

## Sabra Newsletter

### Featured Flavors

Get ready for the newest additions to our delicious line up of dips and spreads! The new offerings, which include Chipotle, Caramelized Onion, Sun Dried Tomatoes, Cranberry & Fig, and Peppadew Hummus, all begin with Sabra's authentic Mediterranean hummus recipe.

- The Chipotle hummus is a mouthwatering spread of smoke-dried chipotles in our classic hummus, great flavor with a kick.
- Caramelized onions add a rich taste to the already delicious hummus, making the Caramelized Onion hummus a sweet, tasty treat.
- The Sun Dried Tomato variety brings a classic Mediterranean taste to everyday dipping.
- Fruity flavors Cranberry & fig combined with creamy classic hummus make this flavor perfect for younger consumers and snacking.
- The Peppadew variety blends sweet and spicy peppers to give the hummus an exotic twist for an authentic Mediterranean eating experience.

### Special Feature

Make Your Own Sabra Hummus Sundae Hits the Road-

Sabra is once again on the road bringing fresh hummus 'sundaes' to consumers around the US. With four stops in Boston, St. Petersburg, Chicago, San Francisco and New York, fans across the country will be able to create their own unique hummus flavor from our offerings of fresh, delicious toppings. For tour details, visit [http://sabra.com/press\\_sabrasunday\\_08.html](http://sabra.com/press_sabrasunday_08.html)





### **New at Sabra.com –**

A new Sabra website is on the way! With new recipes, new news about Sabra and special sections for our biggest fans, we know you'll love it almost as much as our delicious dips and spreads! Look for the upcoming launch soon!

Still can't find Sabra in your area? Print out our store request form and give it to your local deli manager to request Sabra at your favorite retailer.

[http://www.sabra.com/prod\\_request.html](http://www.sabra.com/prod_request.html)

### **Introducing Sabra's New Chef!**

Sabra is thrilled to be working with Colombe Jacobsen on new recipes and serving suggestions for our delicious dips and spreads. Colombe recently appeared on the Food Network in season 3 of "The Next Food Network Star"; she is best remembered for her creatively healthy approach to everyday meals. Named in 2007 as one of Shape Magazines "Women who Shape the World", Colombe also coordinates Harvest Time, a non-profit in Harlem that teaches children healthy, yet practical cooking techniques and recipes with a unique approach.

Check back at [www.sabra.com](http://www.sabra.com) for new recipes soon!



### **Upcoming Events**

54th Summer Fancy Food Show

June 29 - July 1

Jacob K. Javits Center - New York

Make Your Own Hummus Road Tour

Rib Fest, Chicago, IL

June 7 and 8, 12-5pm

Lincoln / Damen / Irving Park Intersection.

Make Your Own Hummus Road Tour

New York, NY, June 29th

Union Square Park South