



**- PREMIUM SOURDOUGH 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 SOURDOUGH PROCESS

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



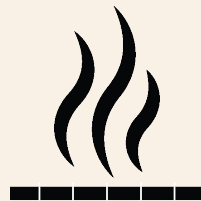
### OUR RECIPE

High-hydration dough  
*for a softer, more open crumb*



### SOURDOUGH

Fermentation 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

**VS**

### 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

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



## OUR BEST SELLERS



### CLASSIC PITA

**The everyday  
essential**

Perfect pocket for fillings  
and dips

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110g | Ø 14.5cm



### COCKTAIL PITA

**Small format,  
big flexibility**

Ideal for snacking, hosting,  
and catering

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17g | Ø 6cm

## NEW



### MINI PRO-PITA

**High in protein**

Aligned with the growing demand  
for high-protein options

**20% PROTEIN**

**40% LESS CARBOHYDRATES**

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70g | Ø 11cm

## FRESH PITA IN THE IN-STORE BAKERY



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

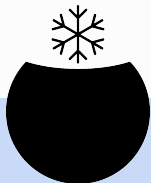


### BULK FORMAT

- 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**



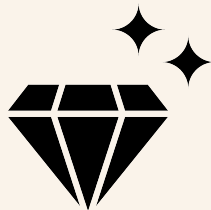
**OPEN-FACED**



**SHARING**



## ANGEL'S PITA & RELATED TRENDS



### PREMIUM & DIFFERENTIATION

Elevates the pita category with a premium Mediterranean pita offering



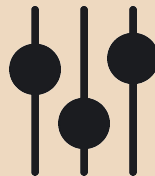
### PROTEIN & BETTER-FOR-YOU

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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