nadura*</b> <b>Chicken-Free Nuggets</b>	—	1000gms (42/41 x 24gms)	LDPE Recyclable Freezer bags

# FAQs

## Can you get enough protein?

All Nadura\* products are high in protein and free of cholesterol. Some of the world's top athletes and weight lifters are vegans who only eat protein from plants and some of the strongest animals in nature (Deer, Horses and Ox) eat only protein from plants.

## What is the protein source?

Nadura\* products use yellow pea protein and rice protein to build a complete amino acid profile and high quality protein. We do not use any Soy or Gluten proteins compared to other brands as these are allergens and some consumers are averse to these ingredients.

## Are there any unhealthy ingredients?

No – at Nadura\* we do not use any unhealthy ingredients. Our products are made from Natural Ingredients and are GMO Free and Allergen Free. We do not use any preservatives or emulsifiers.

## Are these products high in sodium?

Sodium is an essential mineral and electrolyte required for the human body to function properly. The body's daily requirement (RDA) for Sodium is 2300mg or 5.75gm of Salt. Anything over this amount is not healthy. Most sodium comes from salt (Sodium Chloride).

The salt in 100gm of Nadura\* products ranges from 0.9gm - 1.3gm (A pinch of salt). This is less than 25% of the body's daily requirement.

Comparatively products like chicken sandwiches contain 2gm of salt and cold cuts like Salami and Mortadella contain 3gm in 100gm. Nadura\* products are much lower in sodium / salt. They can be eaten 3 times a day and you will still be within your RDA for sodium / salt.

## Are these products processed?

Nadura\* products are made by extracting proteins from plants and then mixing with seasonings, fats and fibers. They are less processed than processed meats, breads, vitamins or even desalinated mineral water.



**Join the Healthier and  
Sustainable Food  
Movement with Nadura\*  
Follow us on  /nadurafoods**





“Nothing will benefit human health and increase the chances of survival of life on Earth as much as the evolution to a vegetarian diet.”

**Albert Einstein**



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