

Spotlight on Saffron Road®



WITH ITS PRODUCTS

in over 25,000 stores across the United States.


Saffron Road is working to bring premium better-for-you halal food to your neighborhood. The company became a national brand in 2010 when its ready-made frozen meals were sold at Whole Foods Market and now offers a lineup of frozen meals, as well as Non-GMO Project Verified shelf-stable simmer sauces, ready-to-eat meal pouches, and organic crunchy chickpea snacks. If you haven't had a chance to sample its tasty dishes, you've got plenty of options. The Chicken Tikka Masala, Chicken Pad Thai, and Chicken Biryani are its most popular entrees, though you can't go wrong with any of its choices, since they all feature international flavors, are antibiotic free, and have received halal certification from IFANCA®. Most are also certified gluten free.

Saffron Road prides itself on making products with the highest quality ingredients while upholding rigorous standards and obtaining a variety of third-party certifications. When it came to creating his company, founder and CEO Adnan Durrani says, "My vision and mission at

Saffron Road was to build a national halal

food brand that also embodied ethical consumerism: organic ingredients with no GMOs, no artificial ingredients, and no antibiotics. A brand that celebrated world cuisines, ethnic diversity, and cultural harmony." Ten years later, this still rings true. Saffron Road continues to create delicious meals that feature grass-fed, humanely raised meat and organic, premium ingredients. The company takes its Journey to Better® to heart, emphasizing food that is "better tasting, better for the environment, better for the farmers, better for the animals, better for your health, and better for humanity."

Saffron Road's stellar products and innovation success are not a fluke nor mere happenstance. The magic behind the Saffron Road team's culinary innovation is very intentional, and they are always looking out for the newest food trends while also respecting traditional cooking methods. By exploring top chef dining menus for inspiration and journeying into international cuisines to see what is popular around the world, Saffron Road's



chefs are always cooking up new ideas centered around ethnic authenticity. Once the company decides on a new product, it takes anywhere from four weeks to six months to get it on grocery store shelves. Compared to other companies that can take up to two years to unveil a premium shelf-ready product, Saffron Road can keep on top of recent trends and stay nimble, giving halal consumers access to new products in far less time.

Saffron Road prides itself on being a transparent company with clear information about what is and isn't in its products, and Durrani calls the company's third-party certifications its "Shields of Trust." Besides being halal certified, Saffron Road also works with the Global Animal Partnership, Gluten-Free Certification Organization, and Non-GMO Project to verify all claims about a product being humane, gluten free, and free of GMOs. Beyond that, the company also requires its manufacturing facilities to pass what it calls a "social" audit, meaning that a facility's manufacturing, sourcing, and hiring practices align with Saffron Road's overall values. This emphasis on maintaining high standards throughout all areas of the business demonstrates the level of care with which Saffron Road operates.

Its mission extends beyond profit. A few of the company's philanthropic efforts include raising funds for LaunchGood campaigns to provide care packages during the COVID-19 pandemic, partnering with the KIND Foundation and the Frontline Impact Project to donate products to frontline workers, and contributing to The Bail Project, a non-profit that provides bail and pretrial assistance to individuals, including unjustly incarcerated Black Muslims, that need it.

Saffron Road also prioritizes sustainability by choosing pouches instead of glass containers for its simmer sauces. This simple switch means a reduction of over 30% of energy use versus glass jars in transporting these sauces, reducing the company's overall carbon footprint by 70%. Saffron Road's refusal to source any meat that is not 100% vegetarian-fed and to never, ever use antibiotics also demonstrates a commitment to sustainable agriculture, making the Journey to Better one that spans from the company's halal farms to your family's dining table.

If you are eager to try any of Saffron Road's many halal-certified products, you can now order some directly either on saffronroad.com or Amazon, or you can find your nearest retailer using their store locator. Check out the list on the right to see what's available, and follow the company on Facebook, Instagram, Pinterest, or Twitter for special offers, recipes and more. ©

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Saffron Road Halal-Certified Products

CRUNCHY ORGANIC CHICKPEAS (Non-GMO Project Verified)

- Bombay Spice
- Buffalo
- Chipotle
- Falafel
- Korean BBQ
- Sea Salt
- Sea Salt & Cracked Pepper

FROZEN MEALS (No Antibiotics, 100% Vegetarian-Fed)

- Chicken Biryani
- Chicken Enchiladas Poblano
- Chicken Pad Thai
- Chicken Tikka Masala
- Coconut Curry Chicken
- Enchiladas Al Chipotle
- Lamb Saag
- Lemongrass Basil Chicken
- Madras Curry & Chicken Meatballs
- Palak Paneer
- Thai Basil Noodles with Beef
- Thai Red Curry Chicken
- Vegetable Biryani
- Vegetable Pad Thai

AMBIENT READY-TO-EAT MEAL POUCHES (Non-GMO Project Verified)

- Chickpea Masala
- Delhi Potatoes

AMBIENT SIMMER SAUCES (Non-GMO Project Verified)

- Coconut Curry Korma
- Korean Stir Fry
- Lemongrass Basil
- Pad Thai
- Thai Mango
- Thai Red Curry
- Tikka Masala