



UNJAR THE STORY

FOUNDATION DAR SI HMAD



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Consuming responsibly to nourish community hope

Each drop is an ode to nature, a hymn to harmony, and a testament to the love of life.

A STORY OF HERITAGE, PASSION AND HARMONY WITH NATURE



A LEGACY OF GENERATIONS

Mr. Mohamed Sfoureg and his son, **Lahcen**, perpetuate an ancestral beekeeping tradition passed down for over two centuries in the captivating region of Aït Baâmrane, in southwestern Morocco.



THE BEE: A MASTERPIECE OF LIFE

For **Mr. Sfoureg**, the bee is a living masterpiece of evolution—a tireless pollinator and a generous ally. It weaves a perfect symbiosis between the earth, flowers, water, aromas, and the sun.



SAHARAN BEES, A LIVING TREASURE

The Saharan bee (*Apis mellifera sahariensis*) is lovingly guided from the Sahara dunes along the Oued Drâa, through the fragrant hills of Aït Baâmrane, to the majestic peaks of the Atlas.



HONEY: AN OFFERING OF GRATITUDE

Mr. Sfoureg's honey is more than just essence—it is the echo of deep attachment, respect, and gratitude. Each drop is an ode to nature, a hymn to harmony, and a testament to the love of life.

THE CAPERS, *Capparis spinosa*, a Concentrate of Vitality



The caper of Anrar are distinct treasures of the wild, flourishing spontaneously within the Tiskmoudine oasis in the Tata region of southern Morocco. These capers form an integral part of the local ecosystem, deeply connected to the nearby Tavza Forest Park. Thriving in this unique, arid environment, they represent the resilience of nature in its purest, untamed form.

Each spring, long before the buds open into delicate flowers, these wild capers are hand-harvested by the women of the oasis, continuing a tradition that has supported the community for decades. Once collected, they are preserved in salt sourced from nearby natural basins, a traditional method that respects their desert origins and heritage. Through the dedicated efforts of the Tighzi N'Douime cooperative, these capers are now available to you, carefully steeped in rigorously selected, high-quality olive oil.



The capers of Anrar offer more than just a culinary experience; they provide a true taste of a preserved landscape. Whether scattered over a rustic pizza, stirred into pasta, or serving as a refined addition to simple scrambled eggs, they bring the vibrant soul of the Moroccan south directly to your table—a testament to harmony, tradition, and the enduring beauty of the Tavza Forest Park.

Tiskmoudine Oasis, TATA Region, Morocco

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ONION AND PEPPER SEASONING



Origin

Grown with care in the oasis of Tiskmoudine, in the Tata region of southern Morocco, Anrar onions and peppers draw their character from a singular landscape.



Environment

Nestled between arid plains and rocky plateaus, this oasis thrives within a fragile desert ecosystem shaped by scarce rainfall, intense sunlight, and ancient irrigation traditions. Here, agriculture endures through a delicate balance between human knowledge and the resilience of the land.



Tradition

For generations, the women of the oasis have preserved the harvest using time-honored techniques.



Process

The onions and peppers are slowly sun-dried, allowing their flavors to deepen and concentrate under the desert sky.



Craft

Once dried, they are hand-pounded with salt into coarse, aromatic flakes.



Cooperative

Prepared by the Tizghi N'dounite cooperative, this blend reveals a rich, warm intensity—both earthy and vibrant. It brings depth to everyday cooking, whether sprinkled over dishes or infused into oils.