



Lena's Dips

Small Batch, Gourmet Hummus and Dips
Restaurant Quality, at your fingertips



Our Story

Named after Simon's mother, Lena's Dips is a tribute to their family's rich journey across continents, with food as the bond that kept them together. Each dip is crafted with love, tradition, and a passion for bringing people closer. **Our mission is to bring the highest quality dips to your tables**

Picture the best hummus you've ever tasted... whether at a fine dining restaurant or your favorite local spot. Now, imagine that same luxurious, restaurant-quality experience just an aisle away, in your nearest grocery store. A culinary dream come true

Product Line

- 5 Creamy Hummuses
- 2 Speciality Dips

Shelf Life & Case Information

- 4.5 weeks from production date
- Refrigerated 1-4C
- Available in 8 dips per case

Why Us?

People Shop with their eyes

- Beautiful designs, packaging and branding
- Beautiful toppings, different from any other brand

People come back for the taste

- **Restaurant-style** creamy texture and rich taste
- High quantities of Premium Ingredients
- Imported Tahini, Extra Virgin Olive Oil - No seed oils ✨

Working with us is a breeze!

- You won't be a number in a spreadsheet, you'll be our highest priority







*Previous packaging shown for aesthetics

Best Sellers

Other Delicious Dips

 Zaatar Hummus	 Traditional Hummus
 Spicy Hummus	 Roasted Red Pepper Hummus
 Beet Hummus	 Baba Ghannouj (Eggplant Dip)
 Toum (Garlic Dip)	Tahini Sauce (coming soon)

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Product Details

Product	Ingredients	Tasting Notes
Traditional Hummus (227g)	Chickpeas, Tahini (Sesame Seeds), Water, Olive Oil, Salt, Citric Acid, Paprika	Creamy base, topped with chickpeas and paprika spice
Zaatar Hummus (227g)	Chickpeas, Tahini (Sesame Seeds), Water, Olive Oil, Za'atar (Za'atar, Sumac, Sesame, Salt), Salt, Citric Acid	Creamy hummus base with sprinkled zaatar on top (dried thyme)
Spicy Hummus (227g)	Chickpeas, Tahini (Sesame Seeds), Hot Red Pepper Paste (Hot Red Peppers, Lemon Juice), Water, Olive Oil, Chili Pepper, Chili Pepper Flakes, Salt, Citric Acid	Spicy hummus base with a garnish of chickpeas, spicy chilli flakes and a red chilli
Beet Hummus (227g)	Chickpeas, Beets, Tahini (Sesame Seeds), Olive Oil, Water, Salt, Citric Acid	Beets hummus base with a garnish of diced beets on top. Has a nice, sweet flavor to it!
Roasted Red Pepper Hummus (227g)	Chickpeas, Roasted Red Peppers (Red Peppers, Water, Salt, Calcium Chloride), Tahini (Sesame Seeds), Olive Oil, Water, Salt, Citric Acid	Roasted Red Pepper Hummus base with diced roasted red peppers on top. Nice and smoky
Baba Ghannouj (227g)	Grilled Eggplants (Eggplants, Salt, ascorbic acid), Tahini (Sesame Seeds), Water, Pomegranate Seeds, Pomegranate Molasses (Pomegranate Juice, Sugar, Water), Salt, Citric Acid, Natural Smoke Flavour, Garlic Powder	Smoky Eggplant & Tahini based dip, goes well with everything!
Toum Garlic Dip (227g)	Canola Oil, Garlic, Water, Salt, Citric Acid	Creamy, fluffy garlic sauce that's not too strong and delicious! (no garlic breath guaranteed)





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Market Presence

- ~25 retail locations in Toronto & GTA with great success (McEwan's, Marche Leo's, Ambrosia Fine Foods, etc.) and through 2 distributors
- Also sold online
- Check out our great **google reviews!**

Price List

Product	Storage Req.	Wholesale Price	Suggested Retail Price	Guaranteed Shelf Life
Traditional Hummus (227g)	Refrigerated 1-4C	CAD \$5.5	CAD \$7.99	4 Weeks
Zaatar Hummus (227g)	Refrigerated 1-4C	CAD \$5.5	CAD \$7.99	4 Weeks
Spicy Hummus (227g)	Refrigerated 1-4C	CAD \$5.5	CAD \$7.99	4 Weeks
Beet Hummus (227g)	Refrigerated 1-4C	CAD \$5.5	CAD \$7.99	4 Weeks
Roasted Red Pepper Hummus (227g)	Refrigerated 1-4C	CAD \$5.5	CAD \$7.99	4 Weeks
Baba Ghannouj (227g)	Refrigerated 1-4C	CAD \$5.5	CAD \$7.99	4 Weeks
Toum Garlic Dip (227g)	Refrigerated 1-4C	CAD \$5.5	CAD \$7.99	4 Weeks



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How to ensure success for both retailers and Lena's Dips?

These are our proven recommendations in **order to generate high sales and ensure customer satisfaction**

Lena's Dips - What we will commit to

- In-Store Shelf hangers to introduce the customer to the dips
- Social Media posts and announcements
- Feature on our website

Retailer - Recommended Actions

- Product placement at or below eye level (above eye level will lead to poor sales due to packaging being optimized for tops down view)
- Stay within range of SRP (suggested retail price)

Talk soon!

Simon

