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**RAMADAN CUISINE MADE EASY WITH NEARLY 50 CERTIFIED HALAL PRODUCTS FROM SAFFRON ROAD**

*Brand Honors Holiday by Giving Back to Whole Kids Foundation through Sales*

STAMFORD, Conn. (June 26, 2014) – In preparation for Ramadan, [Saffron Road](http://www.saffronroadfood.com/)™ is offering American Muslim consumers a wide range of nearly 50 Certified Halal products nationwide, a significant shelf presence compared to only four during its 2010 debut. According to the leading Islamic branding agency, Ogilvy Noor, there are seven million American Muslims who command more than $170 billion in annual consumer buying power, which they project may grow dramatically as the American Muslim population nearly doubles over the next two decades. Saffron Road aims to provide this exceptional demographic of dedicated consumers with premium halal products that meet their dietary needs and will also give back to the community through a nonprofit partnership during this important time of giving.

Saffron Road recognizes Ramadan is a great opportunity for the brand to fulfill a need for Muslim consumers by offering products that accommodate their needs during the month-long holiday of fasting. Saffron Road has experienced continued success in the frozen food category, with one of the reasons being Ramadan. From its frozen entrees and appetizers to its simmer sauces and broths, Saffron Road helps make iftar and suhoor meals easier during the month of Ramadan. Saffron Road’s newest products, a line of frozen entrees and tacos inspired by traditional Korean cuisine, are also Halal Certified. The company’s new and existing offerings will be on promotion at [Whole Foods Market](http://http/www.wholefoodsmarket.com/)® and many other retailers during the month of July, making it convenient for Muslim consumers to choose the brand’s halal products during Ramadan.

Saffron Road is the only nationally available Halal Certified line of food in the U.S., now widely available in 8,000 stores. “Our Ramadan outreach this year will be even deeper with the American Muslim community and we want to benefit from the blessings of this holy month by not only educating our community, but also our mainstream consumer base about our wide variety of offerings, including our new halal Korean entrees,” said Adnan Durrani, CEO of American Halal Company, Inc. “In addition to our food offerings, one of the core obligations of Ramadan is to do good work and give back to those less fortunate. We will directly participate in such charitable opportunities through our nonprofit partners during this time of the year.”

In the spirit of Ramadan, Saffron Road will be supporting nonprofit Whole Kids Foundation, helping to fund salad bars in impoverished areas in the U.S. through the [Let’s Move Salad Bars to Schools](https://www.wholekidsfoundation.org/schools/programs/school-salad-bars) program. From June 27 to July 15, for every product purchased at Whole Foods Market, Saffron Road will donate 5 percent, up to $10,000, to the Whole Kids Foundation. Statistics show children consume three times more fruits and vegetables when they have access to a salad bar at school lunch. Additionally, minority children from low-income households have almost 100 percent higher odds of developing deficiencies in mental development due to food insecurity. The Whole Kids Foundation was founded by Whole Foods Market, Saffron Road’s first national retail partner, and aims to support schools and inspire families to improve children's nutrition.

In addition to supporting the Whole Kids Foundation, Saffron Road will be providing consumers with a variety of offers and resources during Ramadan.

* **Twitter Party:** On July 17, Saffron Road will be hosting a Twitter party, in partnership with Whole Foods Market, where consumers can learn more about Ramadan and share their personal traditions and celebrations for a chance to win a variety of prizes, including free product coupons and more. Join the conversation at [@WholeFoods](http://twitter.com/wholefoods) and by following #WFMDish from 5 to 6 p.m. CST on July 17.
* **My Halal Kitchen Recipes:** Saffron Road is partnering with halal food expert and influencer Yvonne Maffei of [My Halal Kitchen](http://myhalalkitchen.com/) to provide consumers with exclusive recipes for Ramadan.
* **Divine Fair Trade Chocolate Giveaway:** Also in July, consumers can enter to win a giveaway with Saffron Road and [Divine Fair Trade Chocolate](http://www.divinechocolate.com/us/) on the [Divine Chocolate Facebook page](https://www.facebook.com/divinechocolate) or on [DivineChocolate.com](http://www.divinechocolate.com/us/). The giveaway coincides with the chocolatier’s launch of a new line of halal chocolate bars. One grand prize winner will receive a variety of Saffron Road Crunchy Chickpea snacks, Divine Chocolate bars and t-shirts; two runners up will also receive products from each brand.

Saffron Road offers nearly 50 different products – frozen entrees, appetizers, wraps, simmer sauces, broths, snacks and desserts – all of which are inspired by cuisines native to places such as Morocco, Middle East, Turkey, Thailand, India, Pakistan, Northern Africa and Korea. Infused with authentic flavors, each product invites consumers on a journey of cultural discovery and epicurean enjoyment. Saffron Road products can be purchased at [Whole Foods Market](http://http/www.wholefoodsmarket.com/) and many other retailers nationwide.

For more information about Saffron Road, please visit [saffronroadfood.com](http://www.saffronroadfood.com). You can also follow the brand on Facebook at [facebook.com/saffronroadfood](http://www.facebook.com/saffronroadfood), on Twitter at [twitter.com/saffronroadfood](http://www.twitter.com/saffronroadfood) or on Pinterest at [pinterest.com/saffronroadfood](http://pinterest.com/saffronroadfood/). Additional information on the Whole Kids Foundation can be found at [WholeKidsFoundation.org](https://www.wholekidsfoundation.org/index.php/schools/programs/school-salad-bars).

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**About Saffron Road**

American Halal Co. markets All Natural, Antibiotic Free, or Organic Halal Certified food products under its wholly owned [Saffron Road](http://www.saffronroadfood.com/) brand which are available in 8,000 stores nationwide. Saffron Road's mission is to offer All Natural Halal Certified and Gluten Free foods, which are also holistic, sustainably farmed, and antibiotic free.  Saffron Road's products are sourced from livestock which is fed only 100% vegetarian feed and are humanely treated. All of Saffron Road's Products are Halal Certified by the [Islamic Food and Nutrition Council of America](http://www.ifanca.org/) (IFANCA) and are the only premium, Halal Certified and All Natural brand available in grocery markets nationwide in USA.