



# Ariel Bakery's History



- Ariel Bakery was founded in 1994 by the Salman family.
- From the start, the family produced and marketed quality pastry products at popular prices and was an immediate success.
- In 1996, Ariel Bakery opened two manufacturing plants in Haifa, one for baked goods and the other for frozen pastries.
- The company currently manufactures a large variety of innovative pastry products using sophisticated equipment and machinery under high quality assurance (FSSC 22000).
- Over time, Ariel Bakery opened many neighborhood bakeries to sell freshly baked products.
- Ariel Bakery has been exporting since 2010 with the same strategy of producing quality food at popular prices. The move was a success as global sales increased every year in thousands of food stores in over 20 countries.
- The company invests in extensive R&D and a decade ago developed an unique gluten-free line, both frozen and baked, initially for Passover. In 2021, Ariel Bakery expanded gluten-free product production to all year round with US GF certification.
- Recently a new unique line of vegan meat filled pastries has been launched.

# Our Vision

We strive for maximum quality and unforgettable taste. Our traditional baking methods, fine raw materials and a great wealth of knowledge have helped us gather a large and loyal customer base that has accompanied us over the years as we maintain one singular goal: to produce the exact same high-quality, delicious and reasonably priced product every single day!

We constantly aim to expand our line and develop new products which meet new requirements and trends such as Vegan and Gluten free.



# Pastry Pockets with Vegan meat filling



*I can't believe it's vegan!*

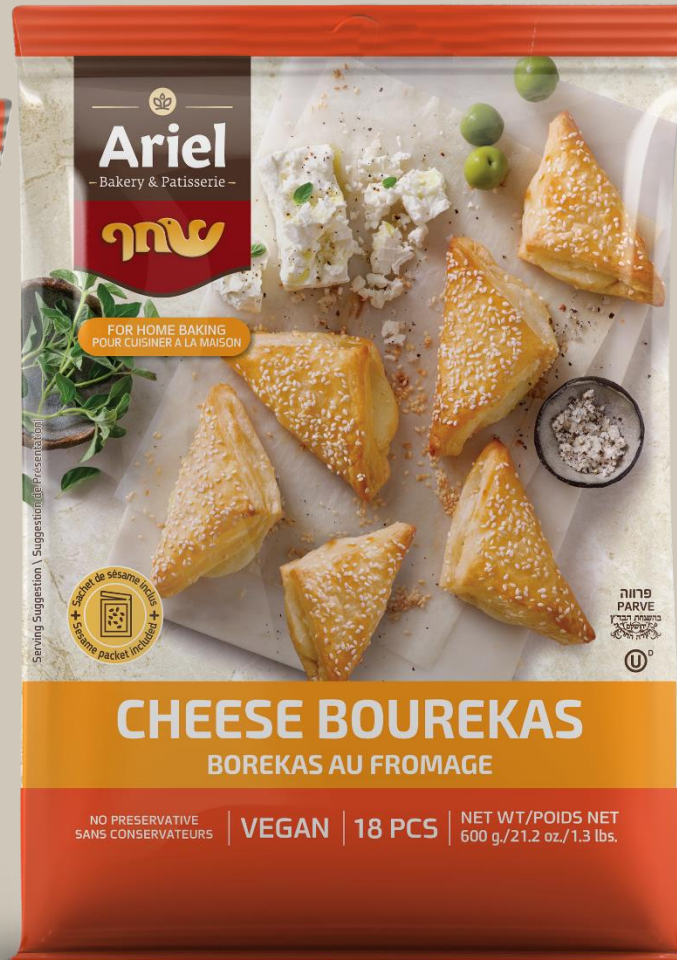
# The vegan line

Change only comes about through challenge and our vegetarian meat, with all of its flavor and similarities to the real deal, is bound to challenge the taste buds of any meat-lover.

Our R&D experts, qualified chef and fully equipped production line, enable us to create premium, tasty ready-to-eat meals to supply today's demand for vegan healthy and delicious food.



# Our Bourekas Variety



# Our Gluten free Bourekas





# Our Gluten free Puff Pastry

  
**Ariel**  
- Bakery & Patisserie -  
**GLUTEN FREE**

*I can't believe it's gluten free!*









Thank you!