

**Explore the Taste of the Levant
from a Jar of Zaatar Passata/Salsa
on Stand 825 at SFFF '25**

Terra Rossa, known for its Great Taste Award Winning Arabian Specialities, is thrilled to announce the release of its latest addition to its UK hand-made range of sauces: the ready-to-eat and ultra-versatile Zaatar Passata.

Made from the freshest tomatoes, garlic, onions and the uniquely aromatic Palestinian Zaatar thyme mix, and preserved with Terra Rossa's Jordanian extra virgin olive oil, this delicious Passata – more akin to a Salsa - adds a burst of flavour and colour to any dish hot or cold.

Not only is it traditionally enjoyed by simply mixing a few tablespoons with olive oil and scooping it with freshly made bread, but it is also extremely easy to cook with. It is frequently used as a base ingredient to make other dishes from soups to stews accompanied with Burghul, green wheat Freekeh, rice or couscous.

It is a must have stir-through for pasta, as a sauce for pizza, pulses especially white or haricot beans to make your own baked beans, and is often found caressing green beans and flavouring root vegetable traybakes. It is equally delicious as a condiment for barbequed meat, tofu or paneer skewers, as a filling for tortillas, falafel wraps and spooned over Nachos before topping with cheese.

Terra Rossa hopes to attract buyers from delicatessens, farm shops, gift retailers and garden centres with fine food halls as well as pubs/bars and restaurants who wish to incorporate the oil, sauces and herbs into their menu and serve them as a starters and appetisers.

Zaatar Passata has a recommended retail price of £5 for a 275g jar and can be purchased directly from Terra Rossa. To receive the trade price for the whole Levantine range please email us at info@terra-rossa.com or call 020 8661 9695.

We look forward to seeing you soon on stand 825 at SFFF '25 Olympia, 9-10 of September 2025

About Terra Rossa:

For 20 years Terra Rossa has been introducing exquisite premium flavours of Arabian cuisine which forms part of the Levantine staple diet to the UK market and has won no less than 75 Great Taste Awards for them. For a quick glance of all of Terra Rossa's unique specialities ranging from olive oils, herb mixes to hand-made mouth-watering sauces and spreads, sweets and bespoke hampers, please view our [consumer brochure](#) or visit the website at www.terra-rossa.com.

