



# Barriya Herbals

Brochure 2024







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# I. Story





# Why we created Barriya Herbals

To present SAUDI NATURE in  
the most UNIQUE, TANGIBLE &  
SENSORY experience.

Something that people can  
easily ENGAGE & CONNECT with  
on a DAILY BASES.

To aid in their pursuit of  
CREATIVE LIVING.

To fundamentally support  
SOCIAL & ENVIRONMENTAL  
SUSTAINABILITY.

To elevate CREATIVE  
WELLNESS and tap into the  
powerful effects of SAUDI  
HERBALS.

**Our blends are 100%  
farmed & made in Saudi!**





# Why we created Barriya Herbals

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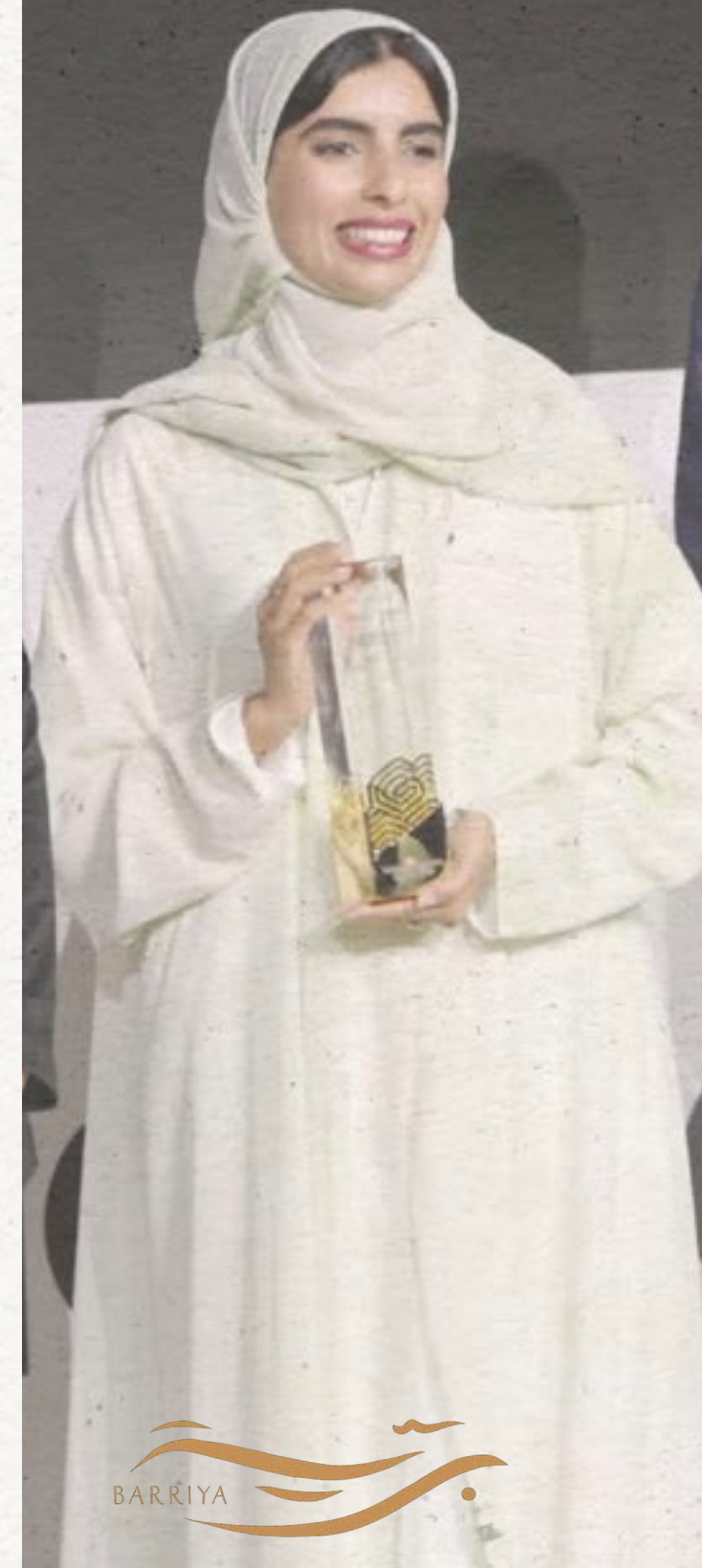
When local herbs have been consumed largely for medicinal purposes, and mostly in a single herb format, Barriya Herbals blends are designed with a modern twist that makes it approachable globally and enjoyable anytime.

Some of our ingredients can be recognized in several countries around the world, this creates a common ground for which people can connect with.. At the same time, no two plants grown in different regions are ever really the same, plants have the unique intelligence to adapt to different environments and produce different effects, giving our teas their own Saudi effect!

**Creating a 100 % Saudi herbal tea is a challenging process, we choose to do this because we believe in our country's nature and in our land, and we choose to have that connection in a simple cup of tea.**

**Winner  
'New F&B Startup  
of The Year'**

Saudi Food Excellence Awards '23





## II. About





# Nature Connection, In Just a Cup

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When creating our herbal tea blends, we acknowledge the journey these plants have gone through.

**Our ingredients are handpicked from various farms within the Kingdom..**

**Blended harmoniously in a just a cup of tea, making nature connection more accessible than ever!**

## The Magic of Herbs for Creative Wellness

Just by inhaling an herbal tea's enchanting aromas, that alone may help to alleviate your mood while working on a creative project. Maybe this is why tea is such a popular ritual known to set on most writers desks..

It is believed that consuming local herbs specifically are generally more beneficial, as herbs can adapt differently to local conditions. When you consume herbs, you take in their unique intelligence and transformative properties. Aiding your body with nutrients and antioxidants. Looking after your wellness is an important pillar to creative living.







**Our creation stands out as being the only Saudi, Sustainable, and Purposeful tea.**

**Made for Creatives.**





# What Makes Barriya Herbals Unique?

## 100% Proudly Sourced & Made in Saudi Arabia

In order to fulfill our purpose of having every single ingredient from Saudi Arabia, we expanded our processes beyond what a traditional tea shop would. This also includes the whole process of sourcing, processing, designing, blending, and packaging..

## Handcrafted & Artisanal

All of our blends are traditionally blended by hand. While herbal ingredients are traditionally picked by hand by farmers, each ingredient goes through extensive hand-processing by our team to have it in blend-ready shape. By doing that, we can have more control over the quality of the product.

## Direct Collaboration with Local Farmers

All of our ingredients are sourced either directly from farmers or small business owners. Impacting marginalized communities. Social sustainability is a big component of our model.

## Purpose-Blent & Nutritional

Created from natural ingredients, each blend is designed for a specific mood within the creative process.. Our blends are caffeine-free, filled with antioxidants, and a multitude of nutritional vitamins and minerals.







# What Makes Barriya Herbals Unique?

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## High Standards for Safety & Quality

We maintain high standards for safety & quality derived from direct training from tea consultants with 16+ years experience. Certified in Food Hygiene and Safety for Manufacturing. All of our packaging and equipment are food safe.

## Sustainable Packaging

Packaging for our tea tins and tea filters are reusable. The tea is also packaged in loose leaf format being the best option for the environment.

## Unique, Creative and Delicious

We make sure that our blends offer something completely unique to the market by combining ingredients in a new, yet complementary way. Verified by several experienced Chefs!

## Each Order Supports Climate Projects

We proudly support Climate Projects with Ecologi; Planting trees and offsetting carbon for each order.





**A cup of tea?**

**When you make the choice to have Barriya Herbals, you get more than just a cup of tea.**



# How choosing Barriha Herbals supports your business?

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## Support Small Local Businesses

You are not only getting the benefits of our delicious herbal teas, but you are also supporting a small local business, including the farmers and artisans that we collaborate with, where most of the process is crafted by hand.

## Expand Your Local Offerings

All ingredients are sourced from various farms within the Kingdom. Apart from this being a more sustainable option, this speaks volumes to what the Kingdom has to offer.

## Prioritize Sustainable Products

Collaborating with a business that embeds social and environmental sustainability, including compensating for carbon and sourcing locally, will greatly enhance your sustainability efforts.







# How choosing Barriha Herbals supports your business?

## A Globally Recognized Drink

Herbal tea has been around for thousands of years. Almost every culture around the world drinks some form of tea. This makes it approachable by a diverse range of people.

## Complements Creative Wellness

Not just the only 100% Saudi herbal tea in the market, but also designed specifically to support creative wellness and producing valuable work. Making it a unique offering to your partners, clients, employees, or community.

## An Overall Popular Drink

There is always a tea person in the room! The global herbal tea market is expected to reach the value of USD 5,445.22 Million by 2029, at a CAGR of 6.50%. Almost one in three (31%) drink herbal/fruit tea every day, and a further 53% drink it at least once a week.\*

\*Source: Choice, Data Bridge Market Research

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# III. Services



# Barriya Herbals Services

## Branded & Custom Blends

Add your unique branding to our standard tea blends, or design a bespoke custom blend that complements your brand.

## Wholesale (F+B, Retail & Hospitality)

We help you complement your luxury experience by selecting the best blends. For restaurants, hotels, resorts, spas, airlines and other hospitality offerings.

## Giveaways & Corporate Gifts

To gift a taste of Saudi nature, literally! We design and arrange sustainable gifting packages. Including bespoke premium gifting options.

## Tea Presentation & Showcase

Tea tasting and herbal blends introduction and story.





# First impressions matter



بمناسبة اليوم الدولي للشاي الذي يهدف إلى تعزيز أهميته الثقافية والاقتصادية والصحية، نقدم لك شاي أعشاب من بزية، محصول من طبيعة أرضنا الغنية ومعدّ بطريقة مستدامة؛ لنحافظ على مواردنا الطبيعية ونساهم في تحقيق تميّتها المستدامة.

ماهي الخطوة التي تسعى لاتخاذها كخطوة حياة لتعزيز الاحياء حياتك اليومية؟



Bespoke Giveaway Package for MoC





AOK Kitchen Collaboration





Tea Presentation SCFHS





# IV. Blends





# Barriya Herbals for Creative Wellness

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Tea has been considered a big part of the prime ritual for many creatives. Our blends are designed to match with the different moods within the creative process.

We crafted five unique blends based on five iconic Saudi herbal tea ingredients: The Blue Butterfly Pea Flower, Hibiscus Flower, Wild Thyme, Sage, and Moringa.

Each resulting in it's own distinctive color and character in combination with other complementary Saudi herbs and flowers.

Most of our blends can be consumed hot or cold according to personal preference.

We hope to enrich each part of the creative process, one tea cup at a time!









# Barriya Herbals Recess

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**To take a break and play!**

**Because of the high anthocyanin content, Blue Butterfly Pea Flower is known to offer a general brain boost.**

**The blend has an uplifting feeling and refreshing lemony, earthy taste.**

**The result is a deep blue cup of tea, playfully turned purple with a few drops of lemon..**



# Barriya Herbals Recess



## Blue Butterfly Pea Flower

*This superfood is antioxidant, anti-inflammatory, and known to offer a general brain boost.*

*Contains the antioxidant anthocyanin, which has been shown to increase blood flow to the eyes, and a potent bioflavonoid called anthocyanin, that increases blood flow to the scalp.*

*It also has polyphenols and flavonoids, which stimulate the natural production of collagen and elastin.*

## Rosemary

*Anti-bacterial, high in antioxidant, antimicrobial, and anti-inflammatory compounds which helps relieve muscle tension, and reduce stress and fatigue.*

## LemonLeaf

*Lemon leaves are rich in vitamin C, which helps boost the immune system.*

## Lemongrass

*Contains several antioxidants which can help fight free radicals and is an anti-inflammatory.*

## WildMint

*Aromatic and relaxing.*





# Barriya Herbals

## Running Late

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To move and check off to-do lists!

Hibiscus is a great source of iron, which can help improve energy and focus.

The powerful sweet and sour hibiscus taste is presented with hints of flowers and fruits.

The result is a rich red cup of tea, energizing inside and out..



# Barriya Herbals

## Running Late



### Hibiscus

*Rich in antioxidants, anti-bacterial, and high in Vitamin C. The Vitamin C present in Hibiscus helps the body in making collagen naturally.*

*It is also a great source of iron, which can help improve energy and focus.*

*Due to its powerful antioxidant activity, it might promote cardiac and liver health, and it is best-known for its potential to help lower blood pressure.*

### Madina Rose

*Rich in antioxidants, mainly polyphenols and gallic acid. Aromatic and relaxing.*



### Fig Leaf

*Contain magnesium, copper, manganese, and vitamins A, B, C and K. Figs are packed with antioxidants, folic acid, sodium and zinc.*

### Raspberry Leaf

*A good source of potassium, magnesium, calcium, and antioxidants.*



# Barriya Herbals

## Solitude

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To take time for yourself and your cup of tea!

Wild Thyme and Guava Leaf are known to have potent antibacterial properties.

The blend has a warm and aromatic feeling. A peppery, earthy taste.

The result is a vibrant sensory experience that demands attention, silence, and a moment of solitude..



# Barriya Herbals Solitude



## WildThyme

*Rich in antioxidants, which are compounds that help fight damage from harmful free radicals in the body, and may reduce inflammation in the body. Contains certain compounds that have potent antibacterial properties*



## Guava Leaf

*High level of potassium and fiber, antioxidants and vitamins. It also has antibacterial properties.*

## Mint

*Rich in nutrients such as fiber, iron, maganese and folate. It is especially high in vitamin A. A potent source of antioxidants.*



# Barriya Herbals

## Imagination



To unleash your imagination & beyond!

Moringa is known for highly nutritious and anti-inflammatory properties that could help boost immunity.

To enjoy the wellness benefits of Moringa Leaf & Flower, without having to endure the taste. It is joined artfully with citrus leaves. All ingredients here carry one common factor, vitamin C!

Creating a refreshing and incredibly zesty flavor that unlocks imagination!



# Barriya Herbals Imagination



## Moringa Leaf

Highly nutritious and known for its anti-inflammatory properties that could provide protection from infections.

Quercetin, an antioxidant that controls blood pressure, along with the essential vitamin A, C, and B6, which are present in Moringa.

## Orange Leaf

High levels of vitamin C and other antioxidants, which help boost the immune system. It is also antibacterial and anti-inflammatory. Contains compounds that are known to promote relaxation and improve sleep quality.

## Moringa Flower

A good source of vitamin A, a nutrient that can help boost the immune system and protect overall vision health. The flowers also contain calcium, vitamin C, potassium, iron, and amino acids.

## Mandarin Leaf

Contains good amounts of vitamin E and C, which is known to improve skin health.





# Barriya Herbals Dream

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**To day dream, night dream, and just dream!**

**Sage is loaded with compounds that can act as antioxidants which may support memory and brain health.**

**The dance of the aromatic Lavandin, Sage, and Marjoram gives a dreamy feeling. Flowery, minty and fragrant.**

**The result is an enchanting mind opener that also awakens the heart..**



# Barriya Herbals Dream



## Sage



*Rich in antioxidants and anti-inflammatory. It is particularly high in rosmarinic acid which have shown that this antioxidant provides numerous benefits, such as decreased inflammation and blood sugar levels.*

*Its antibacterial properties are known to promote oral health. Sage is also known to boost mood and improve memory.*

## Lavandin



*Has anti-inflammatory and antibacterial effects. Unlike the known Lavender, Lavandin contains natural camphor making it a stimulant.*

## Marjoram



*Loaded with vitamin A and C. Antioxidant rich.*

## Lemon Leaf



*Lemon leaves are rich in vitamin C, which helps boost the immune system.*





**Barriya Herbals**

**From This Very Land.**



We look forward to work with you to support your efforts in sharing quality Saudi products with your partners, customers and community. We are excited to partner with you in creating an effective, valuable and expansive experience and service offerings.



**Thank you!**

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