

THE  
**HALVA.**  
LAB

*Plant-Based Energy*





This is the story of an authentic Mediterranean delight that is reborn in a gourmet version in the heart of Italy.

A dessert that slowly melts in the mouth and magically dissolves, leaving a nutty and enveloping taste.

At breakfast, as a snack or after a meal, treat yourself to this unprecedented moment of pleasure called Halva.

**YOU WILL FALL IN LOVE. AND IT WILL BE FOREVER.**

# OUR STORY

THE HALVA LAB was born from an idea of Marco Mazzacani and Rossana Monterosso, managers in New York City and a couple in life.

Proud Italians but citizens of the world, curious and passionate about different gastronomic cultures, during their travels they fall in love with this extraordinary product called HALVA, almost unknown at that time in Italy.

*“It was love at first sight! I remember the sensation of creamy sweetness pervading the mouth as if it were today, slowly melting and then magically dissolving, leaving a nutty and enveloping taste”*

Two careers launched, Marco in sales, Rossana in finance, a life together between Italy and the United States, but always a common aspiration to entrepreneurship. It's 2021, the world has changed, the times are ripe. Weeks of analysis and reflections. Finally the decision was made: to return back and launch the first HALVA workshop in Italy.

The managerial experience in companies in the food sector is combined with the ambition to reinterpret a product of the Mediterranean tradition and re-propose it in a new guise.

Determined to create something special, they visit artisanal producers in Greece, Turkey and Israel, then two years tinkering and experimenting with recipes and techniques, but one clear goal: a “WOW” product, delicious and natural!

*“Overall, HALVA is the combination of sesame cream, also called Tahina, and sugar. But the real magic lies in the process and technique; it is this that creates its unique texture. In many countries you have to apprentice to become a HALVA master! Often handed down from generation to generation, it's a*



***skill that requires dedication and strong shoulders. It's a long and fascinating process.”***

The search for the best ingredients, patient hand-crafting, and a pinch of Made in Italy taste and creativity.

Little things combine to make a big difference.

Small productions in small lots. Love and care in every single piece of HALVA.

It's 2023. The first HALVA artisan workshop was born in Italy.

***Welcome to Halvaland!***



## WHAT IS HALVA?

Halva is a tahina-based dessert, the cream obtained by grinding white, hulled and toasted sesame seeds.

To prepare Halva, sugar is added to the tahini for the “classic” taste, but it is also found combined with many other flavours: there is Halva with pistachio, almond, hazelnut, but it is also found with the addition of coffee, chocolate and in infinite other variations.

The best halva, when processed well, is crumbly and melts in your mouth.

***But the real magic lies in the process and technique; it is this that creates its unique texture.***

In many countries you have to be an apprentice to become a halva master! Often handed down from generation to generation, it’s a skill that requires dedication and strong shoulders. It is a long and fascinating process.

It can be consumed at any time of the day, alone or accompanied with a cup of tea or coffee. The taste tends to be sweet, with a nutty note. It can be placed in the same category as peanut butter.

Finding a territory for Halva to belong to is not easy, because it belongs above all to the Mediterranean.

In fact, we find it present, albeit in different forms, in different countries, Greece, Turkey, Lebanon, Israel...

***The first known written recipe appears to date from the early 13th century.***

Halva, Helva, Halwa or Halvah. One thing is for sure, the word Halva has come a long way. For example, it has also been referred to as Halava in Sanskrit, Halawa in Egypt, Halvas in Greece, Halvah in Hebrew, Hilwa or Halawi in Arabic, Helva in Turkey.

Over time it has acquired countless fans, today it can be found on the shelves of the best stores in London, Paris and New York, or on the menus of the best restaurants.

But why has this dessert managed to conquer so many countries over the centuries?

It is a natural and nutritious dessert, rich and nourishing, 100% plant based, gluten-free and lactose-free. It is also a source of fibre.

Halva is perfect for all those who want to indulge in a moment of pleasure, but with particular attention to the quality and naturalness of the ingredients.

***Every single piece of Halva is a journey through taste and history.***







**HALVA**



# HALVA WITH PISTACHIO



Crumbly dessert made from sesame tahini  
VEGAN / GLUTEN FREE / LACTOSE FREE

Net Weight: 200g  
Units per box: 12  
EAN CODE: 8050507320004

# HALVA WITH HAZELNUT



Crumbly dessert made from sesame tahini  
VEGAN / GLUTEN FREE / LACTOSE FREE

Net Weight: 200g  
Units per box: 12  
EAN CODE: 8050507320011

# HALVA WITH ALMOND



Crumbly dessert made from sesame tahini  
VEGAN / GLUTEN FREE / LACTOSE FREE

Net Weight: 200g  
Units per box: 12  
EAN CODE: 8050507320028



Give more taste to yogurt, ice cream  
and desserts... with some

*Halva crumble*





# **NUT BUTTER & SPREADS**

## PEANUT BUTTER



ORGANIC / VEGAN / GLUTEN FREE /  
LACTOSE FREE / NO ADDED SUGAR

Net Weight: 200g  
Units per box: 6  
EAN CODE: 8050507320059

## PEANUT BUTTER WITH SALT



ORGANIC / VEGAN / GLUTEN FREE /  
LACTOSE FREE / NO ADDED SUGAR

Net Weight: 200g  
Units per box: 6  
EAN CODE: 8050507320066

# CASHEW BUTTER



ORGANIC / VEGAN / GLUTEN FREE /  
LACTOSE FREE / NO ADDED SUGAR

Net Weight: 200g  
Units per box: 6  
EAN CODE: 8050507320097

# WHOLE ALMOND BUTTER



ORGANIC / VEGAN / GLUTEN FREE /  
LACTOSE FREE / NO ADDED SUGAR

Net Weight: 200g  
Units per box: 6  
EAN CODE: 8050507320073

# WHITE ALMOND BUTTER



ORGANIC / VEGAN / GLUTEN FREE /  
LACTOSE FREE / NO ADDED SUGAR

Net Weight: 200g  
Units per box: 6  
EAN CODE: 8050507320080

# RASPBERRIES & CASHEWS SPREAD



ORGANIC / VEGAN / GLUTEN FREE /  
LACTOSE FREE / NO ADDED SUGAR

Net Weight: 200g  
Units per box: 6  
EAN CODE: 8050507320103

# DATE, SESAME & CACAO SPREAD



ORGANIC / VEGAN / GLUTEN FREE /  
LACTOSE FREE / NO ADDED SUGAR

Net Weight: 200g  
Units per box: 6  
EAN CODE: 8050507320110







# **DRIED FRUIT & SNACKS**

# CASHEWS



ORGANIC / SOURCE OF FIBER /  
SOURCE OF PROTEIN / VEGAN

Peso: 200g  
Pezzi per cartone: 10  
Codice EAN: 8050507320134

# MACADAMIA NUTS



ORGANIC / SOURCE OF FIBER / VEGAN

Peso: 200g  
Pezzi per cartone: 10  
Codice EAN: 8050507320042

# BRAZILIAN NUTS



ORGANIC / SOURCE OF FIBER /  
SOURCE OF PROTEIN / VEGAN

Peso: 200g  
Pezzi per cartone: 10  
Codice EAN: 8050507320141

# NUT MIX



ORGANIC / SOURCE OF FIBER /  
SOURCE OF PROTEIN / VEGAN

Peso: 200g  
Pezzi per cartone: 10  
Codice EAN: 8050507320158

# COCCO & CACAO CHIPS



ORGANIC / HIGH IN FIBER / VEGAN

Peso: 200g

Pezzi per cartone: 6

Codice EAN: 8050507320165



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