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Bateel

Bateel, a journey of transformation and creation, forging an enduring legacy of innovation, delighting discerning consumers of fine food around the world. Bateel elevated a revered ancient fruit to gourmet delicacies and created a luxury retail experience that launched an entirely new market, a market for gourmet dates and date products. Welcome to the world of Bateel, where sustainable farming and luxury retailing embrace in harmony.

A Heritage of Excellence

The story began in the iconic Bateel date groves. Located in Al Ghat, a town cited in classical Arabic poetry for its perfect climate, rich soil and sweet water, ideal for growing regal and productive date palms. Bateel date groves have a rich heritage, dating back nearly 100 years when the date palms were first planted in 1932.



State-of-the-art sustainable farming methods, employing proprietary cultivation and processing technology, enable Bateel to produce exceptional quality organic dates. The premium dates produced are the foundation for developing Bateel's world-renowned gourmet range, offered in Bateel luxury boutiques and other premium retailing channels.





Premium Organic Dates

Transforming the date fruit and elevating it to a sought after luxury product, launched the Bateel brand. Dates are the core product within the extensive gourmet range, offering over 20 varieties, including Sokari, Kholas, Segai, Khidri, Ajwa, Madjool and Bateel's exclusive, Wanan delighting connoisseurs of fine food around the world.





Fine Chocolates

First to introduce the delights of the date chocolate to an international audience, the luxury range of single origin chocolates include a delicious array of truffles, pralines and ganaches, encased and enrobed in the finest milk, dark and white varieties. Bateel master chocolatiers scan the world to source premium ingredients, to produce the most deluxe and sumptuous chocolate.





Gourmet Products

Bateel's market leadership position as a purveyor of fine food is anchored on its strategy of developing innovative high-quality products. An ethos supported by research, production assets and collaborations with other fine food innovators. These investments enable Bateel to continuously enhance the existing range and adding new products to the portfolio, which include date inspired creations, such as date-balsamic vinegar, flavoured date dhibs and sparkling date juice.



D.O.P.
Umbria

Extra Virgin Olive Oil

Made from the finest Umbrian olives

100ml

D.O.P.
Umbria

Balsamic Vinegar
with Olive Flavour

*Single malt vinegar from
Basilica cultured with the
finest Umbrian olive
"Tagliatella"*



The Art of Gifting

As a world-renowned brand in the gourmet date and chocolate market, Bateel has elevated the art of gifting. Each gift bearing the Bateel name is a reflection of impeccable taste. The extensive range of luxurious gift collections are suitable for any personal or corporate occasion. Tailored to suit a variety of themes and tastes, the gift packaging includes stunning wooden presentation boxes, ballotins, silver trays, etageres and classic carton packaging.





Bateel Boutiques

Bateel luxury boutiques, with exquisite interior architecture and elegant retail displays, are designed to showcase the full range of Bateel gourmet products and luxury packaging. Bateel boutiques, located in premium malls and retail destination, delight connoisseurs of fine food spanning three continents in major cities, from US to India and key commercial hubs in the Middle East.

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Travel Retail

Bateel gourmet products are available to jet-setting travellers in Duty Free locations around the world, including every airport in the GCC and key hubs in India and South East Asia. Bateel is consistently ranked as a top-performing confectionery brand in every airport featuring Bateel products. Favoured by travellers seeking a healthy alternative, savouring treats that do not compromise on taste and quality.





Café Bateel

Leveraging the world-renowned culinary tradition of Mediterranean cuisine, Café Bateel offers a distinct range of gourmet food and beverages, curated by award-winning chefs. The menu includes a healthy and delicious range of salads, pastas, main dishes and unique beverages, including date inspired refreshments and signature Qahwa. The ambience is elegant yet accessible with an informal and friendly atmosphere associated with Mediterranean dining tradition. A multi-year winner of BBC Good Food Award for 'Best Café in the Middle East', Café Bateel is recognised for exquisite quality, heartfelt hospitality and gourmet food located in premium commercial and residential districts throughout the Middle East.





Jomara

The Jomara range, exclusively offered by Bateel, present a wide selection of premium organic dates, filled dates, date chocolates, healthy organic date bars and naturally sweet date syrups. The Jomara selection can be found in all leading supermarkets across the GCC, rapidly expanding to international markets and are available to travellers in many Duty Free locations.



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bateel.com