



# Trazza Foods<sup>®</sup>

**EST. 2012**



[TrazzaFoods.com](http://TrazzaFoods.com)  
503.855.5788  
[info@trazzafoods.com](mailto:info@trazzafoods.com)



# The Culture and Core Values of Trazza

**The Character Of Our Company** is built upon a spirit of passion, purpose, perseverance, courage and pride. We strive for the development, improvement, and refinement of the individuality and personality of each person in the company. Embedded in our culture in the concept that service depends on the ability to build strong and caring relationships. The culture of our company is defined by these three distinct core values:

**A Spirit of Integrity**

**A Servant Heart**

**A Positive and Outgoing Attitude**

**Our Success is Dependent Upon** collaborative effort. There is no “status” within our company, just a good work ethic. The easiest way to get in trouble is to offend another employee. We are a team, therefore, everyone present takes the blame of any customer complaints. Employees will be recognized for displaying honesty, good deeds, and genuine caring for one another and our customers.

**We are passionate about making delicious food you can feel good selling and eating.  
Made from scratch in the Pacific Northwest**

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# Trazza® Foods

## FAMILY OF PRODUCTS 2023



**We are passionate about making delicious food you can feel good about selling and eating. Made from scratch in the Pacific Northwest**

Fresh traditional authentic Lebanese food.

Prepared locally in our state-of-the-art facility in Tualatin, Oregon.

Absolutely no preservatives, artificial flavors or added oils



Made from the finest ingredients.

# Trazza Foods

## Hummus

Our flagship product, hummus is prepared in the traditional way, without any added oil.

- Over a dozen superb flavors
- Fresh non-GMO ingredients
- No artificial flavors
- No added oil
- No preservatives
- Healthy source of plant-based protein
- Gluten Free

**New for 2023**



**Original Hummus - Ingredients:** Garbanzo Beans, Tahini (Ground Sesame), Garlic, Non-GMO Citric Acid, Sea Salt

**Nutritional Facts:** Size 2 oz. (56g), Servings: 4, Amount per serving:  
Calories 48, Fat Cal. 18, Total Fat 2g (3%DV), Sat. Fat 0g, Trans Fat 0g, Cholest. 0mg, Sodium 205mg (9%DV), Total Carb. 6g (2%DV), Fiber 1g (4%DV), Sugars 0g, Protein 2g (4%DV), Vitamin A (0%DV), Vitamin C (3%DV), Calcium (2%DV), Iron (3%DV).

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## **Hummus Flavors and Ingredients**

### **See TrazzaFoods.com for Nutritional Facts**

#### **Avocado Hummus:**

Garbanzo Beans, Avocado, Tahini (Ground Sesame Seeds), Garlic, Lime Juice, Cilantro, Non-GMO Citric Acid, Sea Salt

#### **Chipotle & Fire Red Roasted Pepper Hummus:**

Garbanzo Beans, Tahini (Ground Sesame Seeds), Roasted Red Pepper, Chipotle (Chipotle Pepper, Tomato Purée, Vinegar), Garlic, Non-GMO Citric Acid, Sea Salt

#### **Cilantro & Jalapeño Hummus:**

Garbanzo Beans, Tahini (Ground Sesame Seeds), Garlic, Jalapeño Pepper, Cilantro, Non-GMO Citric Acid, Sea Salt

#### **Cilantro & Lime Hummus:**

Garbanzo Beans, Tahini (Ground Sesame Seeds), Garlic, Cilantro, 100% Lime Juice, Non-GMO Citric Acid, Sea Salt

#### **Cranberry Walnut Hummus (Seasonal):**

Garbanzo Beans, Tahini (Ground Sesame Seeds), Vincent Cranberries, Garlic, Walnuts, Non-GMO Citric Acid, Sea Salt

#### **Toasted Sesame Seed Hummus:**

Garbanzo Beans, Tahini (Ground Sesame Seeds), Sesame Oil, Garlic, Sesame Seed, Non-GMO Citric Acid, Sea Salt

#### **Dill Hummus:**

Garbanzo Beans, Tahini (Ground Sesame Seeds), Dill, Garlic, Non-GMO Citric Acid, Sea Salt

#### **Kalamata Olive Hummus:**

Garbanzo Beans, Tahini (Ground Sesame Seeds), Kalamata Olives, Garlic, Non-GMO Citric Acid, Sea Salt

#### **Organic Original Hummus:**

Organic Garbanzo Beans, Organic Tahini (Ground Sesame Seeds), Organic Garlic, Organic Citric Acid, Sea Salt

#### **Pesto Hummus:**

Garbanzo Beans, Tahini (Ground Sesame Seeds), Basil, Garlic, Non-GMO Citric Acid, Sea Salt

#### **Roasted Garlic and Chive Hummus:**

Garbanzo Beans, Tahini (Ground Sesame Seeds), Roasted Garlic, Chives, Non-GMO Citric Acid, Sea Salt

#### **Zaatar Hummus:**

Garbanzo Beans, Tahini (Ground Sesame Seeds), Olive Oil, Zaatar (Wild Thyme, ((Hyssop)), Sumac), Garlic, Non-GMO Citric Acid, Sea Salt

#### **Spinach & Artichoke Hummus:**

Garbanzo Beans, Tahini (Ground Sesame Seeds), Fresh Spinach, Artichoke, Garlic, Non-GMO Citric Acid, Sea Salt

#### **Sundried Tomato & Basil Hummus:**

Garbanzo Beans, Tahini (Ground Sesame Seeds), Sun-Dried Tomato, Basil, Garlic, Non-GMO Citric Acid, Sea Salt

#### **Roasted Onion & Balsamic Hummus:**

Garbanzo Beans, Tahini (Ground Sesame), Garlic, Onion, Balsamic Vinegar, Non-GMO Citric Acid, Sea Salt

#### **Zesty Lemon Hummus:**

Garbanzo Beans, Tahini (Ground Sesame Seeds), Garlic, Non-GMO Citric Acid, Sea Salt, Lemon Oil

#### **Harissa Hummus:**

Garbanzo Beans, Tahini (Ground Sesame), Garlic, Harissa Sauce (hot chili peppers, garlic, onions, water, salt, extra-virgin olive oil, spices, sunflower oil, non-GMO lactic acid) Non-GMO Citric Acid, Sea Salt

# Trazza Foods

## Baba Ghanooj

- **Healthy source of plant-based protein**
- **Fresh non-GMO ingredients**
- **Authentic smokey flavored dip that does not contain beans**
- **Delicious with Trazza pita chips**
- **No artificial flavors**
- **No added oil**
- **No preservatives**
- **Gluten Free**



### Ingredients

Eggplant, Tahini (Ground Sesame), Garlic, Non-GMO Citric Acid, Sea Salt

### Nutritional Facts

Servings: about 9, Serv. size: 2 tbsp (32g), Amount per serving:  
Calories 45, Total Fat 3g (4% DV), Sat. Fat 0g (0% DV), Trans Fat 0g, Cholest. 0mg (0% DV), Sodium 90mg (4% DV), Total Carb. 3g (1% DV), Fiber 1g (4% DV), Total Sugars 1g (Incl. 0g Added Sugars, 0% DV), Protein 1g, Vit. D (0% DV), Calcium (2% DV), Iron (4% DV), Potas. (0% DV).  
Based on a 2000 Calorie diet

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# Trazza Foods

## Tzatziki Sauce

- **Healthy source of plant-based protein**
- **Fresh non-GMO ingredients**
- **No artificial flavors**
- **No added oil**
- **No preservatives**
- **Cool and refreshing healthy snack**
- **Contains healthy probiotic cultures**
- **Complements roast beef, lamb and vegetables well**
- **Tasty alternative to sour cream**
- **Gluten Free**



### Ingredients

Yogurt (Skim Milk, *L. acidophilus*, *S. thermophilus*, *L. bulgaricus*, *L. casei*, *L. rhamnosus*, *B. bifidum* cultures), Cucumber, Garlic, Sea Salt

### Nutritional Facts

Servings: about 9, Serv. size: 2 tbsp (30g), Amount per serving:  
Calories 15, Total Fat 0g (0% DV), Sat. Fat 0g (0% DV), Trans Fat 0g, Cholest. 0mg (0% DV), Sodium 75mg (3% DV), Total Carb. 2g (1% DV), Fiber 0g (0% DV), Total Sugars 2g (Incl. 0g Added Sugars, 0% DV), Protein 1g, Vit. D (0% DV), Calcium (4% DV), Iron (0% DV), Potas. (0% DV).

Based on a 2000 Calorie diet

**Now available in 1 pound containers.**

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# Trazza® Foods

## Toum (Garlic Sauce)

- **Flavorful condiment for cooked meat, poultry or vegetables**
- **Gluten Free**
- **Fresh non-GMO ingredients**
- **No artificial flavors**
- **No preservatives**



### Ingredients

Garlic, Non-GMO Canola Oil, 100% Lemon Juice, Sea Salt

### Nutritional Facts

Servings: about 17, Serv. size: 1 tbsp (13g), Amount per serving:  
Calories 90, Total Fat 10g (12% DV), Sat. Fat 0.5g (4% DV), Trans Fat 0g, Cholest. 0mg (0% DV), Sodium 20mg (1% DV), Total Carb. 1g (0% DV), Fiber 0g (0% DV), Total Sugars 0g (Incl. 0g Added Sugars, 0% DV), Protein 0g, Vit. D (0% DV), Calcium (0% DV), Iron (0% DV), Potas. (0% DV).

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# Garlic Tahini Sauce

- **Healthy source of plant-based protein**
- **Fresh non-GMO ingredients**
- **No artificial flavors**
- **No preservatives**
- **Delicious with Trazza traditional or chipotle falafel**
- **Flavorful condiment for roasted seafood, chicken or vegetables**
- **Fantastic salad dressing**
- **Gluten Free**



## Ingredients

Tahini (Ground Sesame), Garlic, Water, Non-GMO Citric Acid, Sea Salt

## Nutritional Facts

Servings: 8, Serv. size: 2 tbsp (28g), Amount per serving:  
Calories 80, Total Fat 7g (9% DV), Sat. Fat 1g (5% DV), Trans Fat 0g, Cholest. 0mg (0% DV), Sodium 140mg (6% DV), Total Carb. 3g (1% DV), Fiber 1g (4% DV), Total Sugars 0g (Incl. 0g Added Sugars, 0% DV), Protein 2g, Vit. D (0% DV), Calcium (4% DV), Iron (6% DV), Potas. (0% DV).  
Based on a 2000 Calorie diet

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# Trazza Foods

## Wraps

- **Simple and wholesome lunch option**
- **Made fresh here in the Pacific Northwest**
- **Fresh non-GMO ingredients**
- **No artificial flavors**
- **No preservatives**
- **Healthy source of plant-based protein**



### Ingredients

#### Hummus Wrap

Pita Bread (Whole Wheat Flour, Water, Yeast, Sugar, Salt), Hummus (Non-GMO Garbanzo Beans, Tahini (Ground Sesame), Garlic, Non-GMO Citric Acid, Salt), Lettuce, Tomatoes, Cucumber

**Avocado Wrap**- adds Avocado Hummus (Page 5)

**Falafel Wrap** - adds Falafel (page 10)

**Mediterranean Wrap** - adds Feta Cheese, Zaatar and Kalamata Olive Hummus (Page 5)

**Jalapeño Wrap** - adds Jalapeño Hummus and Jalapeño Pepper

### Nutritional Facts

Servings: 1, Serv. Size 1 Wrap (258g), Amount per serving: Calories 510, Total Fat 16g (21% DV), Sat. Fat 2g (10% DV), Trans Fat Og, Cholest. 0mg (0% DV), Sodium 850mg (37% DV), Total Carb. 74g (27% DV), Fiber 11g (41% DV), Total Sugars 7g (Incl. 2g Added Sugars (4% DV), Protein 20g, Vitamin D (0% DV), Calcium (15% DV), Iron 50% Potassium (10% DV).

Please visit our website for Nutritional Facts for Avocado, Mediterranean, Jalapeño, and Falafel Wraps.

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# Trazza Foods

## Lunch Boxes

- Quick Pickup Items for a healthy snack or lunch
- Healthy source of plant-based protein
- Fresh non-GMO ingredients
- No artificial flavors
- No preservatives
- Gluten Free



### Lebanese Lunch Box

Hummus (Page 4)  
Falafel (Page 10)  
Tabouleh (Page 14)  
Mihshi (Page 12)

### Cauliflower Mezza Box

Hummus (Page 4)  
Mihshi (Page 12)  
Cauliflower  
Carrot

### Dolmas Mezza Box

Mihshi (Page 12)  
Tabouleh (Page 14)  
Feta Cheese  
Med. Olives

### Falafel Mezza box

Falafel (Page 10)  
Garlic Tahini  
Sauce (Page 15)  
Baba Ghanooj (Page 17)  
Carrot

### Hummus Mezza Box

Hummus (Page 4)  
Pita Chips (Page 18)  
Carrot  
Red Bell Pepper

**Nutritional Facts:** See website

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# Trazza Foods

## Family Meals

- **Wholesome meal to serve a small family**
- **Vegetarian**
- **A great variety of traditional mediterranean favorites**
- **Fresh non-GMO ingredients**
- **No artificial flavors**
- **No preservatives**
- **Healthy source of plant-based protein**
- **Gluten Free**



### Family Meal One

Hummus (Page 4)  
Falafel (Page 10)  
Mujaddara (Page 11)  
Tabouleh (Page 14)  
Mihshi (Page 12)

### Family Meal Two

Roasted Garlic Chive Hummus (Page 5)  
Falafel (Page 10)  
Mujaddara (Page 17)  
Cauliflower

### Nutritional Facts Meal One

Servings: 6, Serv. size: 1/6 package (190g),  
Amount per serving: Calories 410, Total Fat 21g (26% DV), Sat. Fat 3.5g (16% DV),  
Trans Fat 0g, Cholest. 0mg (0% DV), Sodium 660mg (29% DV), Total Carb. 46g (17% DV),  
Fiber 10g (37% DV), Total Sugars 7g (Incl. 1g Added Sugars, 3% DV), Protein 13g,  
Vit. D (0% DV), Calcium (15% DV), Iron (30% DV), Potas. (15% DV).

### Nutritional Facts Meal Two

Servings: 6, Serv. size: 1/6 package (151g),  
Amount per serving: Calories 270, Total Fat 10g (12% DV), Sat. Fat 1.5g (8% DV),  
Trans Fat 0g, Cholest. 0mg (0% DV), Sodium 460mg (20% DV), Total Carb. 37g (13% DV),  
Fiber 10g (35% DV), Total Sugars 7g (Incl. 0g Added Sugars, 0% DV), Protein 13g,  
Vit. D (0% DV), Calcium (10% DV), Iron (20% DV), Potas. (10% DV).

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# Trazza Foods

## Tabouleh

- **Traditional, Gluten Free, and Cauliflower, varieties available**
- **Refreshing and unique salad option**
- **Fresh non-GMO ingredients**
- **No artificial flavors**
- **No preservatives**



### Ingredients

Parsley, Tomato, Onion, Bulgur (Wheat), Fresh Mint, Lemon Juice, Olive Oil, Sea Salt, Spice

Gluten Free: Parsley, Tomato, Onion, Quinoa, Lemon Juice, Fresh Mint, Olive Oil, Sea Salt, Spice

Cauliflower: Parsley, Cauliflower, Tomato, Onion, Lemon Juice, Extra Virgin Olive Oil, Sea Salt, Spice

### Nutritional Facts

Size 3.75 oz. (112g), Servings: 2, Amount per serving: Calories 95, Fat Cal. 54, Total Fat 6g (9%DV), Sat. Fat 0g, Trans Fat 0g, Cholest. 0mg, Sodium 205mg (8%DV), Total Carb. 7g (2%DV), Fiber 0g, Sugars 0g, Protein 2g (4%DV), Vitamin A (45%DV), Vitamin C (73%DV), Calcium (3%DV), Iron (9%DV).

Percent Daily Values (DV) are based on a 2,000 calorie diet.

Gluten Free Tabouleh - see website

Cauliflower Tabouleh - see website

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# Trazza Foods

## Falafel



- Healthy source of plant-based protein
- Fresh non-GMO ingredients
- Two delicious varieties of this gluten free vegan favorite
- Best served warm
- Great in a warm sandwich, and as a salad topper, or dipped in Garlic Tahini Sauce
- No artificial flavors
- No preservatives
- Gluten Free

### Ingredients

Garbanzo Beans, Cilantro, Parsley, Onion, Potato, Garlic, Sea Salt, Spices, Baking Powder, Non-GMO Rice Oil), Tahini Sauce (Ground Sesame, Garlic, Water, Non-GMO Citric Acid, Sea Salt)Garlic Tahini (Page 16)

**Chipotle adds:** Chipotle roasted red peppers

**Harissa adds:** Harissa Sauce (hot chili peppers, garlic, onions, water, salt, extra-virgin olive oil, spices, sunflower oil, non-GMO lactic acid)

### Nutritional Facts

1 serving per container, Serving size 1 container (193g). Amount per serving: Calories 540, Total Fat 39g (51% DV), Saturated Fat 7g (33% DV), Trans Fat 0g, Cholesterol 0mg, Sodium 950mg (41% DV), Total Carbohydrate 38g (14% DV), Dietary Fiber 11g (39% DV), Total Sugars 5g (Includes 0g Added Sugars), Protein 15g, Vitamin D 0mcg, Calcium 210mg (15% DV), Iron 5.6mg (30% DV), Potassium 580mg (10% DV)

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# Trazza Foods

## Frozen Falafel



### Ingredients

Garbanzo Beans, Non-GMO Rice Oil, Water, Cilantro, Onion, Potatoes, Spices, Garlic, Parsley, Sea Salt.

**Harissa adds:** Harissa Sauce ((hot chili peppers, garlic, onions, water, salt, extra-virgin olive oil, spices, sunflower oil, non-GMO lactic acid)

### Nutritional Facts

3 serving per container, Serving size 4 Pieces (193g). Amount per serving: Calories 240, Total Fat 14g (18% DV), Saturated Fat 2.5g (13% DV), Trans Fat 0g, Cholesterol 0mg, Sodium 320mg (14% DV), Total Carbohydrate 22g (8% DV), Dietary Fiber 5g (19% DV), Total Sugars 3g (Includes 0g Added Sugars), Protein 7g, Vitamin D 0mcg, Calcium 70mg (6% DV), Iron 2.1mg (10% DV), Potassium 310mg (6% DV)

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# Trazza Foods

## Dolmas (Mihshi)

- **Healthy source of plant-based protein**
- **Fresh non-GMO ingredients**
- **Hand rolled daily and steamed to perfection**
- **No artificial flavors**
- **No preservatives**
- **Best served warm- microwave for 30 seconds**
- **Gluten Free**



### Ingredients

Grape Leaves, Rice, Tomato, Onion, Green Bell Pepper, Red Bell Pepper, Parsley, Mint, Non-GMO Rice Oil, Lemon, Pomegranate Molasses, Tomato Paste (Organic Tomatoes), Spice, Sea Salt

### Nutritional Facts

Size 3.5 pieces (113g), Servings: 2, Amount per serving:  
Calories 167, Fat Cal. 153, Total Fat 17g (26%DV), Sat. Fat 3g (15%DV), Trans Fat 0g, Cholest. 0mg, Sodium 373mg (16%DV), Total Carb. 4g (1%DV), Fiber 2g (8%DV), Sugars 3g, Protein 1g (2%DV), Vitamin A (8%DV), Vitamin C (8%DV), Calcium (3%DV), Iron (5%DV).  
Percent Daily Values (DV) are based on a 2,000 calorie diet.

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# Trazza® Foods

## Mujaddara

- **Healthy source of plant based protein**
- **Fresh non-GMO ingredients**
- **No artificial flavors**
- **No added oil**
- **No preservatives**
- **Best served warm, microwave for 30 seconds**
- **Gluten Free**



### Ingredients

Non-GMO Jasmine Rice, Non-GMO Lentils, Water, Onion, Cucumber, Tomato, Parsley, 100% Lemon Juice, Extra Virgin Olive Oil, Sea Salt, Spices.

### Nutritional Facts

Serv. Size 1 container (227g), Servings: 1, Amount per serving: Calories 300, Total Fat 5g (7% DV), Sat. Fat 1g (4% DV), Trans Fat 0g, Cholest. 0mg, Sodium 970mg (40% DV), Total Carb. 52g (19% DV), Fiber 9g (33% DV), Sugars 6g, Protein 12g, Vitamin D (0% DV), Calcium 50mg (4% DV), Iron 20mg (0.6% DV), Potassium 550mg (10% DV).

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# Trazza® Foods

## Snack Cups

- **Healthy source of plant-based protein**
- **Fresh non-GMO ingredients**
- **No artificial flavors**
- **Featuring baked and fried pita chips**
- **No preservatives**
- **Carrot Snack Cups are Gluten Free**
- **Excellent after school snack**



### **Snack Cup Baked Pita**

Hummus (Page 4)  
Pita Chips (Page 18)

### **Snack Cup Fried Pita**

Hummus (Page 4)  
Pita Chips (Page 18)

### **Snack Cup Carrot**

Hummus (Page 4)  
Carrot

**Nutritional Facts:** See Website

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# Pita Chips

- **Crispy and flavorful alternative to potato chips**
- **Vegan**
- **Sold in both baked and fried options**
- **Fresh non-GMO ingredients**
- **No artificial flavors**
- **No preservatives**



## Ingredients

Wheat flour, Water, Sugar, Salt, Yeast.  
Fried adds: Non GMO Rice oil

## Nutritional Facts

Serv. Size 1 oz (28g/about 6 chips), Servings: 4,  
Amount per serving: Calories 130, Total Fat 7g  
(9%DV), Sat. Fat 1.5 g (5%DV), Trans Fat 0g,  
Cholest. 0mg, Sodium 115mg (5%DV), Total  
Carb. 15g (5%DV), Fiber <1g (2%DV), Sugars  
<1g, includes <1g added sugar Protein 3g, Vitamin  
D (0%DV), Calcium 10mg (0%DV), Iron 1.2 mg  
(6%DV), Potassium 30 mg (0%DV) Based on a  
2000 Calory diet

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## THE TRAZZA STORY

Trazza combines the English word “Tradition” with the Arabic words “Tazza” (fresh) and “Mezza” (generous appetizers). The company logo, the evergreen and resilient Cedar of Lebanon, which had become strongly associated with the products, was left unchanged through the name changes – in fact, it is still a part of the Trazza brand.

The Karam family loves traditional Lebanese food. Before launching Trazza Foods, Claude Karam was a commercial airline pilot. After 15 years of service, though, the demands of the job became a hindrance to his dedication to his family life and his own personal dreams. Claude began carefully discerning an alternate career that wouldn't include frequent travel – alleviating strain on his family life – yet a career he could have the same passion for as he did for flying.

Inspiration came late one night, on the way home from the airport following a four-day trip. He was stopped at a traffic light near a local grocery store, which also featured a well-known coffee shop inside. This sparked an idea – an idea of producing and serving authentic traditional Lebanese food in local retail stores, just as this coffee shop was doing in this grocery store.

The wholesome Lebanese foods Claude's family had always served in their home were nutritious by nature, yet also quite time consuming for the average person to make from scratch. As he explored existing brands, Claude realized the flavors didn't reflect the authentic Lebanese food he had grown to love. Making fresh traditional Lebanese food readily available to the local shopper was a need he became eager to fulfill.

His first efforts began with pursuing Fred Meyer and New Seasons Market. The initial response was favorable, but rather than creating and serving fresh Lebanese food in the stores, the stores wanted his food prepackaged, and ready to eat. Claude tweaked his idea and took the first step. On his days off at home, Claude, his wife Gennifer, and their son, Joseph, began experimenting with recipes in their kitchen (and having fun in the process).

FROM HOME KITCHEN TO COMMERCIAL KITCHEN. Claude realized their food would need to be packaged. Then a packaging supplier told him about a great commercial kitchen known as “KitchenCru.” This seemed like a practical solution, and so his small team began producing their original products from KitchenCru: Dolmas (Mihshi), Original Hummus, Baba Ghanooj, Tabouleh, and Baklava. KitchenCru, in many ways, was Claude's “culinary school.” There, he learned the basics about food prep, cooking, kitchen terminology, and kitchen equipment while being exposed to great local chefs whose passion was food innovation. He took a long-term leave of absence from his flying career and began presenting the food they made at KitchenCru to local grocers such as Bales Marketplace Cedar Mill and Whole Foods Market. It was November of 2011 when Bales invited Claude to showcase the food at an annual food and wine event. The public response was very positive and encouraging, which opened the door for Bales to become the family's first retail store in January of 2012. During this time, Claude's efforts were focused on building a strong team as well as more clientele. He began to expand the product line, introducing their own falafel, garlic tahini sauce, and tzatziki sauce, as they served other local stores: Chuck's Produce in Vancouver and Sheridan Fruit Company. These first stores taught Claude much about the packaging and labeling of their products – what works and what doesn't. It was a steep learning curve, but the process was both stimulating and fun. By the summer of 2012, Trazza Foods began to serve their first national customer locally: Whole Foods Market.

## INTRODUCING FLAVORED HUMMUS.

In the early days, when Claude did in-store demos for products, customers would often ask about flavored hummus. To him (and his deep-rooted Lebanese pride) adding anything to his hummus felt like an insult; not to mention the fact that flavored hummus is not exactly something you would find anywhere in Lebanon. It was a thought which just seemed contrary to his vision of keeping his products authentic. After consistent requests from customers, however, Claude reasoned that if they were asking for flavored hummus, he wanted to fulfill their request. It wasn't long after that he introduced Spinach-Artichoke, Sun-dried Tomato-Basil, Cilantro Jalapeño, Kalamata Olive, and Pomegranate-Mint flavored hummus.

## EXPANDING PRODUCT LINE AND EXPANDING RETAIL OUTLETS.

With the success of the flavored hummus, Claude continued to introduce new products, starting with the Lebanese Lunch Box – a veggie mezza combo which includes a sampling of Dolmas, Original Hummus, Falafel, and Tabouleh. Also introduced was a gluten-free version of their Tabouleh – substituting quinoa for bulgur wheat.

In 2013, Zupan's Market began selling Claude's Products in their Portland stores. After nearly two years from his initial approach, Fred Meyer accepted Claude's offer and the products were added to the local stores. In September of 2014, Pita & Carrot Hummus Snack Cups were introduced into New Seasons Market stores where they received an immediate positive response from customers. Natural Grocers was also added to their growing list of retail stores.

## CONTINUED GROWTH.

The Trazza family is 16 amazing team members strong and hiring! Today, the Trazza product line has expanded to include Falafel, Tabouleh, Dolmas, Baba Ghanooj, Mujaddara (lentils and rice with caramelized onion), Toum (garlic sauce), Tzatziki Sauce, Garlic Tahini Sauce, Pita Chips, 12 flavors of hummus, and three grab-and-go wraps (Falafel, Hummus and Avocado Hummus).

Trazza Foods continues to grow, while manufacturing its food from a 7300 square foot state-of-the-art facility in Tualatin, OR. Trazza now serves more than 200 stores and businesses in Oregon, Washington, Idaho and Montana. They look forward to a bright future of serving wholesome and delicious Lebanese food to retailers and local businesses, as they respond to the needs of their customers.

In the meantime, Claude enjoys being able to spend more time with his family, and he's found that he can be passionate about something other than flying. Pardon the pun, but for now, this pilot has landed.

