

Baba's Secret Sweet Taste of Heaven!

Baba's Rashi & Dibis is a delicious sweet new spread from Terra Rossa, combining Tahini, Date Molasses and Spices – a secret recipe mix of Hanan Samara's father – and a slightly naughty indulgence! Hanan explains: "My Dad was a diabetic and should have avoided sugary treats like this, but he adored Rashi & Dibis and would eat it at 5 o'clock in the morning while the family was sleeping so as not to worry Mama."

The launch of Terra Rossa's new Baba's Rashi & Dibis means that everyone can now enjoy this incredibly moreish sweet, sticky and nutty spread, which is usually mopped up and scooped with fresh warm Arabic or pita bread. It provides a delicious snack at any time of the day and can be used in the same way as treacle, maple syrup, honey or chocolate spread.



Baba's Rashi & Dibis' ingredients are combined and presented in a jar ready to spread and devour and includes Tahini which is familiar to many as the main ingredient in Houmous, Taratour Sauce (Falafel Tahini Sauce) and Baba Ganoush (Aubergine Dip). However, it is also extensively used in making a whole host of other savoury and sweet dishes in Middle Eastern cuisine such as Halawa (also commonly known as Halva). The rich syrupy flavour comes from Dates and their juices which are a natural sweetener with a wonderful treacle-like texture. Although date molasses is of Assyrian origin including Iraq, Iran and Syria, nowadays excellent quality fruits also come from Levant countries such as Palestine, Jordan and Lebanon – and of course North Africa and countries from the Arabian Peninsula.

You can start your day with a generous helping of Baba's Rashi & Dibis mixed through porridge, or stirred into Greek yoghurt or rice pudding. It can be added to cakes, dipped with marsh mallows, sandwiched between biscuits, drizzled over ice-cream or into custard. Mixed with nuts it makes the perfect pancake filling and can even be blended into milkshakes.

"Baba's favourite treat is a version of a Banana Split," says Hanan. "He would slice a banana, add a tablespoon of Greek Style yoghurt, top with one or two tablespoons of Baba's Sweet Sauce and sprinkle with crushed pistachios – simply scrumptious!"

Baba's Rashi & Dibis has an RRP of £4.50 for a 200gm jar and will be launched at the Olympia Speciality and Fine Food Fair, 2-4 September 2012 – so come along and visit the Terra Rossa team on Stand 1117.

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