



PRESS RELEASE
For Immediate Distribution
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Bateel launches innovative gourmet product Olive Dates

Showcasing the quality, taste and versatility of Bateel's organic dates

Dubai, United Arab Emirates -- World-renowned organic dates pioneer Bateel, has launched Olive Dates, an innovative addition to its date-based product range. Available across Bateel's retail locations in the UAE and KSA from 5 September 2023, Olive Dates are unique to Bateel and offer a distinctive and nutritious gourmet experience.

Sustainably cultivated at Bateel's farms in Al Ghat, Saudi Arabia, Olive Dates derive from organic dates which are harvested by hand at the early 'Khimri' stage of ripening. The young, green dates are then pickled in a brine of vinegar, salt and water, and left to mature for around three months. During this process, the dates soften and resembles an olive fruit, after which they are pitted, bottled and preserved in extra virgin olive oil, as well as aromatic herbs and jalapeños for a delicious flavour profile.

In keeping with Bateel's focus on quality, wholesome and unique gourmet experiences, the ethically-farmed Khimri dates can be served as a delicious canapé, added to a fresh salad, or consumed as a healthy savoury snack containing fibre, potassium and calcium.

Since its inception, Bateel has taken pride in its longstanding commitment to innovation through its sustainable, self-sufficient farm-to-table offering. Today, the brand continues to cement its position as a leader in the international luxury food sector, constantly evolving and

creating date-inspired product ranges including Date Chocolates, Date Seed Coffee, Date Jam, and now Olive Dates.

For more information, please visit [@bateelgourmet](#) and [bateel.com](#).

High-resolution images - [here](#)

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About Bateel

Bateel is the ultimate indulgence and gifting destination, offering the world's only gourmet dates, each grown exclusively by Bateel in their natural, optimal environment, making them 100% organic, sustainably farmed and deliciously healthy. Bateel's luxurious boutiques welcome guests with the warmth of Arabian hospitality and treat everyone to a collection of over 20 varieties of Bateel's organic plain and filled dates that possess an unbeatable flavour and a spectacular texture for a satisfying treat. Whether you are looking for quality organic dates, exquisite chocolates, pralines, truffles, biscuits or other fine food products for yourself or a loved one, Bateel is the perfect choice.

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