

CAMELĒR  
SPICE CO

# The Collection



Spring 2024

# Taking you on a Silk Road journey...

Camel̄er is a brand steeped in a rich tapestry of history and heritage. It is the beginning of a journey that navigates centuries...

The great gastronome - Marcus Gavius Apicius inspired our award-winning *Vegetō* from the oldest surviving cookbook from the Roman period. *Quatre Épices* is a 17th-century French blend shaped by daring pirates who sought to conquer distant lands and spice routes, infusing the culinary world with the exotic flavours of their conquests.

And what of our name? Camel̄er (cameleer) means the noble driver of the camel that delivered precious spices and other thrift of old.

With Camel̄er, you're not just purchasing a product - you're embarking on a voyage through centuries of tradition, culture, and culinary mastery. All the flavours of tomorrows' dishes are hidden within the carefully curated alchemy of today.

Every jar has an authentic story.

Come and ride the camel with us.

**Myles and Halle**



# Key info



## UNEXPECTED ALCHEMY

Allspice | Black Lime |  
Fenugreek leaves | Lemon  
Peel | Rose petal | Saffron.



## Recipes

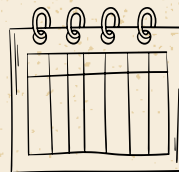
Scan jar QR code or go  
straight to website for tried  
and tested recipes.

## Award winning



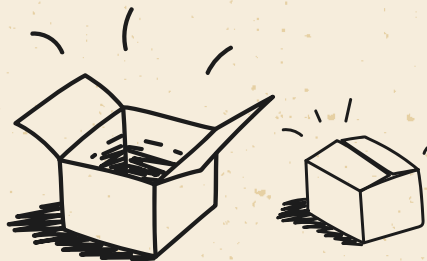
We mill and blend our  
fresh cooking spices in small  
batches in-house in the UK.

## SELLERS RETURN



Timeline can be agreed.  
Best before is 23 months.

## MOQ



Boxes of 5 per SKU.

## 100% natural



No nasties, low sodium,  
vegan by default.

## Origin



We endeavour to source  
spices directly from  
regenerative farms.  
Super fresh - 1 year old  
from field to jar.

## RECYCLABLE PACKAGING



Brown glass jars,  
aluminium closures,  
paper labels.



# Sell sheet

## Earthy



Advieh Ash | 01



Advieh Mahi | 03



Hawajj | 08

## Floral



Advieh Berenj | 02



Advieh E-Halegh | 04



Advieh-E Khoresh | 05

## Heady



Bahārāt Gulf of Arabia | 06



Quatre Épices | 10

## Herbal



Bāqa | 07



Sofrito | 11

## Spicy



Mitmita | 09



Vegetō | 12

RRP £8.95 per SKU

 Top seller

 Seasonal drop

# Persian



# Advieh Ash | 01



**Taste:** Earthy, Nutty, Rich

**Highlights:** Fenugreek leaves, cumin seeds and nutmeg

**Spice Up:** Soup, Lentils, Noodles

Approximately 20 servings – 25g



Indulge in the exquisite allure of Advieh, a timeless spice collection cherished across Iran, Iraq, Syria, and Turkey. Captivating even Herodotus the Greek Historian, Ash enriches dishes with irresistible flavour.

| Nutritional value (per 100g) |                |
|------------------------------|----------------|
| Energy                       | 1132kJ/272kcal |
| Fat                          | 13g            |
| of which Saturates           | 1.5g           |
| Carbohydrate                 | 20g            |
| of which Sugars              | 2.7g           |
| Protein                      | 11g            |
| Salt                         | 0.25g          |



# Advieh Berenj | 02



**Taste:** Floral, Warm, Woody

**Highlights:** Rose petals, cardamom and turmeric

**Spice Up:** Couscous, Rice, Quinoa

Approximately 20 servings – 25g



Persian cuisine dazzles with vibrant hues, richness, and exquisite flavours. It embodies simplicity and comfort, rooted in time-honoured alchemy. Boasting mild floral notes, Berenj celebrates nature's bounty with diverse ingredients.

| Nutritional value (per 100g) |               |
|------------------------------|---------------|
| Energy                       | 848kJ/204kcal |
| Fat                          | 3.4g          |
| of which Saturates           | 0.7g          |
| Carbohydrate                 | 24g           |
| of which Sugars              | 1.6g          |
| Protein                      | 5g            |
| Salt                         | 0.07g         |



# Advieh Mahi | 03



**Taste:** Earthy, Peppery, Tangy

**Highlights:** Turmeric, fenugreek leaves and chilli flakes

**Spice Up:** Seafood, Stir-Fries, Rice

Approximately 30 servings – 30g



Elevate every fish supper with Advieh Mahi. A nutritional kaleidoscope, it marries omega-3 properties of fish for added health benefits. A teaspoon with neutral oil is the perfect marinade.

| Nutritional value (per 100g) |               |
|------------------------------|---------------|
| Energy                       | 918kJ/220kcal |
| Fat                          | 7.9g          |
| of which Saturates           | 0.8g          |
| Carbohydrate                 | 20g           |
| of which Sugars              | 2.5g          |
| Protein                      | 10g           |
| Salt                         | 18.2g         |





# Advieh E-Halegh | 04



**Taste:** Floral, Delicate, Sweet

**Highlights:** Cinnamon, cardamom and rose petals

**Spice Up:** Desserts, Crumble, Porridge

Approximately 30 servings – 30g

With cardamom hailed as the Queen of spices, our cardamom infused blend earns the title of “spice Queen for puddings”. Award-winning, Advieh-E Halegh is adored by the overnight oats enthusiasts.

| Nutritional value (per 100g) |                |
|------------------------------|----------------|
| Energy                       | 1256kJ/302kcal |
| Fat                          | 7.1g           |
| of which Saturates           | 3g             |
| Carbohydrate                 | 34g            |
| of which Sugars              | 5.6g           |
| Protein                      | 6.9g           |
| Salt                         | 0.07g          |



# Advieh-E Khoresh | 05



**Taste:** Floral, Citrusy, Honeyed

**Highlights:** Black lime, rose petals and saffron

**Spice Up:** Stews, Meats, Rice

Approximately 30 servings – 30g



A luxurious and complex nuance of saffron, Advieh-E Khoresh adds incredible depth and plenty of warmth to any dish.

Award-winning with a signature aromatic scent and unique taste.

| Nutritional value (per 100g) |                |
|------------------------------|----------------|
| Energy                       | 1082kJ/260kcal |
| Fat                          | 4.3g           |
| of which Saturates           | 0.9g           |
| Carbohydrate                 | 31g            |
| of which Sugars              | 2.9g           |
| Protein                      | 6.4g           |
| Salt                         | 0.07g          |





Arabian

# Bahārāt Gulf of Arabia | 06



**Taste:** Heady, Citrusy, Smoky

**Highlights:** Black lime, bay leaf and cardamom

**Spice Up:** Poultry, Meat, Vegetables

Approximately 30 servings – 30g



Our Bahārāt: the garam masala of the Arabian Peninsula, is a legacy from Halle's grandmother Fatíma. Black lime infused, it enhances Arabian and Persian cuisines where less is often more.

| Nutritional value (per 100g) |                |
|------------------------------|----------------|
| Energy                       | 1214kJ/292kcal |
| Fat                          | 9.6g           |
| of which Saturates           | 2g             |
| Carbohydrate                 | 30g            |
| of which Sugars              | 8.1g           |
| Protein                      | 7.9g           |
| Salt                         | 0.2g           |





# Bāqa | 07



**Taste:** Herby, Pungent, Zesty

**Highlights:** Garlic flakes, thyme and rosemary

**Spice Up:** Bread, Sauces, Pasta

Approximately 20 servings – 20g



Honouring the ancient herb trade, Bāqa is a full-bodied herb blend, translating as “bouquet” in Arabic. Inspired by a lost 13th-century Arabian recipe, it adds a fresh zesty to savoury.

| Nutritional value (per 100g) |                |
|------------------------------|----------------|
| Energy                       | 1149kJ/274kcal |
| Fat                          | 4.1g           |
| of which Saturates           | 1.2g           |
| Carbohydrate                 | 33g            |
| of which Sugars              | 10g            |
| Protein                      | 15g            |
| Salt                         | 0.8g           |



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**Yemini**  
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# Hawaij | 08



**Taste:** Earthy, Nutty, Rich

**Highlights:** Caraway, turmeric and cloves

**Spice Up:** Poultry, Sauces, Vegetables

Approximately 30 servings – 30g



Deeply fragrant with a coppery hue, Hawaij is a generational blend handed down from Halle's Aunt Khadijah. A spice kaleidoscope in a jar for barbeque evenings or winter comfort.

| Nutritional value (per 100g) |                |
|------------------------------|----------------|
| Energy                       | 1416kJ/340kcal |
| Fat                          | 12g            |
| of which Saturates           | 1.6g           |
| Carbohydrate                 | 31g            |
| of which Sugars              | 1.6g           |
| Protein                      | 13g            |
| Salt                         | 0.15g          |



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**Ethiopian**  
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# Mitmita | 09



**Taste:** Spicy, Smoky, Woody

**Highlights:** Chilli flakes, allspice and ginger

**Spice Up:** Meats, Seafood, Stir-Fries

Approximately 30 servings – 35g



Welcome to Ethiopian indulgence of well-crafted fine flavours. Mitmita is a heavy weight. This is our take on complex alchemy from the 3rd Century. All-purpose qualities for sweet and savoury.

| Nutritional value (per 100g) |                |
|------------------------------|----------------|
| Energy                       | 1259kJ/301kcal |
| Fat                          | 8.3g           |
| of which Saturates           | 1.6g           |
| Carbohydrate                 | 35g            |
| of which Sugars              | 9.3g           |
| Protein                      | 10g            |
| Salt                         | 4.8g           |



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**French**  
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# Quatre Épices | 10



**Taste:** Heady, Sweet, Warm

**Highlights:** Allspice, nutmeg and cinnamon

**Spice Up:** Roasts, Stews, Desserts

Approximately 30 servings – 25g



Pre-revolutionary, from the 17th century, Quatre Épices enriches popular dishes with an aromatic depth. Pirates once fuelled the city of St. Malo's wealth with treasures, including this sublime spice blend.

| Nutritional value (per 100g) |                |
|------------------------------|----------------|
| Energy                       | 1606kJ/386kcal |
| Fat                          | 17g            |
| of which Saturates           | 8.3g           |
| Carbohydrate                 | 39g            |
| of which Sugars              | 31g            |
| Protein                      | 6.1g           |
| Salt                         | 0.24g          |





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# Mediterranean

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# Sofrito | 11



**Taste:** Herby, Citrusy, Fresh

**Highlights:** Oregano, lemon peel and bay leaf

**Spice Up:** Stocks, Ragu, Meats

Approximately 30 servings – 35g



Transport yourself to the Mediterranean with the aromatic blend of fruits, herbs, vegetables, and spices in Sofrito. Originating from Catalan medieval times, it serves as the cornerstone of countless recipes.

| Nutritional value (per 100g) |               |
|------------------------------|---------------|
| Energy                       | 879kJ/210kcal |
| Fat                          | 3.4g          |
| of which Saturates           | 1.6g          |
| Carbohydrate                 | 29g           |
| of which Sugars              | 16g           |
| Protein                      | 7.6g          |
| Salt                         | 0.09g         |



# Vegetō | 12



**Taste:** Spicy, Rich, Smoky

**Highlights:** Celery salt, Basil, Cumin seeds

**Spice Up:** Roasts, Salads, Stir-fries

Approximately 30 servings – 35g



Award-winning, Vegetō comes from a Latin word meaning to enliven and invigorate. Inspired by the oldest surviving cookbook of the Roman empire, *De Re Coquinaria - The Art of Cooking*.

| Nutritional value (per 100g) |                |
|------------------------------|----------------|
| Energy                       | 8498kJ/119kcal |
| Fat                          | 3.1g           |
| of which Saturates           | 0.5g           |
| Carbohydrate                 | 11g            |
| of which Sugars              | 2.2g           |
| Protein                      | 7.2g           |
| Salt                         | 22.8g          |





(pending)



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