



- PREMIUM PITA -

CRAFTED THROUGH 100 YEARS OF BAKING

WELCOME TO ANGEL BAKERIES

Founded as a family bakery in Jerusalem in 1927 - generations of baking have shaped the texture and flavour we deliver today.





PRODUCTION

3 bakeries in Israel, 1 bakery in the USA
200+ baked products - Built to deliver at scale

PRIVATE LABEL / ANGEL BRAND

Private-label tailored for retailers
Flexible product development

STANDARDS

Certified to leading international standards
FSSC | ISO | FDA | Halal | Kosher

PARTNERSHIPS

Supplying major international food chains
Including **WHOLE FOODS, SPAR** and more



Over 300 stores



Over 500 stores

Pita has been at the heart of what we do.

Over time, we have refined it into what tradition should taste like.



THE SECRET IS IN THE ARTISANAL PROCESS

A process built for exceptional quality - with a clean-label result



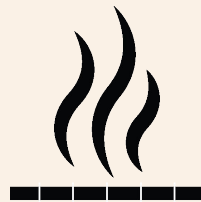
OUR RECIPE

High-hydration dough
for a softer, more open crumb



FERMENTATION

Sourdough process
for depth of flavour



BAKING

Stone-baked
for structure and character



FLASH-FROZEN

Preserves freshness & flavour
locked in at peak quality

OUR PREMIUM SOURDOUGH PITA VS THE STANDARD

ANGEL'S PITA

+ **TEXTURE**

Soft, fluffy, and airy

Light texture with a **freshly baked feel**

+ **STRUCTURE**

Holds fillings with ease

Maintains shape without tearing or collapsing

+ **TASTE**

Rich, developed flavour

Crafted from clean, quality ingredients

STANDARD PITAS

Dense, flat, or dry

Lacks a fresh-baked texture

Tears easily or becomes soggy

Struggles to hold fillings

Neutral or bland taste

Often made with basic, industrial ingredients

VS

■ Premium quality pita,
where process,
performance,
and versatility
come together



OUR BEST SELLERS



CLASSIC PITA

**The everyday
essential**

Perfect pocket for fillings
and dips

110g | Ø 14.5cm



COCKTAIL PITA

**Small format,
big flexibility**

Ideal for snacking, hosting,
and catering

17g | Ø 6cm

NEW



MINI PRO-PITA

High in protein

Aligned with the growing demand
for high-protein options

20% PROTEIN

40% LESS CARBOHYDRATES

70g | Ø 11cm

FRESH PITA IN THE IN-STORE BAKERY



Delivered Frozen → Heated in the in-store bakery → SOLD FRESH

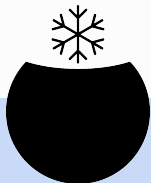


BULK FORMAT

- Packed frozen in cartons
- Arrives in 50 units
- Heated in a steam oven
- Packed and sold fresh
- Shelf life: up to 48 hours



HOME PITA IN THE FROZEN FOOD SECTION



Delivered frozen → SOLD FROZEN → Enjoyed fresh at home

FROZEN IN READY-TO-SELL PACKS

- Sold in consumer packs - PRIVATE LABEL / ANGEL BRAND
- Long frozen shelf life (18 months)
- Easy to handle, easy to sell
- Already baked & Ready to use at home

OVENLY PACKAGING IS ALSO SUITABLE FOR HOME USE

OVENLY - A TIME & LABOR SAVING SOLUTION

AN INNOVATIVE PACK THAT IS A REAL OPERATIONAL GAME CHANGER

DEFROST

BAKE

COOL

& SOLD

ALL IN THE

SAME PACK



OVENLY - A TIME & LABOR SAVING SOLUTION

OVENLY IS A 3-STEP BAKING TECHNOLOGY THAT SAVES TIME AND REDUCES IN-STORE LABOR

DEFROST

Directly in the ready-to-bake pack the pitas arrive in

01

BAKE

In the same closed pack in a standard oven - **NO STEAM REQUIRED**

02

COOL

Steam is retained in the pack, maintaining softness

03

SHELF-READY

The pack becomes the final sales packaging - with optional

PRIVATE LABEL / ANGEL BRAND



DIPPING



STUFFING



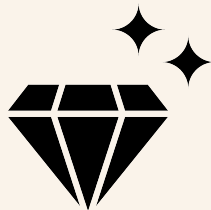
OPEN-FACED



SHARING



ANGEL'S PITA & RELATED TRENDS



PREMIUM & DIFFERENTIATION

Elevates the pita category with a premium Mediterranean pita offering



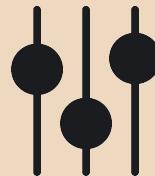
PROTEIN & BETTER-FOR-YOU

Aligned with growing demand for protein-rich and clean-label options



CONVENIENCE & SIMPLICITY

Ready-to-use formats for both in-store and at-home preparation



MULTI-FORMAT FLEXIBILITY

Designed to perform across fresh and frozen retail formats

■ **Angel's Pita,
Better taste.
Better texture.
Every time.**



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