

## **La Rose de Tunis reinvents tradition : a New Range of Oriental Pastries in Ready-to-Eat Pack**

La Rose de Tunis offers a new packaged pastry format, ideal for gourmet breaks, which combines freshness, practicality, authenticity and modernity to meet customers' new eating habits.

### **La Rose de Tunis : 30 years of Mediterranean excellence serving tradition**

Founded in 1989, La Rose de Tunis is a Franco-Tunisian family business specialising in the creation of Oriental and Mediterranean pastries. For 30 years, the company has been perpetuating culinary craftsmanship, offering products that combine tradition and innovation.

### **A family business with solid roots**

Run by Mr Achache, La Rose de Tunis continues to maintain the excellence and quality for which it is renowned. Each pastry is the fruit of meticulous expertise, combining noble ingredients and ancestral recipes adapted to contemporary tastes. The company, at the crossroads of French and Tunisian influences, perfectly embodies the bridge between two cultures in culinary traditions.

### **A new era : the ready-to-eat pack**

Enjoy the traditional flavour of our oriental pastries, now in a takeaway format, perfect for busy days.

### **Convenient individual packaging**

- Freshness Preserved: Each pastry is individually wrapped, guaranteeing optimum freshness and perfect preservation right down to the last bite.
- Portability: Slip our sweet treats into your bag, pocket or lunch box and enjoy them wherever you are. Perfect for a quick snack at the office, when travelling or after sport.

### **Quality and Authenticity**

- Premium Ingredients: Our pastries are made with carefully selected ingredients, for an authentic and delicious taste experience.
- Traditional recipes: Inspired by ancestral oriental recipes, our pastries are prepared with passion and respect for tradition, offering unique and refined flavours.

### **An Eco-responsible commitment**

- Recyclable packaging: Aware of our environmental impact, we have chosen recyclable packaging materials that respect the planet.

### **A commitment to quality and innovation**

With this new format, La Rose de Tunis reaffirms its commitment to offering its customers exceptional products, while meeting consumers' new expectations in terms of practicality and aesthetics. Combining tradition and modernity, this innovation is in line with the values promoted by the company: authenticity, quality and gourmet pleasure.

‘Our pastries are much more than just sweets, they tell a story: the story of our family, our roots and our love of Mediterranean gastronomy. With the pack of pastries, we wanted to offer our customers a unique experience, both faithful to our traditions and adapted to today's lifestyles’, explains Mr Achache.

To find out more about our products and discover our new creations, visit stand XX.

You can also find us on <https://larosedetunis.com> and follow us on our networks!

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