



**TARTARIC**  
**BARBARIC**  
BRUTALLY TASTY

*Project Book*

*By: Sofia Sevruck*



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FACE OUR LOGO



**TARTARIC**  
**BARBARIC**  
BRUTALLY TASTY

Well, it's more than just a logo.

It is our identity and represents us.

It symbolizes our passion & obsession

With food. Mostly with fish.



HEY YOU, ITS  
NICE TO MEAT YOU



Head Chief at Burger Station

Line Cook at Cordelia Bistro

Former Cold Line Cook at

Fleamarket JAFFA

Worked at Mash Central

Cooked (professional) at PLAZA BAR

Su- Chef at Studio

Head Chef at Swing Bar

## TASTE TO UNDERSTAND

Concept of the Viking Meals.

Meals were usually a fish or meat stew,

Prepared with vegetables and paired

With bread and freshly caught fish.

We wanted to show you the magic

Behind the taste of completely fresh

Ingredients and special chef recipes,

Just in one bite so we came up with our

Viciously tasty menu.

Just for you.



## BRUTALLY TASTY STORY

The brand symbol is a skeleton of a dead fish,

This means that the dish is so good & Tasty,

That nothing left but a fish skeleton.

The Typography adds a European

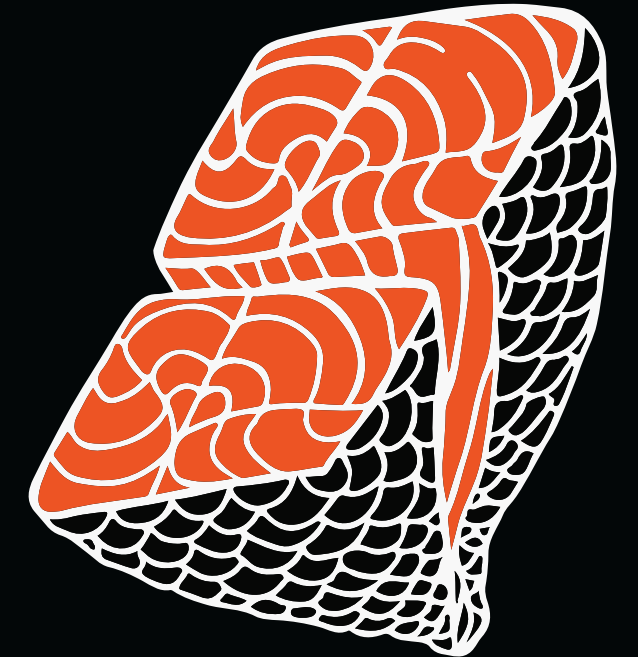
Viking- ish mood, Grunge Lettering makes it

More brutal, more speakable to our people.

We wanted to connect all the foodies in our

Chaotic area, to recreate the food culture,

With more lightness and freshness & Self-creation.



TRYING TO COMPETE

IN BUSINESS?

GOOD

F\*CKING LUCK.

## MISSION

Our goal was to develop the most  
Perfect taste combination that would  
Completely brings something different from  
The local menu has to offer.  
Much more essence and taste.  
We seek to bring flavor & freshness to Every  
product we provide.  
Each dish has a unique taste & aroma  
That will make you take a bite.



## MORE THAN JUST A FOOD PLACE

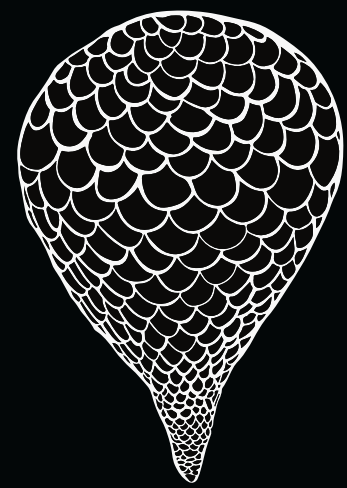
Our vision is to bring back  
The Vikings Age in a different way.  
Values of hunting and freshness,  
To make creative chef dishes  
Accessible to everyone,  
An option to eat it while walking.  
Location: Israel -  
Carmel Market TLV by the sea  
Staff: Roy Ben Dror, Sophie (S) Ben Dror  
Copywriter: Sophie (S) Ben Dror  
Photography & Art: Sophie (S) Ben Dror



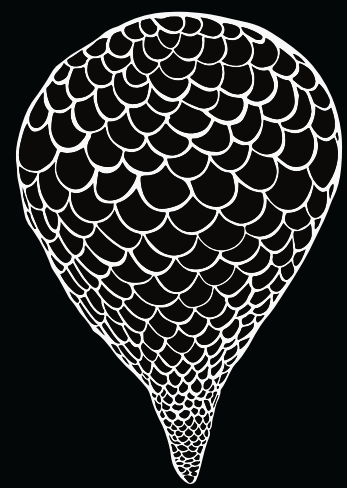


WE ARE BETTER

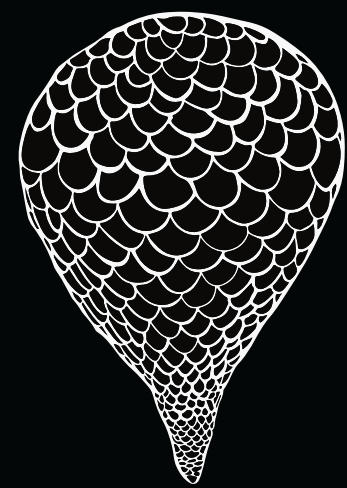
Tartaric Barbaric makes a delicious Easy-to-bite Food.  
More convenient, more stylish, fresher, & healthier.



Freshness,Availability  
& Cashability



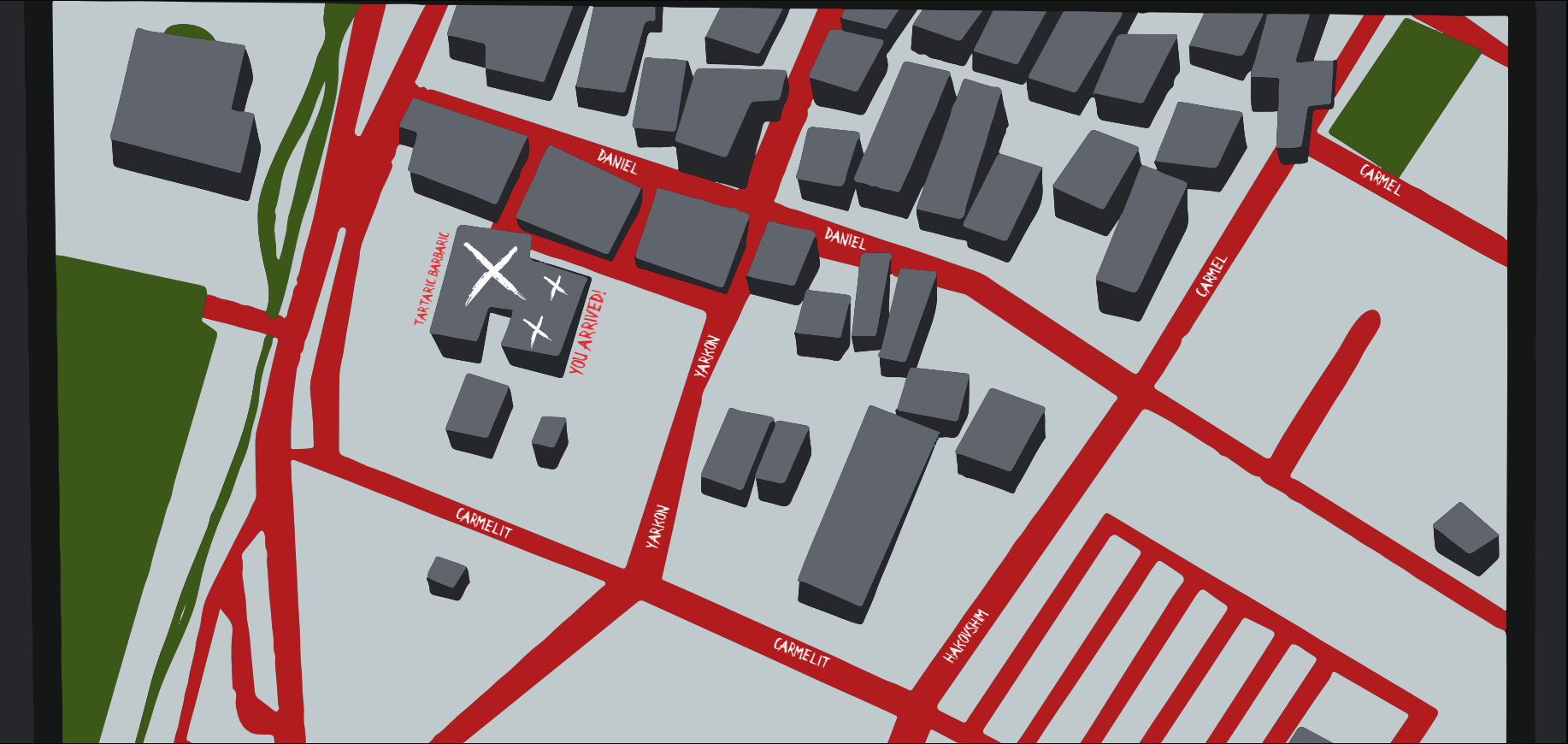
Unique Chefs Recipes



Quality Local Products

LOCATION

We thought that somewhere in this area  
would be the perfect location for the restaurant.  
Considering stuff like;  
Other restaurants menu offers, The sea & Our fresh local products.





## Buyer PERSONA

### JULIA MARTZIANO

SOCIAL WORKER/PSYCHOLOGIST  
ENGAGED IN THE FIELD OF MENTAL HEALTH

#### BIO

A young mother of a second baby  
remained homeless for 10 weeks in  
favor of trying new things.  
Adventurous and travels a lot.

Age:

Education:

Studied at Ashkenazi  
Academic College

Occupation:

Social worker, SLA Center,  
in sheltered housing.

Location:

Lives in Beer Sheva town

### Julia Martziano

She travels a lot and enjoys gaining  
new experiences.  
She enjoys picking up from any new  
place she travels something that will  
remind her of the place.  
Usually ready-made food is bought  
already - in the market.  
With age and the daily burden with  
the chores, she no longer has the  
patience to cook, so she prefers to  
subsist on ordered home-fresh food.

#### Frustrations

- + She works a lot and is busy during the day
- + She has no patience and no strength
- + Her husband does not know how to cook
- + Finding prepared food is easy

HUNGER LEVEL



WEIGHT



COOKING SKILLS



FREE TIME





## OUR PERSONA



### Buyer PERSONA

#### SAAR SHUSHI

DJ, PRODUCER, ARTIST AT SUSHI MUSIC

##### BIO

Globe Maker at Funkalicious  
Ambassador at Fusion Culture

Age: 23  
Education: Studied at BPM College  
Occupation: Art Director  
Location: Lives in Paderborn, Germany

#### SAAR SHUSHI

Builds and creates from wood, an environmental designer who deals with gardening. Loves, loves street food. Busy during the day, he has a lot on his mind. And he does not always have time for food. He is found a lot on long journeys by car, and always passes by the market before returning home after a day of work.

His work is physical and hard, and he almost always finds himself hungry "in a small way".

##### Frustrations

- + Living far away and fuel is expensive
- + Lots of work and not always time to cook
- + He has no girlfriend to cook him food
- + He is a vegetarian.

HUNGER LEVEL:   
 ENERGY:   
 COOKING SKILL:   
 FREE TIME:

## OUR PERSONA



### Buyer PERSONA

#### ELA BEN DROR

PROFESSIONAL FLOWER WEAVER  
ARTIST AND CREATOR  
BAKES AND LOVES TO COOK

##### BIO

A woman with a joy of life and a creative interest. Mother of two children and a young man. Her young mind and soul.

Age: 55  
Education: Studied at Tel Aviv University  
Occupation: Applies flowers, makes Tel Aviv  
Location: Lives in Tel Aviv, Israel

#### ELA BEN DROR

She cooks well and bakes. Her son is a professional chef, with whom she has developed a completely different love for good, quality food.

She is very creative, she is an artist.

She's busy during the day, whether it's at work.

Or at home with cleaning and shopping.

She is very motherly, and loves to cook. Try new things all the time. Enjoying cooking time in your free time.

##### Frustrations

- + Making new dishes and recipes
- + She is busy during the day, whether it's at work or at home with cleaning and shopping.
- + She is busy during the day.
- + She is busy during the day.

HUNGER LEVEL:   
 ENERGY:   
 COOKING SKILL:   
 FREE TIME:

OUR LOGO

SYMBOLISM

Symbolize the fresh fish,  
& the amazing taste.  
So Damn good , that nothing  
Left from the fish other than bones.  
Do not tamper with addatives &  
Preservatives at all.  
Food that came from our nature.  
As if you had just hunted it,  
But with an artistic twist full of flavor.  
A Nutritious Dish - vegetables, protein,  
& carbs in the bite.



FULL LOGO



**TARTARIC**  
**BARBARIC**  
BRUTALLY TASTY

LOGO EVOLUTION

TARTARIC  
BARBARIC  
BRUTALLY TASTY



TARTARIC  
BARBARIC  
BRUTALLY TASTY

MATHEMATICAL LOGO



1:1

## COLORS LOGO



## LOGO VARIATIONS



Black & White



Negative & Positive

## LOGO DO'S & DONT'S

Treat the logo with respect.

Use it only with the brand Colors

That we choose for the logo.

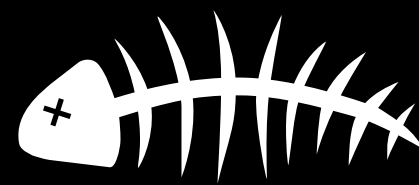
You can use the elements separately.



1



2



3

**TARTARIC**  
**BARBARIC**  
BRUTALLY TASTY

A

**TARTARIC**  
**BARBARIC**  
BRUTALLY TASTY

B

**TARTARIC**  
**BARBARIC**  
BRUTALLY TASTY

C

## LOGO DO'S & DONT'S

While this section doesn't cover every

The possible way the logo should not be used,

It should help give you a pretty clear idea.

Under no circumstances what

Not to do with our logo.



Do not use the logo in colors other  
Than the brand shades



Do not add gradients, shadows,  
Outline or textures to the logo



Do not reflect the logo.  
Use only on its natural apperance



Do not routate or sckew  
The logo out of its proportions



Do not stretch the logo  
Out of its proportions



Do not add more curevs  
Or elements to the logo





# DESIGN CONCEPT

BRAND COLORS

Based on the colors of vegetables, tuna fish and salmon that has just been caught



Deep Black

HSB  
159° | 11% | 9%

RGB  
22 | 25 | 24

Hexadecimal  
#161918

CMYK  
74 | 66 | 66 | 79



Bloody Red

HSB  
354° | 81% | 52%

RGB  
135 | 24 | 34

Hexadecimal  
#871822

CMYK  
29 | 100 | 90 | 33



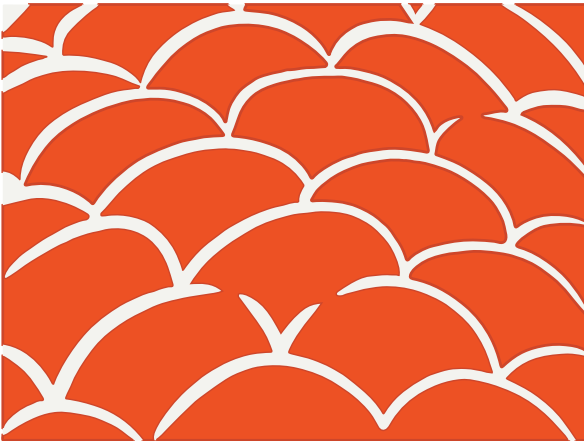
Fresh Salamon

HSB  
14° | 83% | 91%

RGB  
234 | 84 | 37

Hexadecimal  
#EA5425

CMYK  
2 | 83 | 99 | 0



Orange Carrot

HSB  
14° | 83% | 91%

RGB  
168 | 25 | 22

Hexadecimal  
#A81916

CMYK  
22 | 100 | 100 | 18



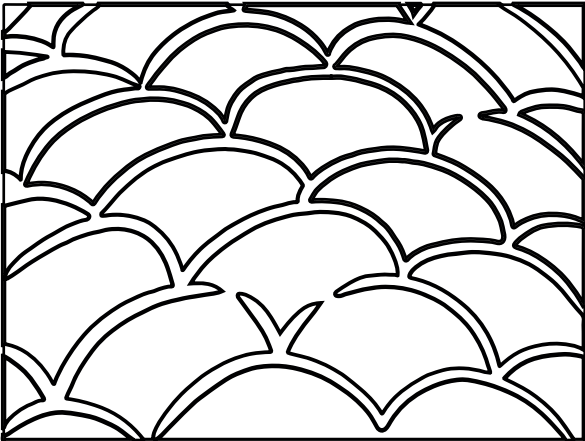
Pickle Green

HSB  
117° | 49% | 35%

RGB  
47 | 90 | 45

Hexadecimal  
#2F5A2D

CMYK  
80 | 40 | 98 | 37



Pure White

HSB  
0 | 0 | 100

RGB  
255 | 255 | 255

Hexadecimal  
#FFFFFF

CMYK  
0 | 0 | 0 | 0

SHOWCASE TYPEFACE

A FONT INTENDED ONLY  
FOR A LOGO TITLE

ANOMALIA ML V2AAA FONT

Anomalia is an eccentric, geometric &  
Multilingual typeface.

AA BB CC DD EE FF GG HH JJ KK LL MM NN OO PP

Q̣̣ RR SS TT UU VV WW XX YY ZZ.

1234567890

!@#\$\$%^&\*()+,ÆÇÈӨΒƆΩÆ

PRIMARY TYPEFACE

A font intended only for the logos slogan.

Almoni ML v5 AAA Font

Almoni is a precise, neutral bilingual typeface used for  
Writing the text on this website. It contains many glyphs  
& fully supports 230 Latin and Cyrillic languages - which  
Makes it an ideal font for the side-by-side use of Latin and  
Hebrew characters.

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz.

1234567890

!@#\$\$%^&\*()+,ÆÇÈӨΒƆΩæ

COMERTIAL USE TYPEFACE

FONT FOR TITLES AND GRAPHICS IN  
POSTERS, WEBSITES AND PACKAGING

CITIZEN DICK FONT

HANDWRITTEN, SCRIPT, TRASHY FONT

AA BB CC DD EE FF GG HH JJ KK LL MM NN OO PP QQ RR

SS TT UU VV WW XX YY ZZ.

1234567890

!@#\$\$%^&\*()+,ÆÇÈӨΒƆΩÆ

COMERTIAL TYPEFACE IN USE

Running text, internal headings

Calendas plus Font

Calendas plus Font is a serif typeface, includining  
Includes optical adjustments, new accents, small  
Caps and ligatures.

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz.

1234567890

!@#\$\$%^&\*()+,ÆÇÈӨΒƆΩæ

STATIONARY PAPERS

A5 Memo



Envelope



A4 Paperwork

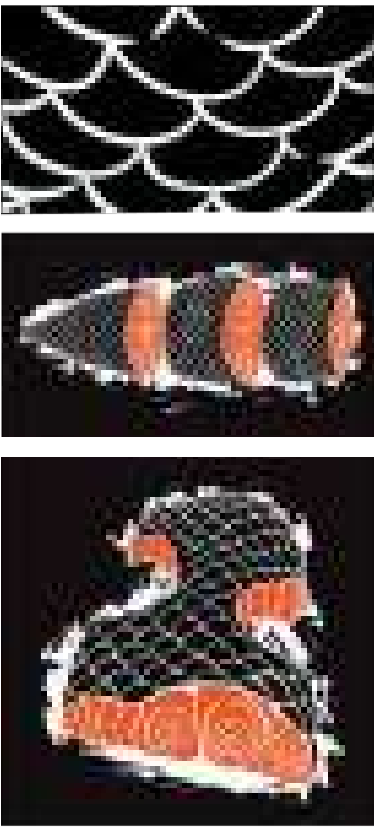


BUISNESS CARD

Front



Back



BUISNESS CARD MOCKUP



BUISNESS CARD MOCKUP



BUISNESS CARD MOCKUP



BUISNESS CARD MOCKUP

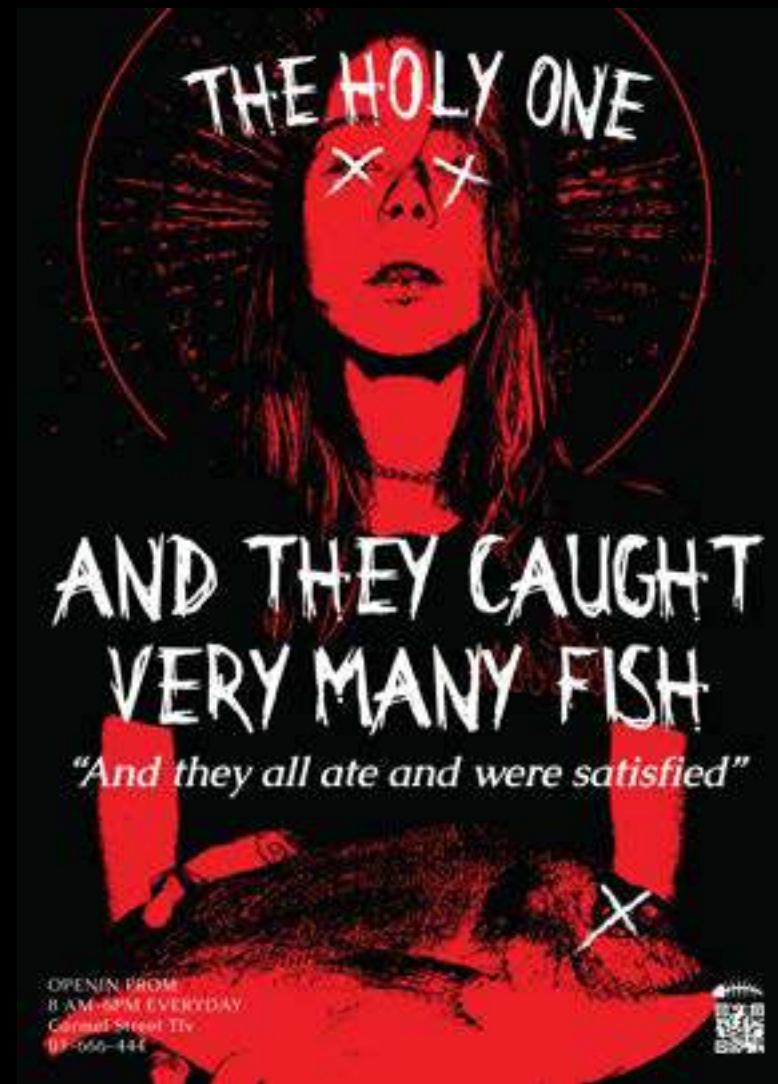
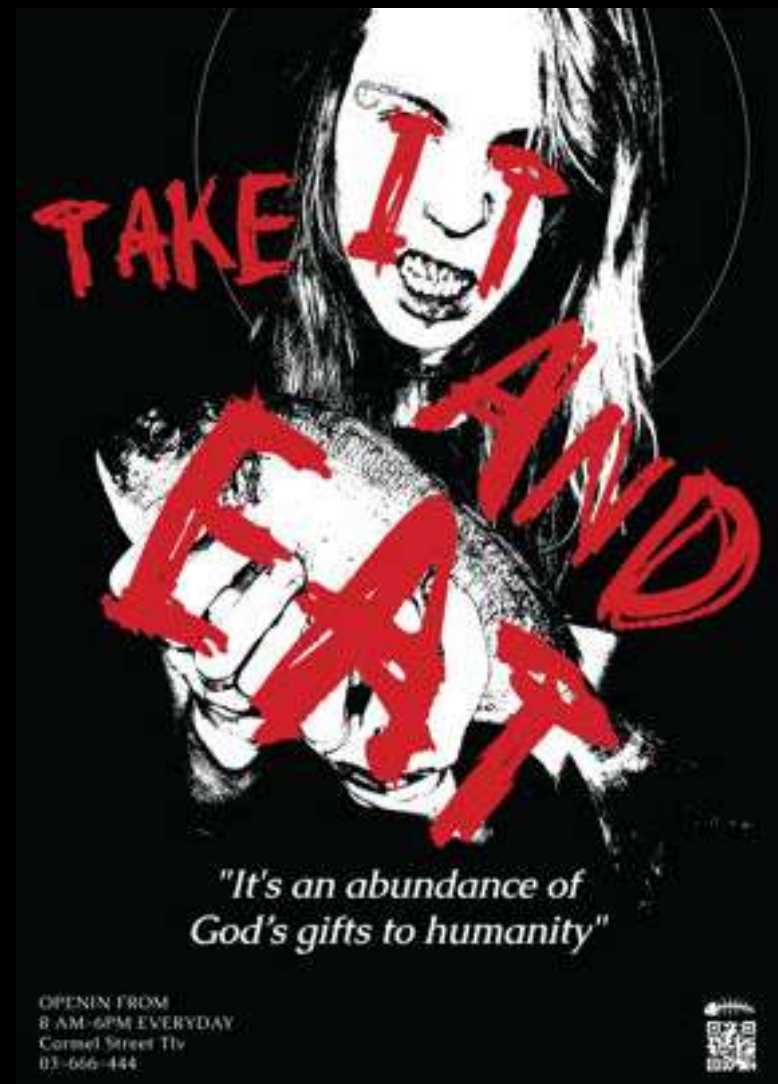


BUISNESS CARD MOCKUP

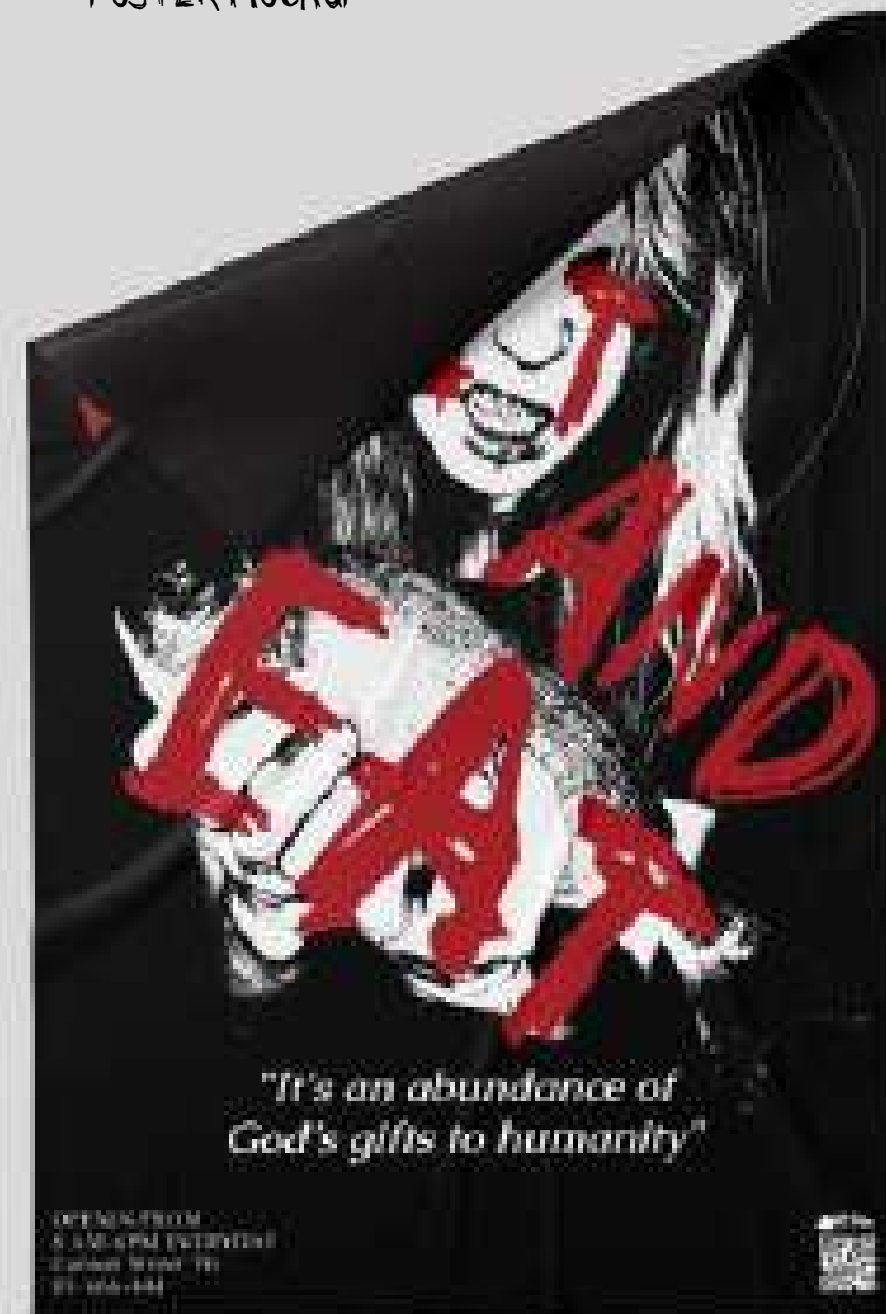




# COMERTIAL TYPEFACE IN USE

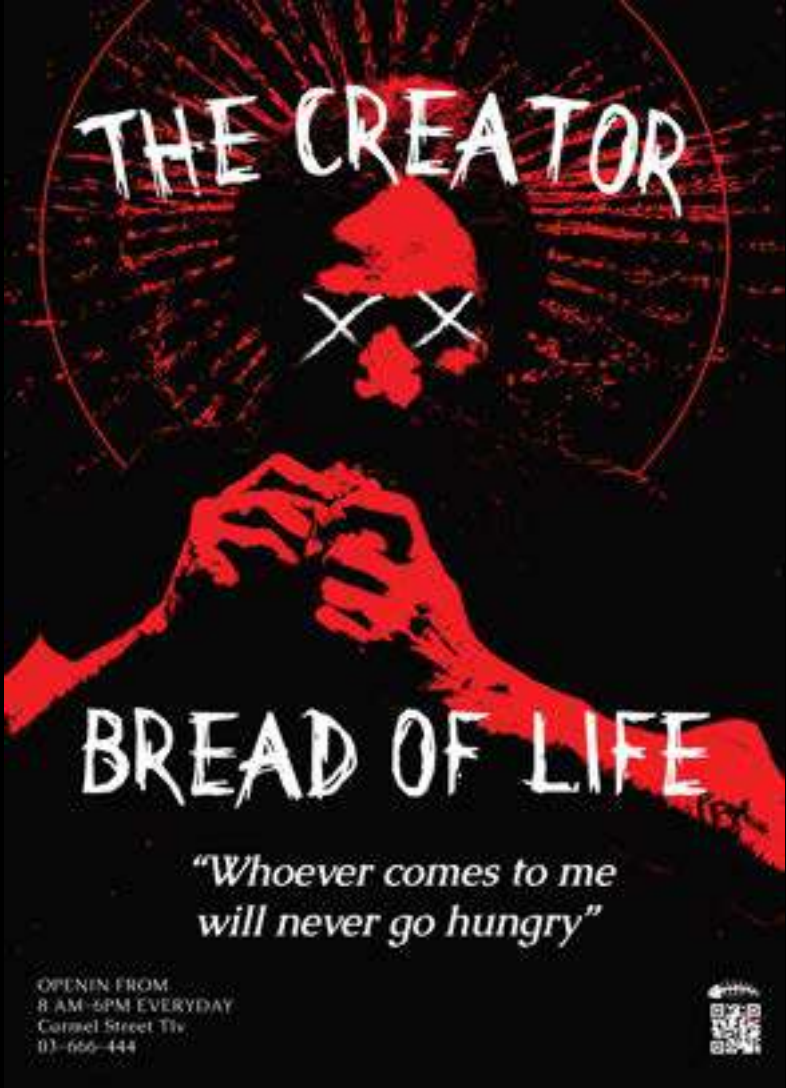
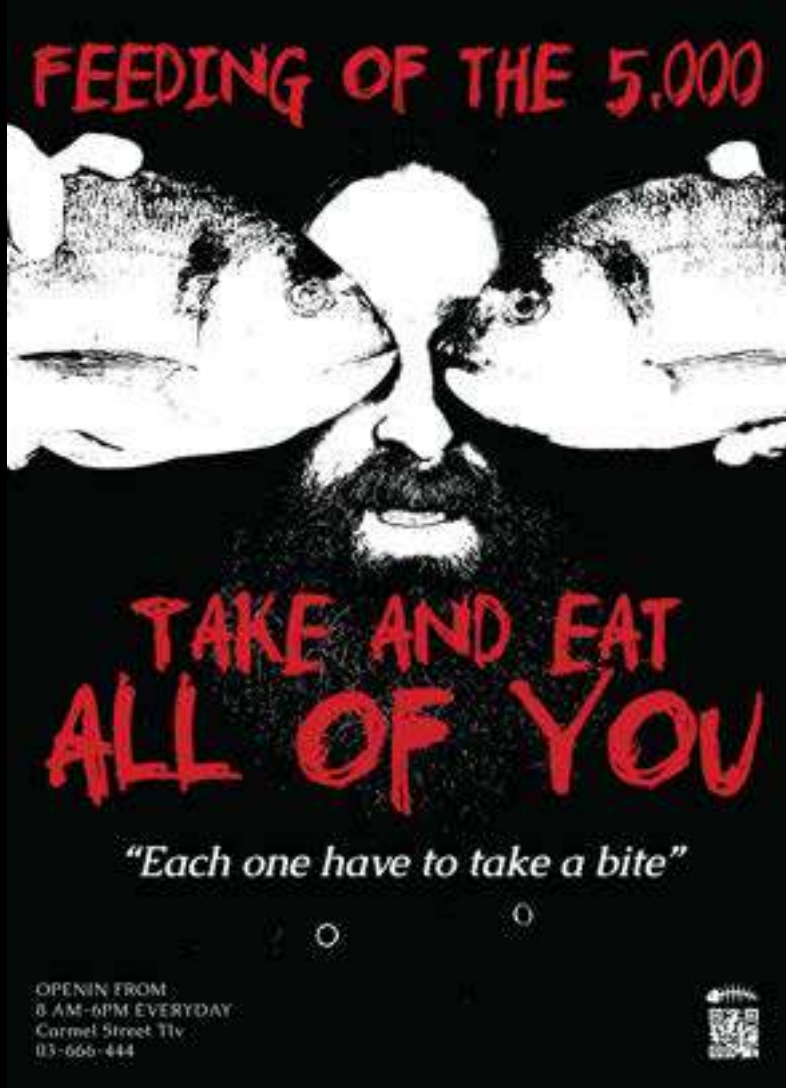


# POSTER MOCKUP

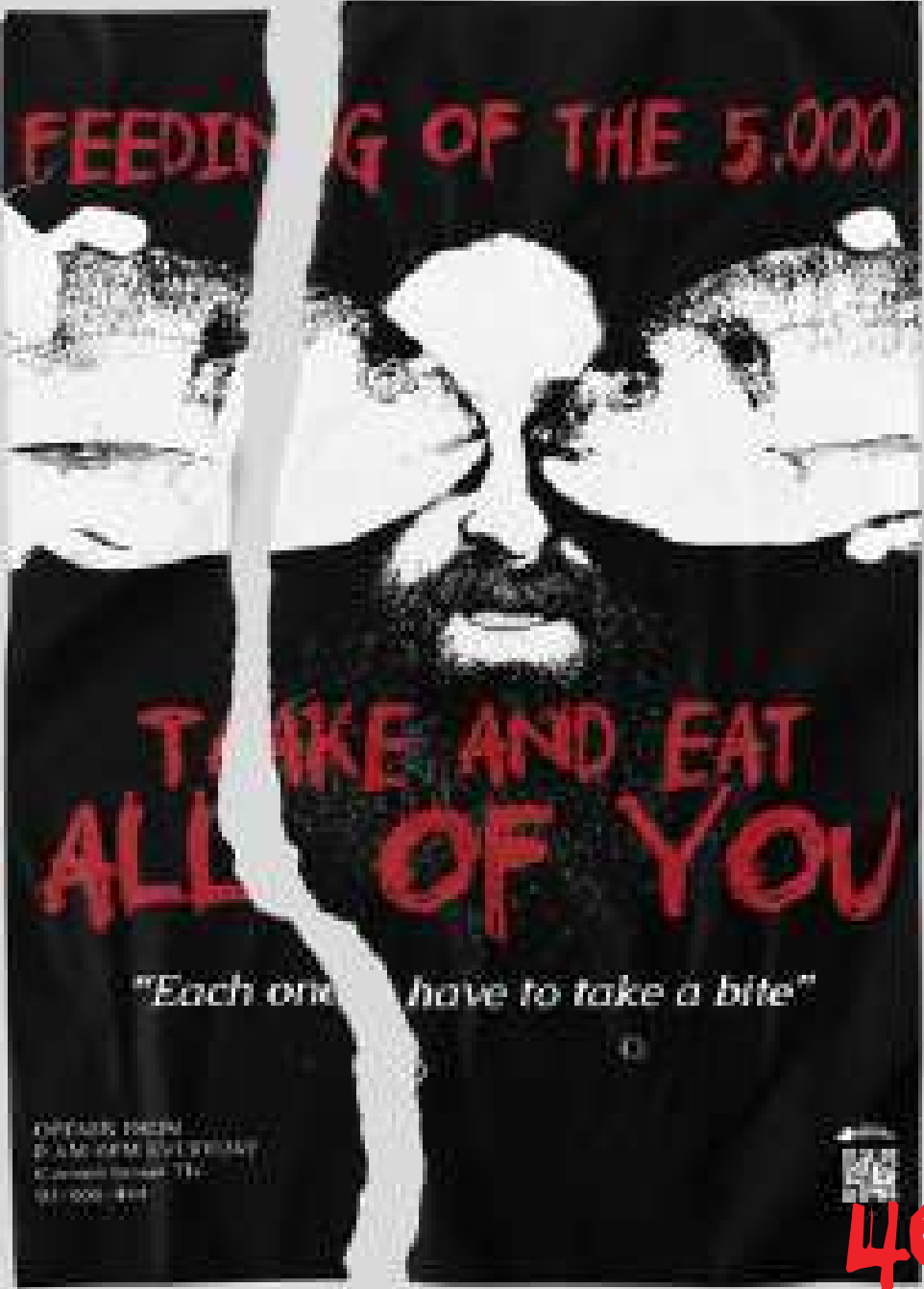
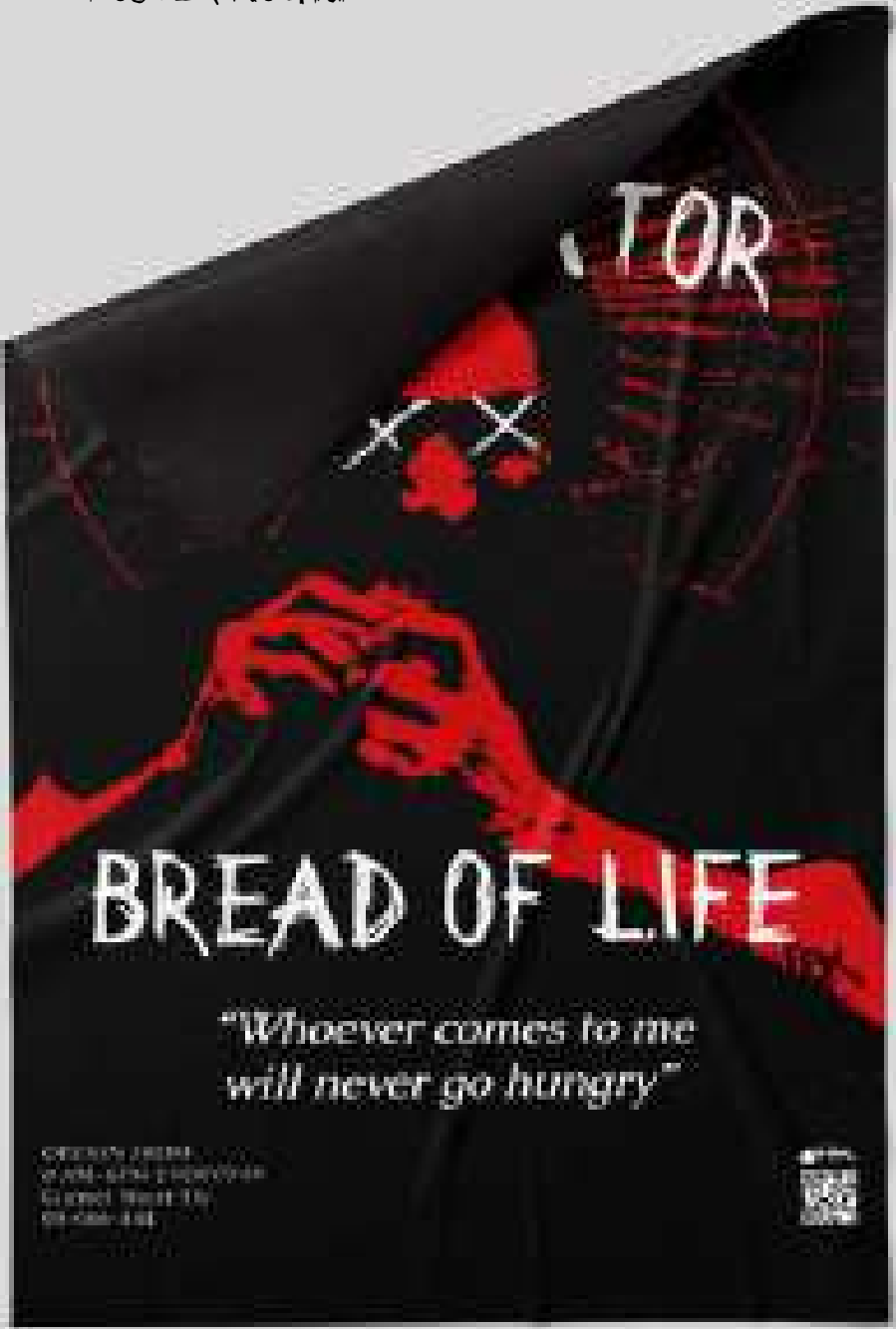




COMERTIAL TYPEFACE IN USE



POSTER MOCKUP



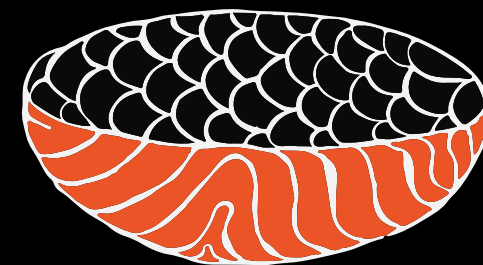
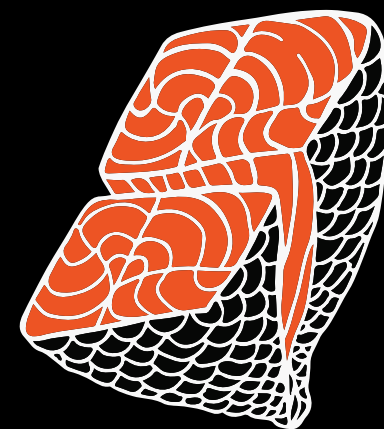
POSTER MOCKUP



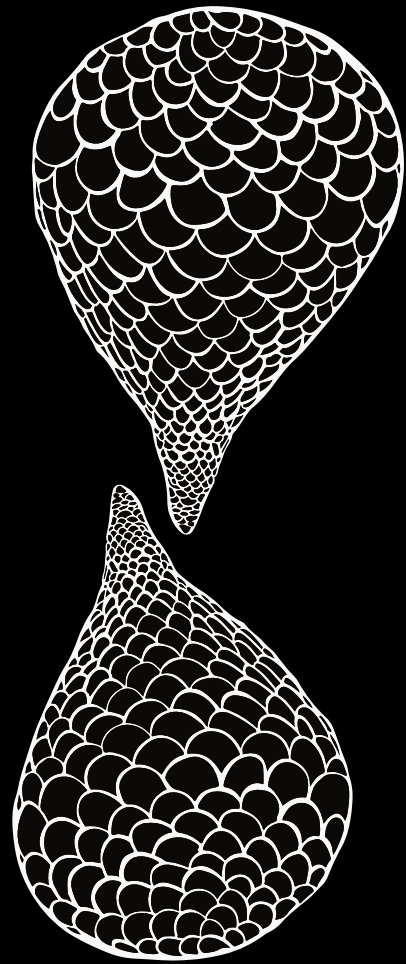
# SHOW CASE ELEMENTS



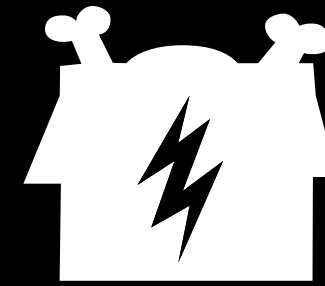
## ELEMENTS



## ELEMENTS



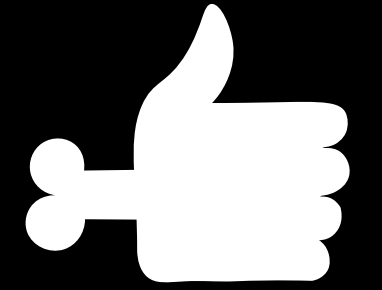
## ICONOGRAPHY



CAUTION FRAGILE



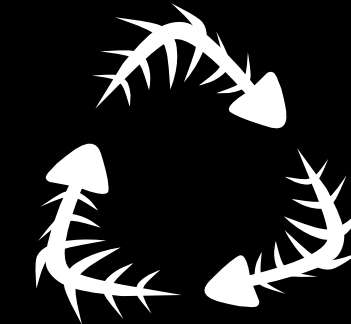
VEGAN FRIENDLY



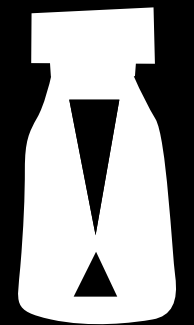
GOOD WITH EVERY DISH



THIS F\*CKING SPICY



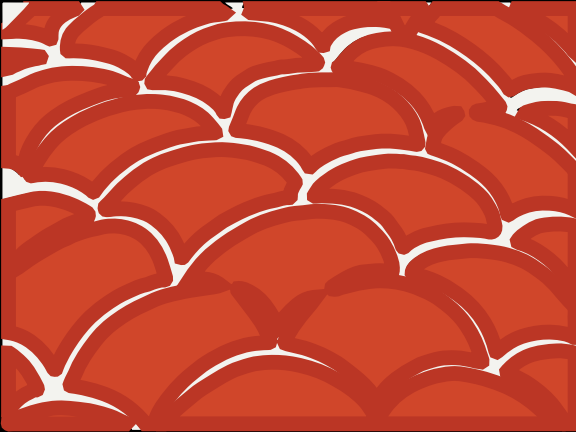
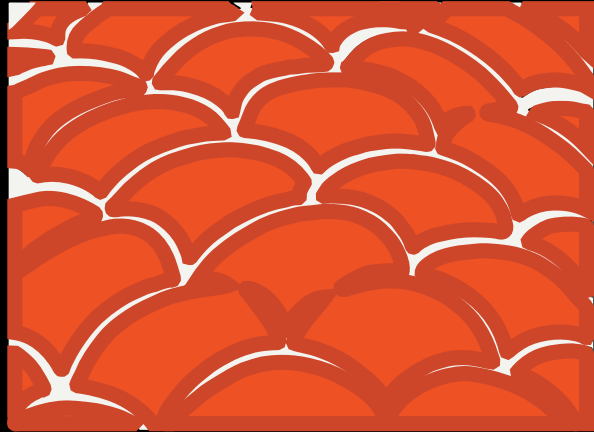
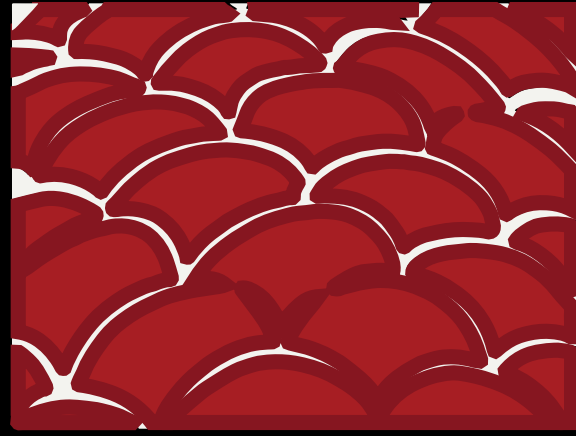
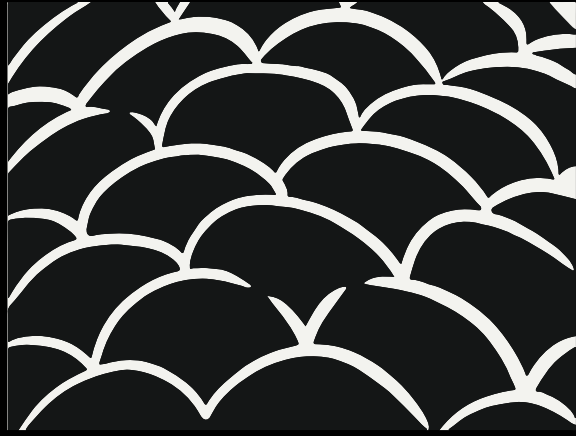
RECYCLE AFTER USE



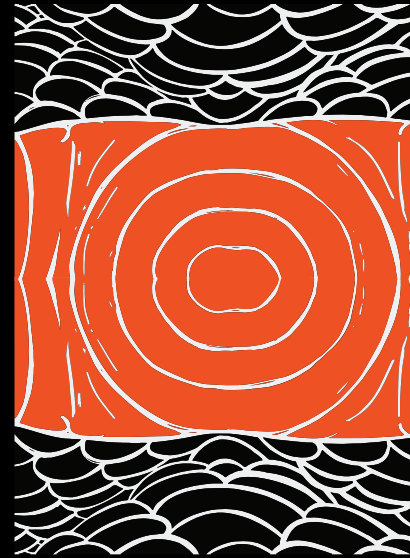
HIGH AMOUNT OF SODIUM



PATTERNS



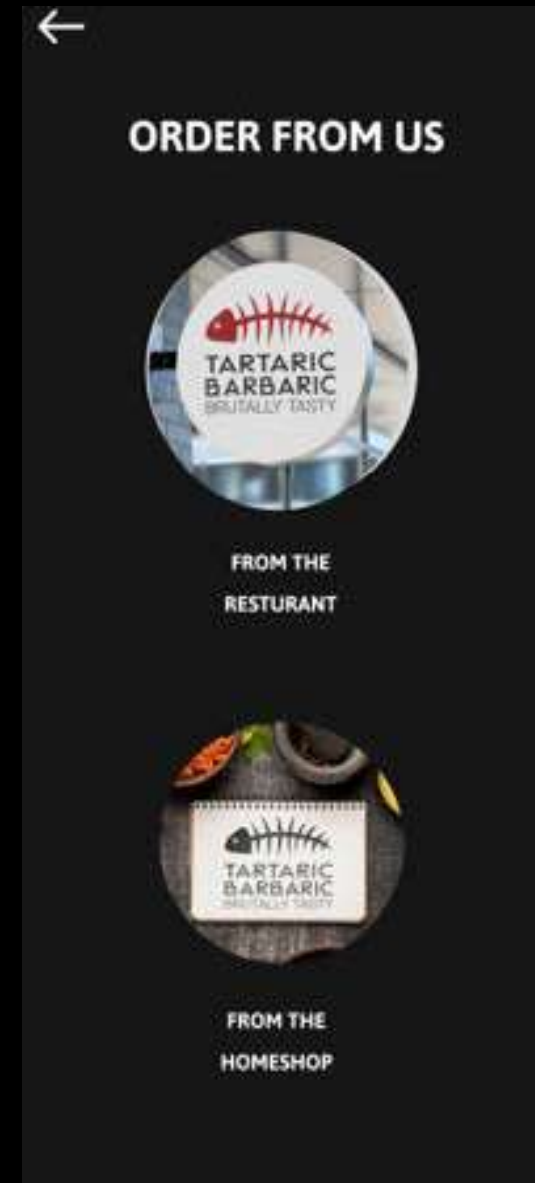
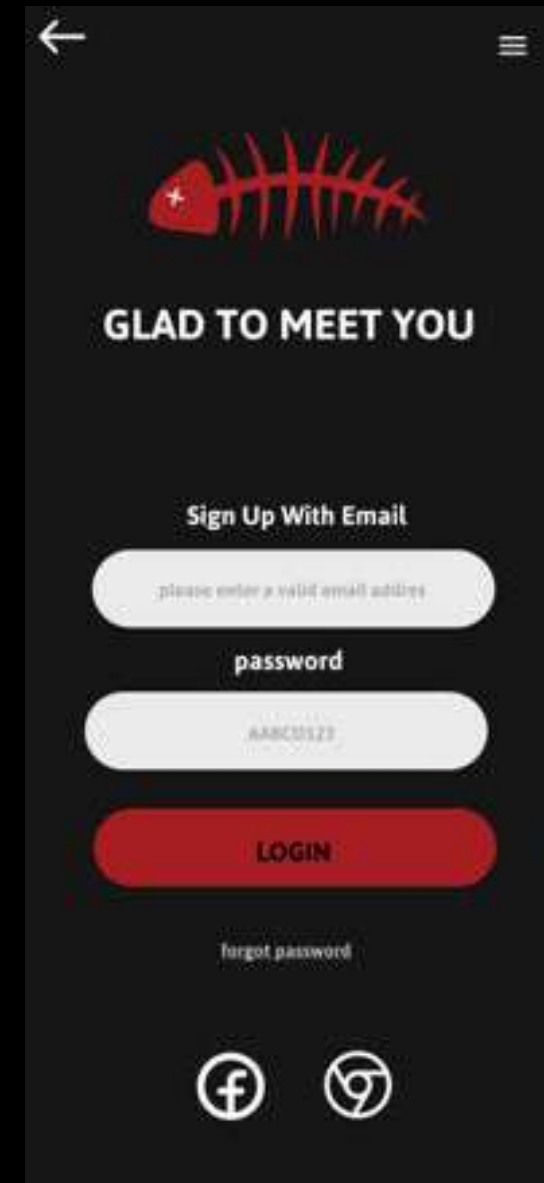
PATTERNS



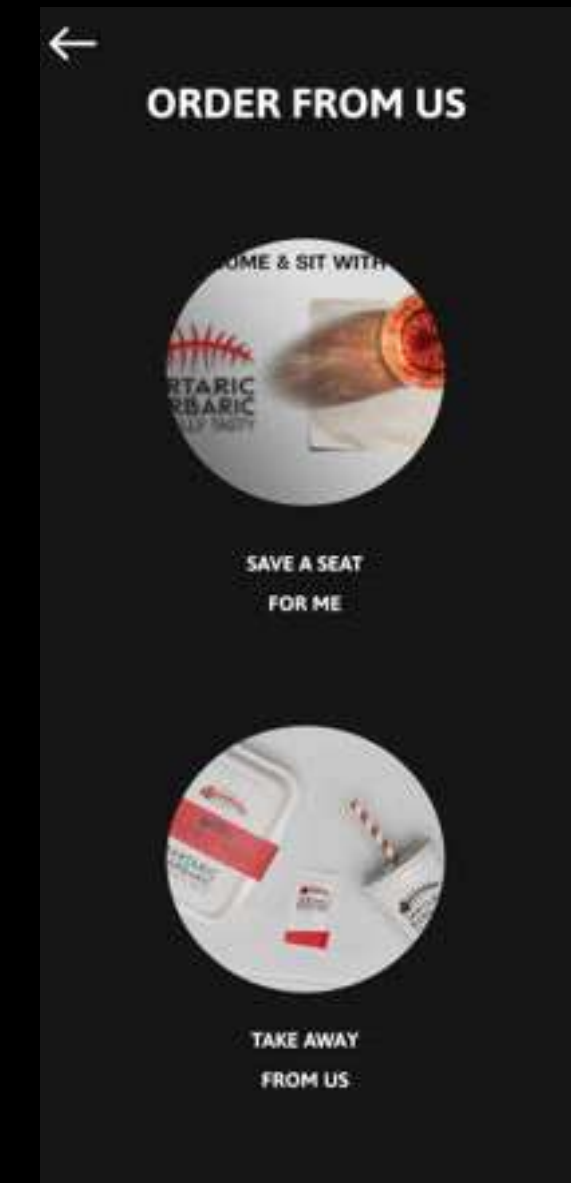
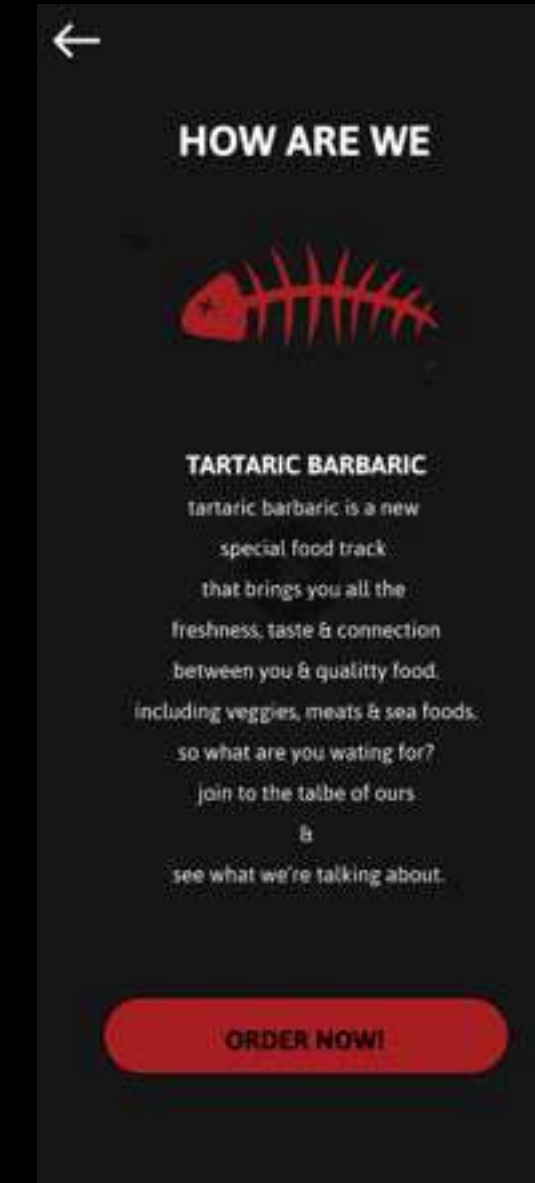
THE  
DIGITAL

AGE

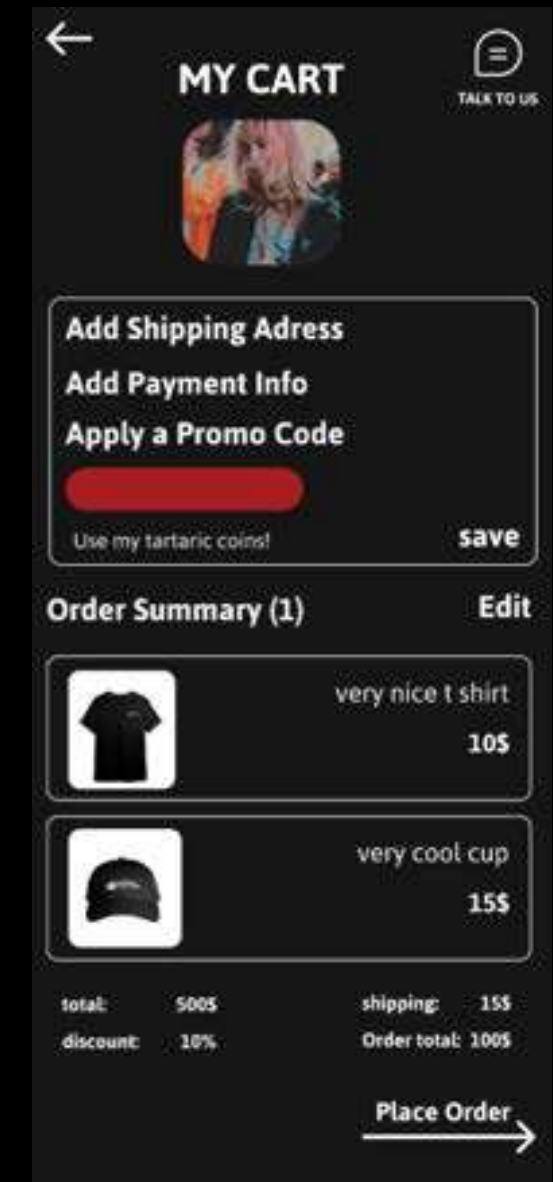
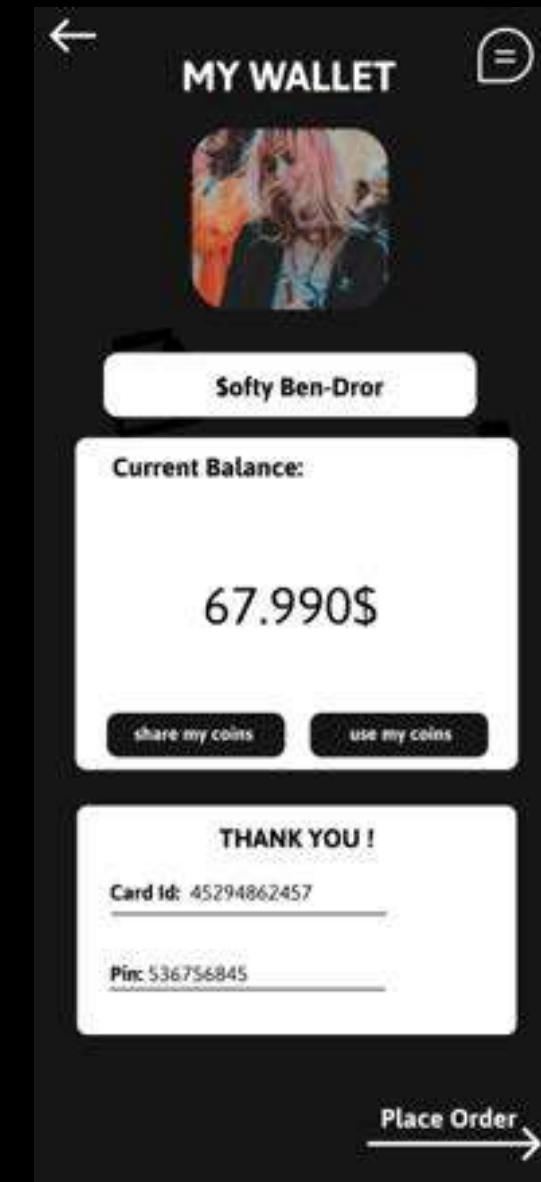
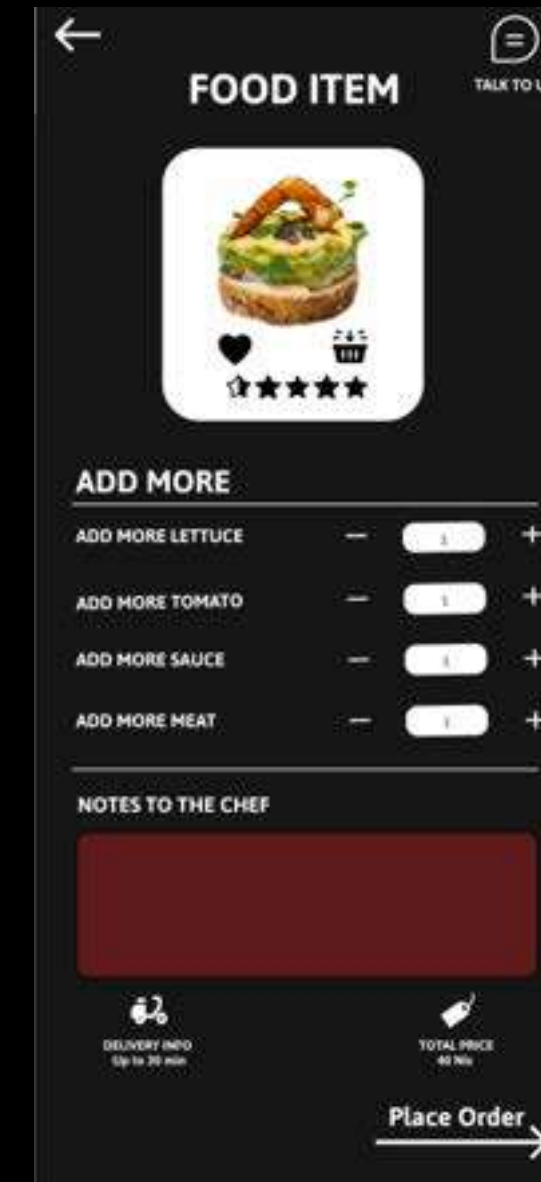
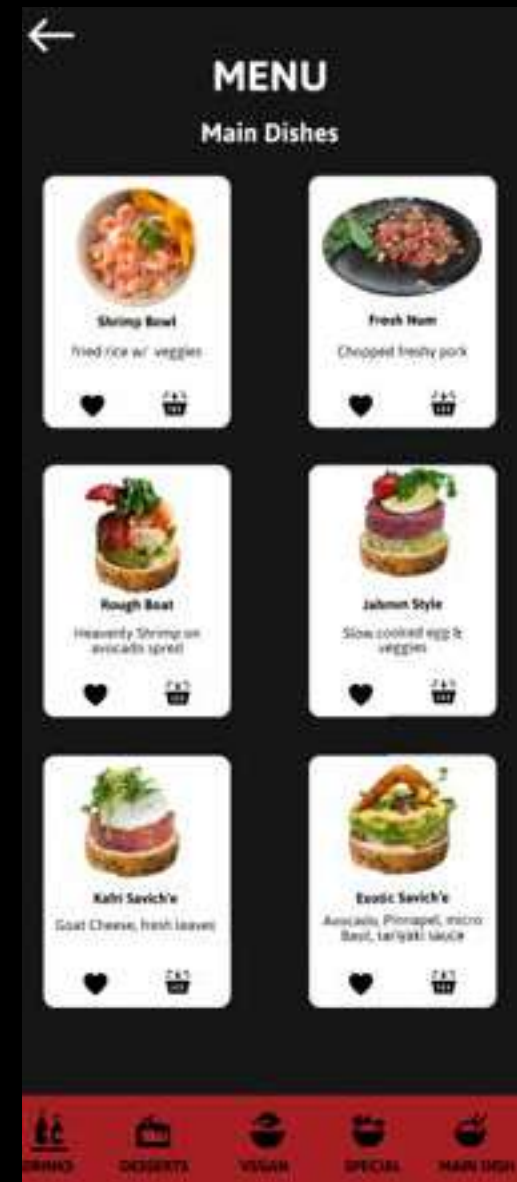
## DIGITAL MOBILE



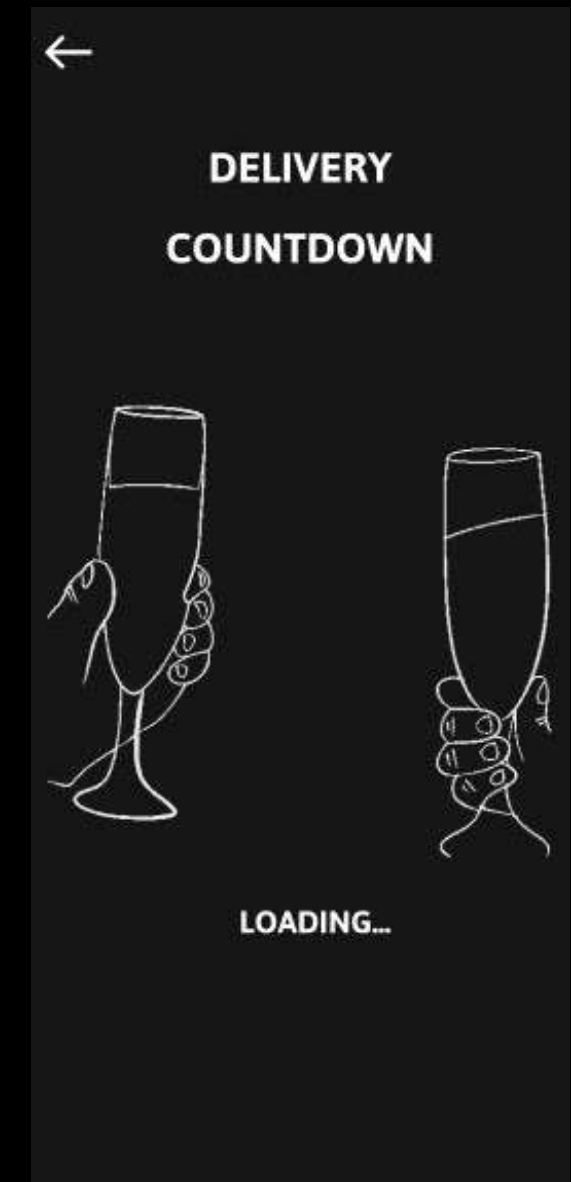
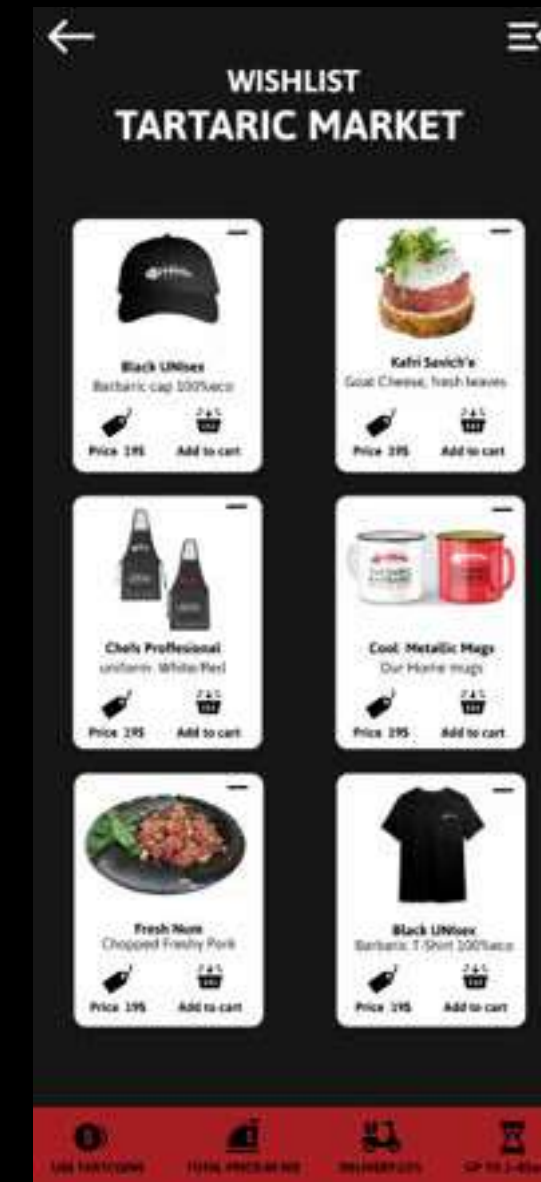
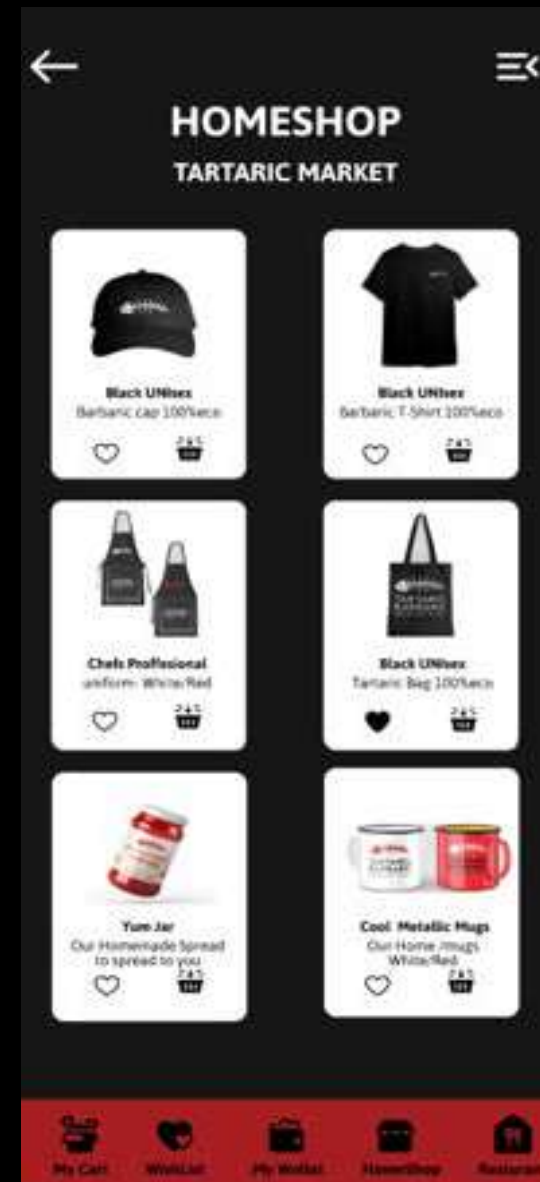
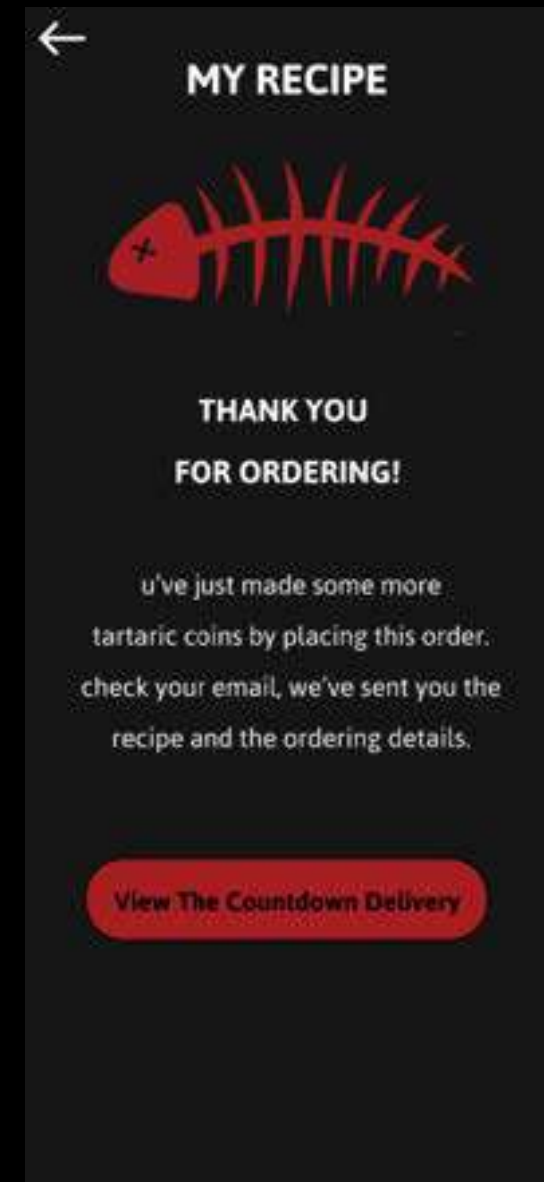
## DIGITAL MOBILE



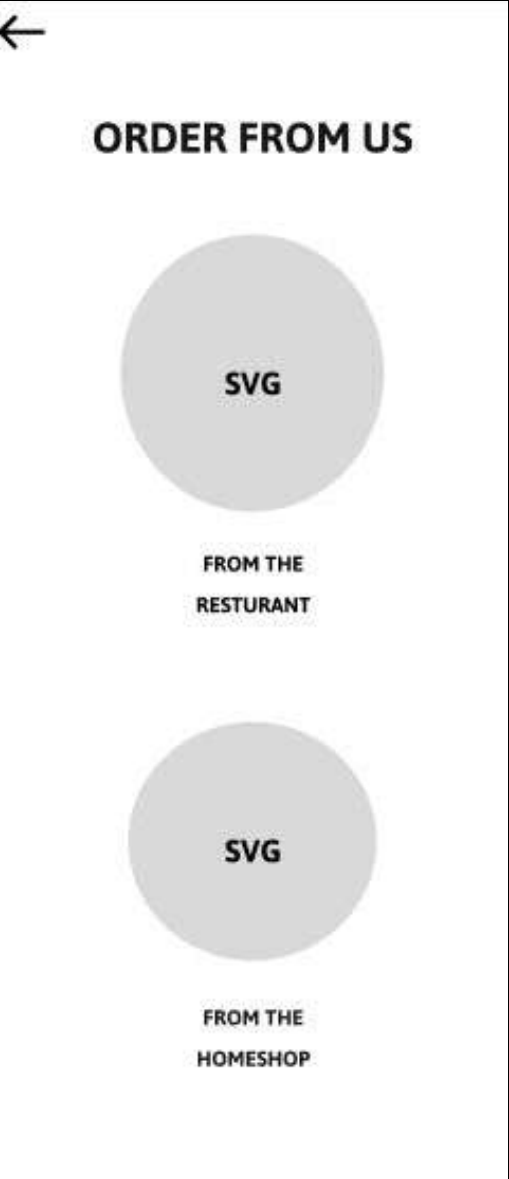
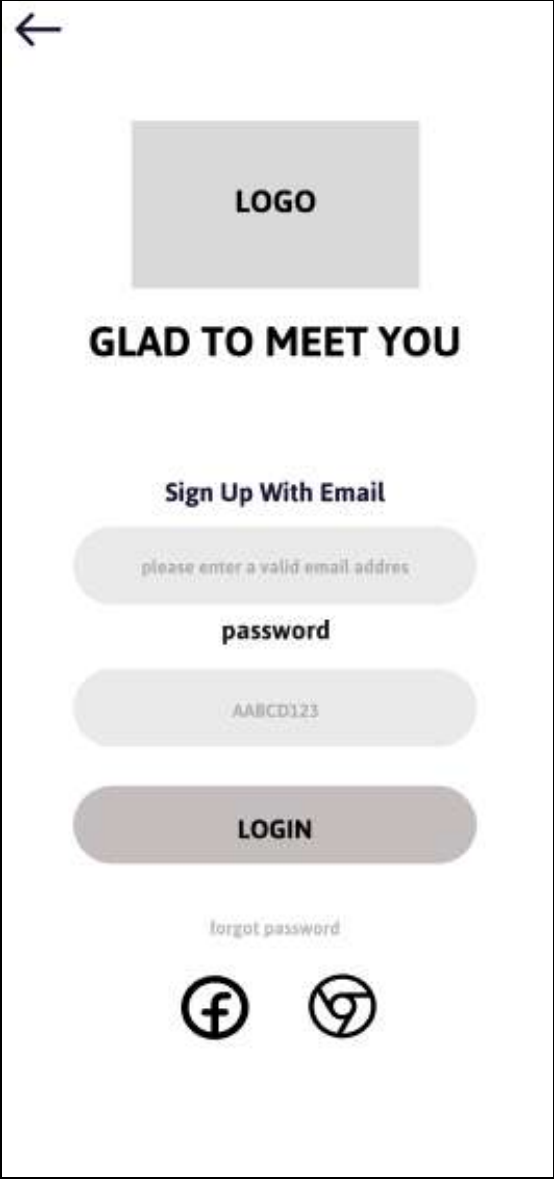




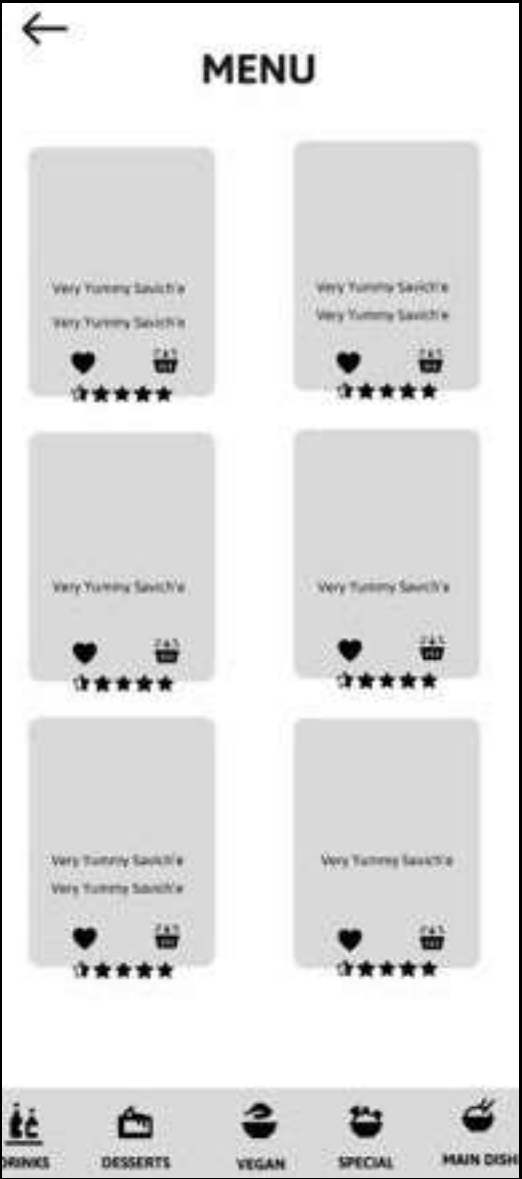


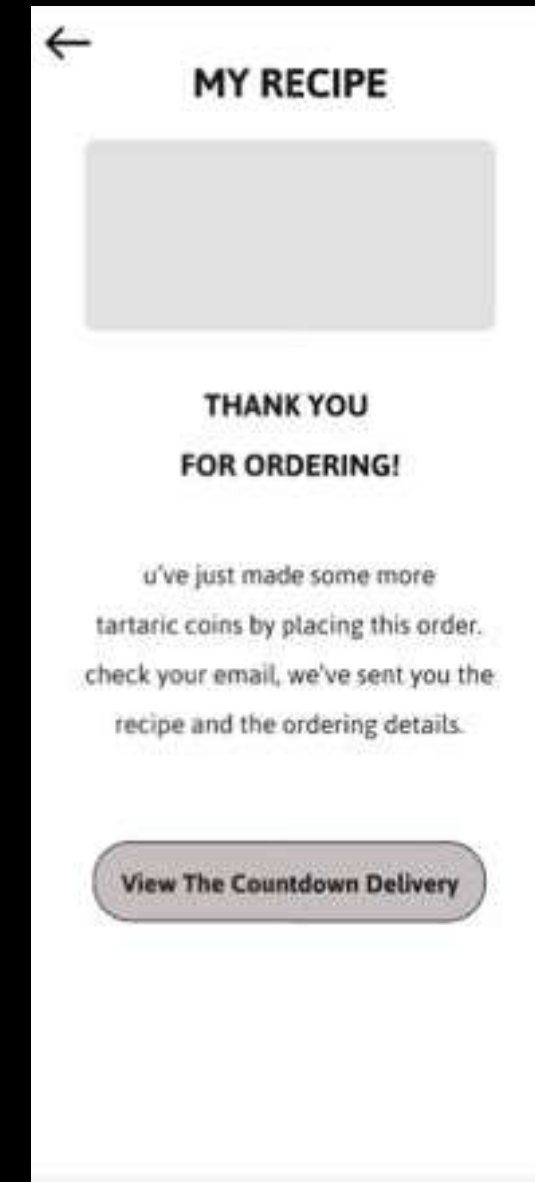
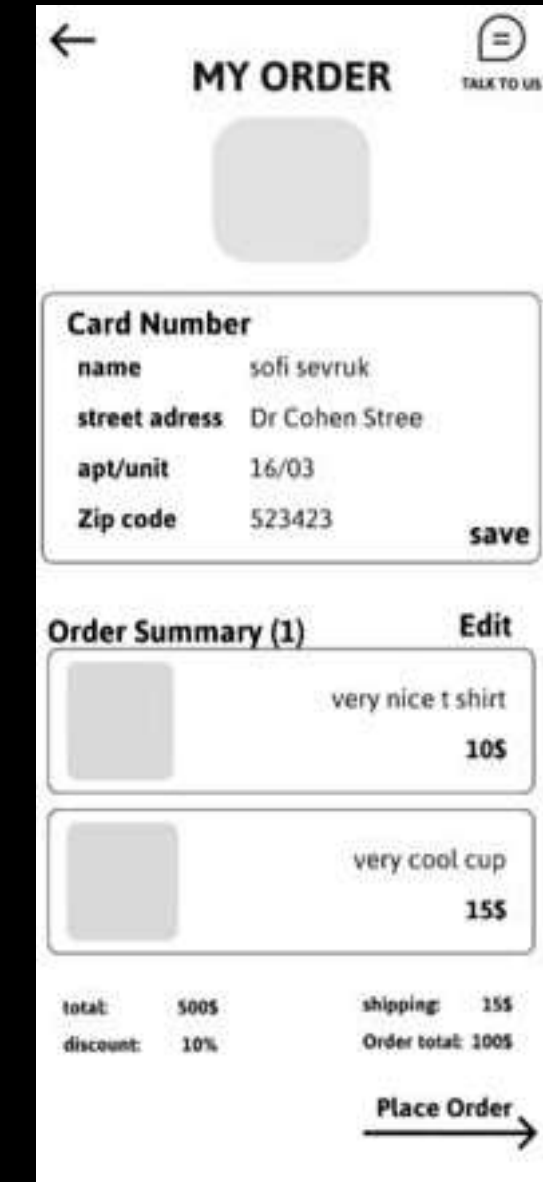
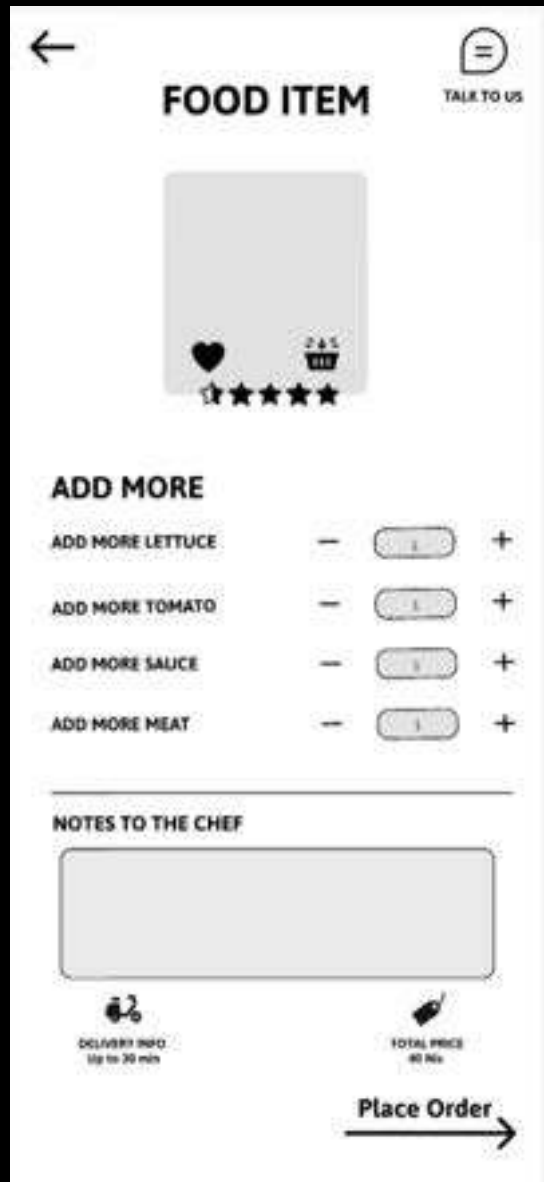
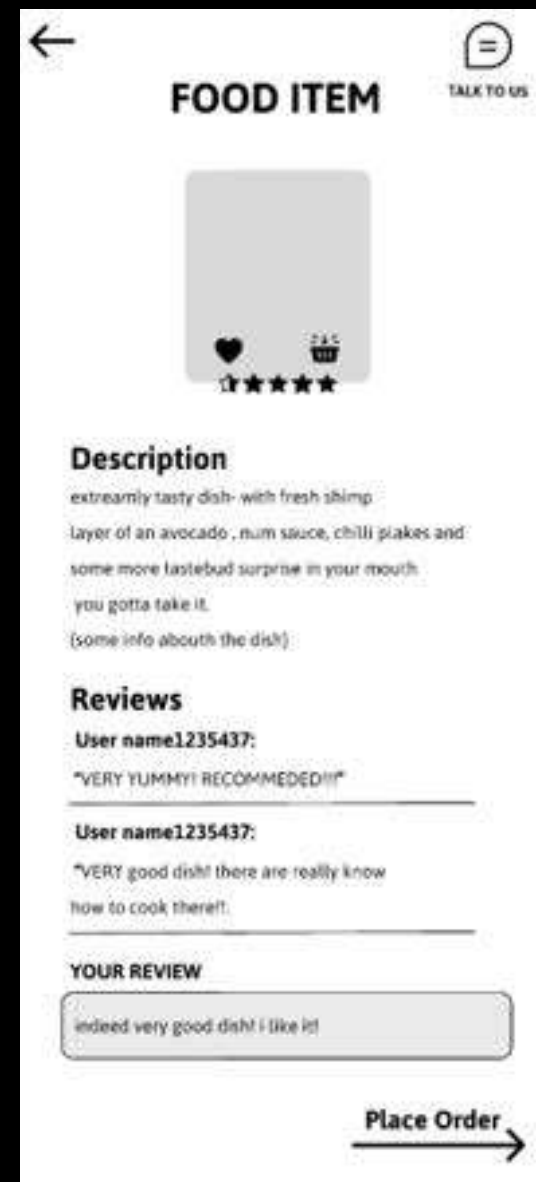


WIREFRAME

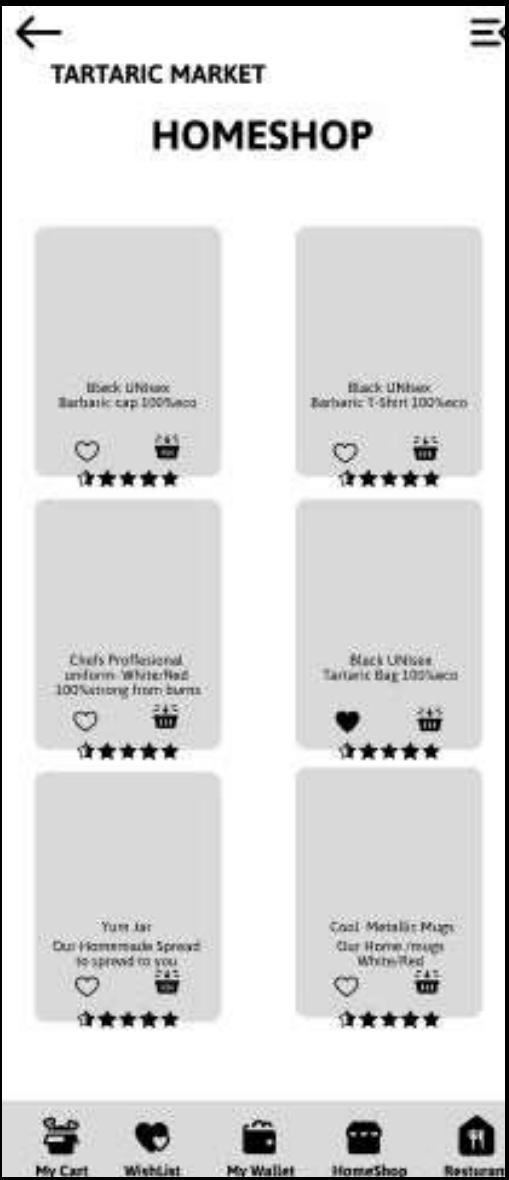


WIREFRAME





WIREFRAME



DIGITAL MOBILE MOCKUP



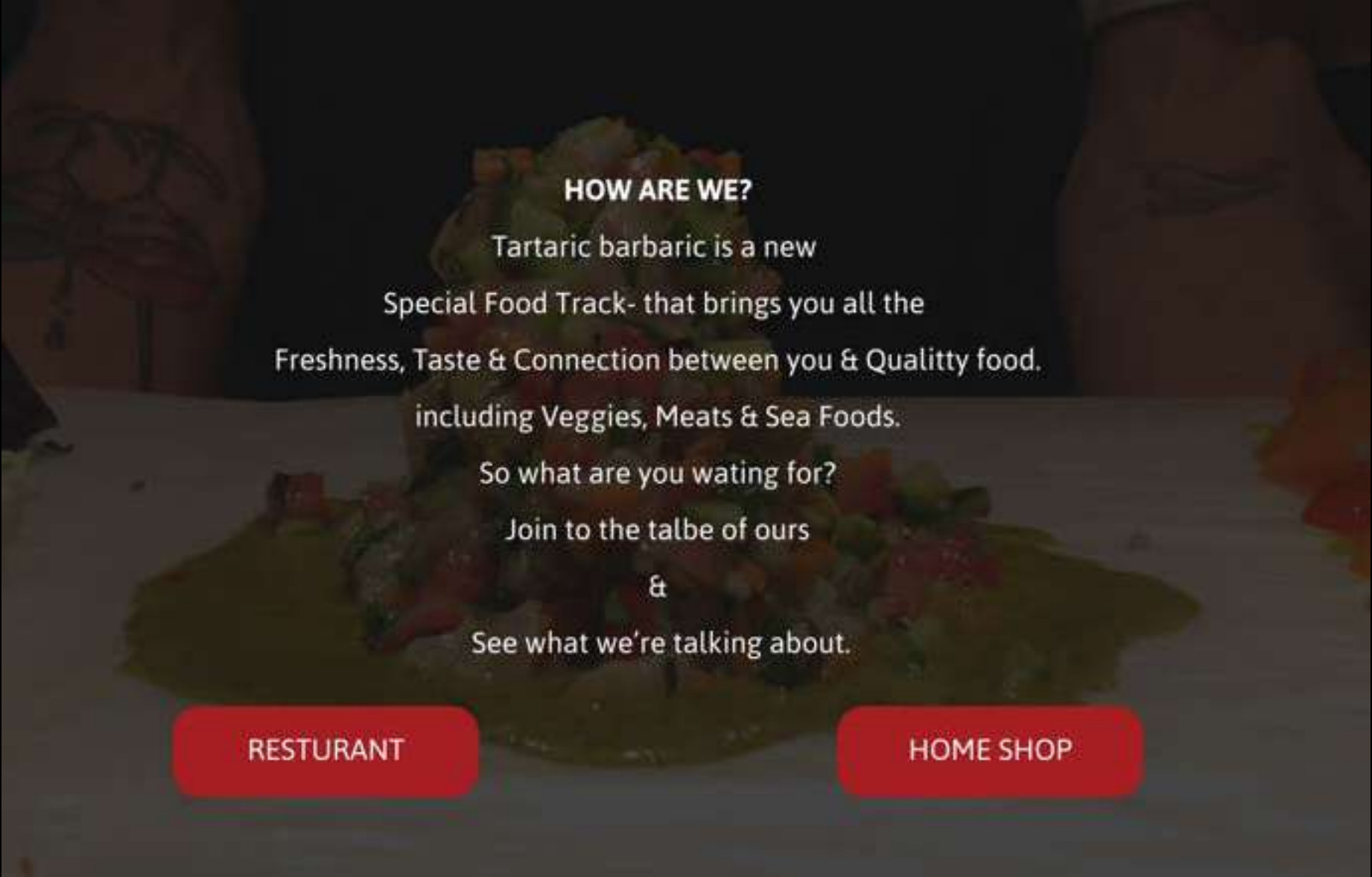
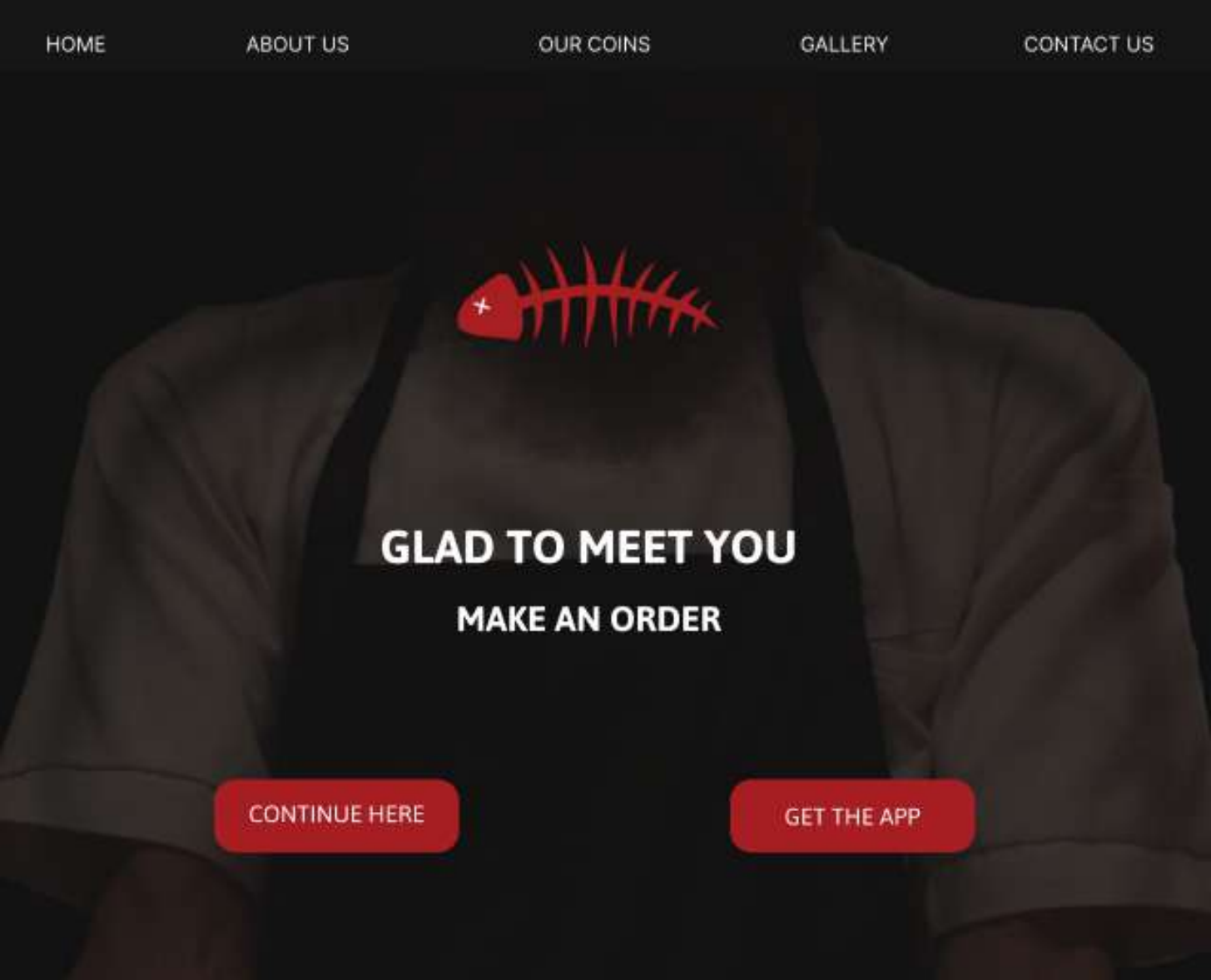
DIGITAL MOBILE MOCKUP



DIGITAL MOBILE MOCKUP







[HOME](#)[ABOUT US](#)[OUR COINS](#)[GALLERY](#)[CONTACT US](#)



# TARTARIC BARBARIC

## MENU



DRINKS



DESSERTS



VEGAN



SPECIAL



MAIN DISH

# TARTARIC BARBARIC

## HOMESHOP



CHEFS CLOTHING



MERCHENDISE



EDIBLE



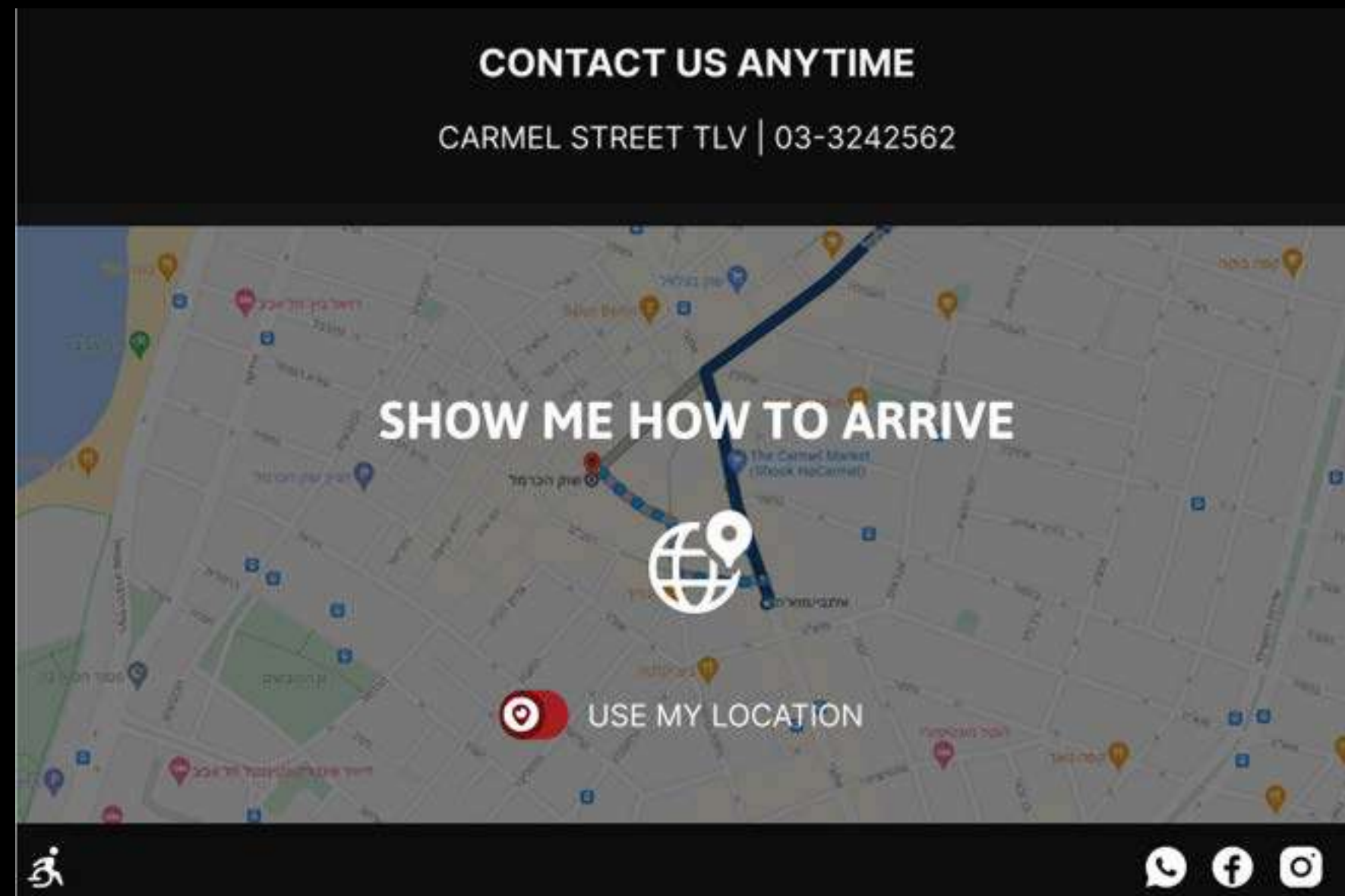
HOMESTYLE



KITCHEN TOOLS

WANNA JOIN TO OUR BARBARIC WALLET AND COLLECT BONUSES?

YES! SINGH ME!







HOME ABOUT PRODUCTS  



# WE MADE THE PERFECT BITE

JUST IN A COUPLE JARS  
WITH THE RIGHT EXTRACTS  
AND OUR LOCAL FRESHY PRODUCTS

# HOW ARE WE?

Tartaric barbaric is a new  
Special Food Track- that brings you all the  
Freshness, Taste & Connection between  
You & Quality food.  
Including Veggies, Meats & Sea Foods.  
So what are you waiting for?  
Join to the table of ours  
& See what we're talking about.





# ABOUT THE KIT



## OUR NEW BRUTAL KITS WILL MAKE YOUR MEAL BETTER

OUR produces are completely fresh,  
organic produce from local farmers  
In Israel.

Even our spices are fresh &  
Completely Home Made.

Just because pickling is a preservation process doesn't  
mean you can use Dried-up thyme or week-old  
Asparagus that's already  
a little spongy.

ALSO, 100% NATURAL

[SHOW ME MORE!](#)

# MUST HAVE AT HOME

Our Perfect Ceviche Kit  
Is The Right Thing  
For Your Food.  
Trust Us.

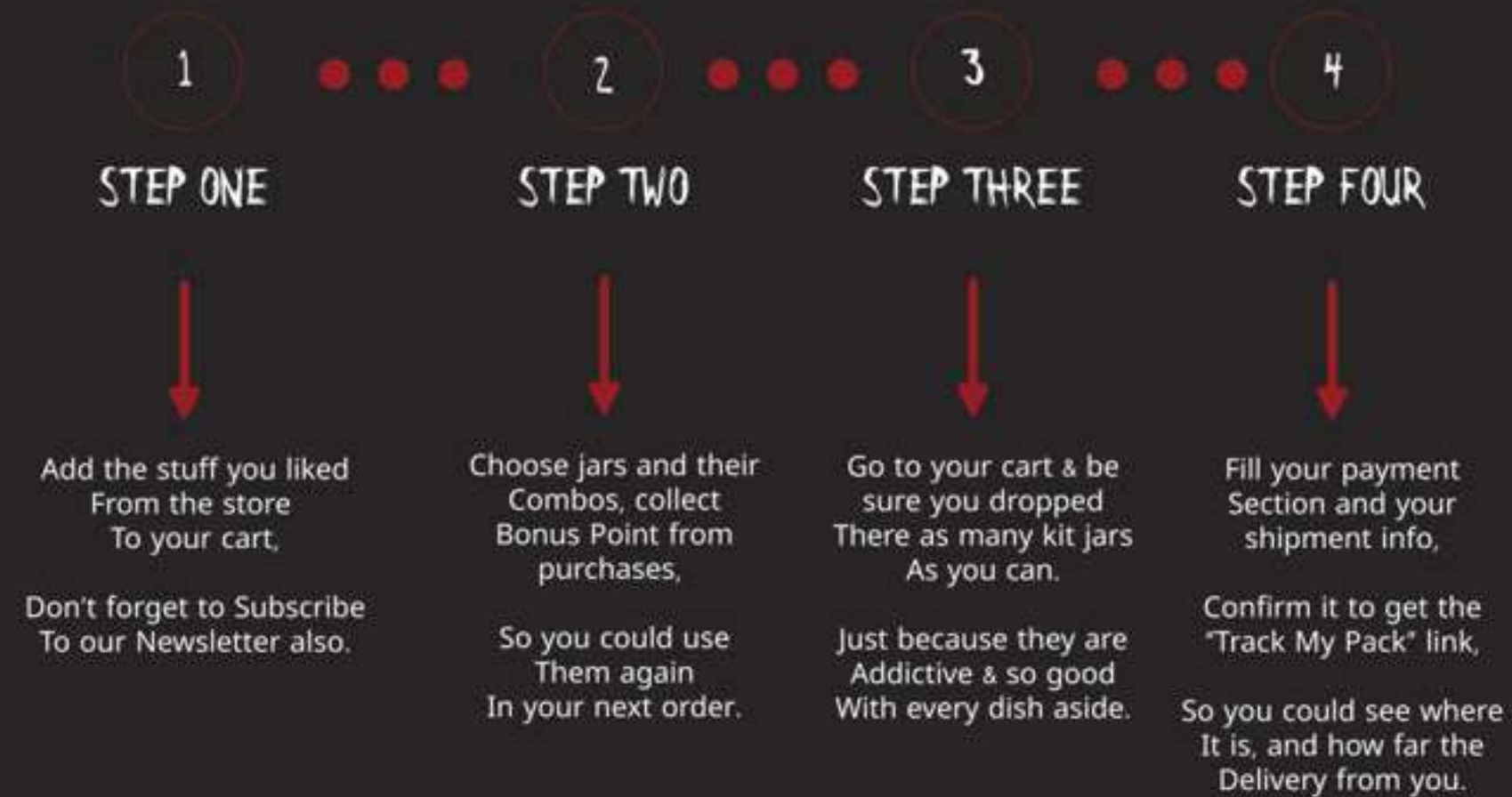
It's Completely Hand Made By  
Our Professional  
Head Chef  
By Roy Ben-Dror.

We Made The Perfect  
Combo Of The  
Brine Extract  
So You Can Enjoy It,  
Any Time Of The Day.

Also, It's Totally 100%  
Made From Local  
Organic and  
Natural Ingredients.



# CANT WAIT TO ORDER?



# NEW AT THE STORE

## SOY SAUCE

OUR NEW ADDICTIVE  
HOME MADE SOY SAUCE

"IT'S A SOY BOI"  
WITH SPECIAL FLAVOR TWIST.

Price: 32 Nis

ADD TO CART







## ALSO, 100% NATURAL

Ingredients: Vinegar, red pepper mixture (20%) (red pepper, alcohol, salt, vinegar), stabilizer  
Allergen information: may include nuts (almonds), peanuts, mustard, sesame.  
It is best to use before the date printed on the package  
Net weight: 100 grams  
Manufacturer: Home Canning Factory,  
Made by: Chef Roy Ben Dror  
Carmel Street 66 Tlv. Tel. 03-666-444  
Kosher for the New Year and Passover with the approval of the Rabbi of Israel.  
Keep in a cool and dry place.  
After opening, keep in the refrigerator  
It is recommended to consume within 5 days

## WITHOUT PRESERVATIVES




Nutritional labeling per 100 grams of filtered product:  
Energy (calories) 244  
Total fats (grams) 6.8  
Saturated fatty acid (gram) 0.6  
Trans fatty acid (gram) less than 0.5  
Cholesterol (mg) 0  
Sodium (mg) 7547  
Total carbohydrates (grams) 27.3 of content:  
Sugars (gram) 3.2  
0.75 teaspoons of sugar  
Dietary fiber (gram) 0.75





**TARTARIC BARBARIC**  
BRUTALLY TASTY

Always looking forward.



THANK YA'

[HOME](#)[ABOUT](#)[PRODUCTS](#)



# THE PERFECT BITE, RIGHT?!

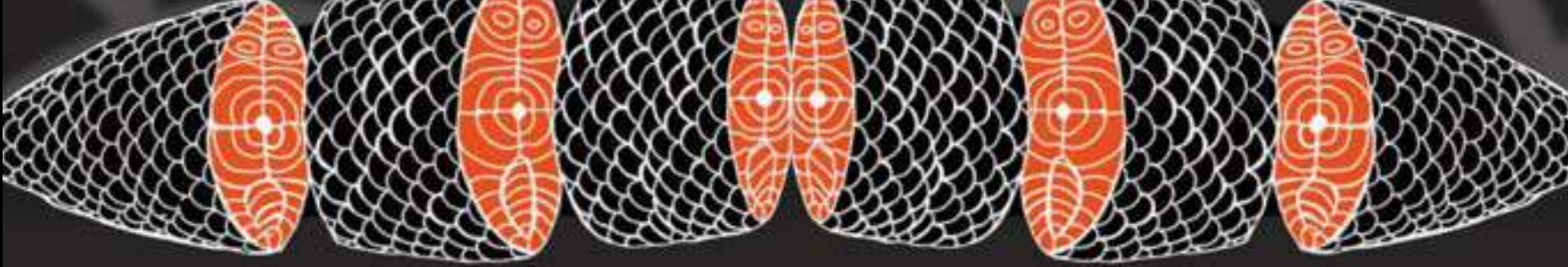
## MINI TARTARIC JARS

### TOTALLY 100% NATURAL

We want to give our customers Crisp, Crunchy & Delicious Pickled Vegetables and Sauces.  
Most of all, We want to expand people's Palates & prove that pickles don't Always come in a boring jar.










# SO.... WHATS INSIDE?

You Probably Wondering What's inside,  
WTF Is The Deal With The Pickles?  
Well. Let Us Explane.  
We promising that you never tasted like this before.  
our chef is an molecular expert, that made a special extracts  
for the Brienne.  
The Right Thing For Your Food. Laterally.



WE promising that you never tasted like this before.  
our chef is an molecular expert, that made a special extracts  
for the Brienne.  
The Right Thing For Your Food. Laterally.



Wanna stay uptadet for New Released Stuff?

example@gmail.com [Sign Me In!](#)



# FISH BITES IN LIGHT OIL



**WITHOUT PRESERVATIVES**

Nutritional labeling  
per 100 grams  
of filtered product:

- Energy (calories) 232
- Total fats (grams) 18.3
- Saturated fatty acid (grams) 2.2
- Trans fatty acid (grams) <0.5
- Total carbohydrates (gram) 70
- Sodium (mg) 1200
- Sugars (gram) 1
- Proteins (gram) 15.8

Ingredients: Salted salmon fillet ready to eat  
Ingredients: salmon fillet, salt, sugar.  
Net weight: 150 grams

Allergen information:  
Contains: ITS A GODDAMN FISH.  
Manufacturer: Home Canning Factory,  
Made by: Chef Roy Ben Dror  
Carmel Street 66 Tlv. Tel. 03-666-444

Must be kept at -18C  
Do not freeze again  
keep in a cool and dry place.  
After opening, keep in the refrigerator  
It is recommended to consume within 3 days

[ADD TO CART](#)

# PICKLED VEGGIES IN VINEGAR



**WITHOUT PRESERVATIVES**

Nutritional labeling per  
100 grams  
of filtered product:

- Energy (calories) 14
- Total fats (grams) 0
- Sodium (mg) 720
- Total carbohydrates (gram) 2.4
- of content
- Sugars (gram) 1.5
- 0.5 teaspoons of sugar
- Proteins (gram) 1.0

Ingredients: water 48%, cauliflower 22%,  
green tomatoes 16%, carrots 7%, hot pepper 5%,  
salt, dry garlic, dry parsley, dry dill, celery, acidity

Allergen information: Contains celery.  
Net weight: 950 grams  
Weight after filtering: 475 grams  
Manufacturer: Home Canning Factory  
Made by: Chef Roy Ben Dror  
Carmel Street 66 Tlv. Tel. 03-666-444

keep in a cool and dry place.  
After opening, keep in the refrigerator  
It is recommended to consume within 3 days  
after opening

[ADD TO CART](#)

# SAUCE FOR CEVICHE CEVICHE BRINE

WITHOUT PRESERVATIVES

Ingredients: water, salt, sugar, garlic(4%) peppercorns, juniper berries(5%), star anise, thyme, bay leaves, lemom & orange zest

Allergen information:  
Contains: Garlic, Citrus fruits and Nuts probably.  
Net weight: 950 grams  
Weight after filtering: 475 grams  
Manufacturer: Home Canning Factory,  
Made by: Chef Roy Ben Dror  
Carmel Street 66 Tlv. Tel. 03-666-444

keep in a cool and dry place.  
After opening, keep in the refrigerator  
It is recommended to consume within 3 days after opening



Nutritional labeling per 100 grams  
of filtered product:  
Energy (calories) 14  
Total fats (grams) 0  
Sodium (mg) 720  
Total carbohydrates (gram) 2.4 of content  
Sugars (gram) 1.5  
0.5 teaspoons of sugar  
Proteins (gram) 1.0






LECHE DE TIGRE  
SAUCE FOR CEVICHE

ADD TO CART

HOME ABOUT PRODUCTS



## MY CART

	<p><b>Product Description</b> FISH BITES IN LIGHT OIL</p>	<p><b>Amount</b> 1</p>	<p><b>Price</b> 15 Nis</p>
	<p><b>Product Description</b> PICKLED VEGGIES IN VINIGAR</p>	<p><b>Amount</b> 1</p>	<p><b>Price</b> 15 Nis</p>
	<p><b>Product Description</b> ITS A SOY BOI SOY SAUCE</p>	<p><b>Amount</b> 2</p>	<p><b>Price</b> 62 Nis</p>

Total Price: 92 Nis  
Discount: 10%

Next Step



# PAYMENT INFO

### Order Summery

1 Jar	15 Nis
<hr/>	
1 Jar	15 Nis
<hr/>	
1 Kit of jars	40 Nis
<hr/>	
Have a discount code?	
<input type="text" value="DISCOUNT"/>	
<hr/>	
Total Price:	
Discount:	
Shipping:	

Order Placed today will be shipped in 48 Hours.

### Order Contact

Your Full Name	<input type="text" value="Sofia Sevruk"/>
Phone Number	<input type="text" value="0547088492"/>
E-mail Address	<input type="text" value="SofiaSevruk@gmail.com"/>
Shipping Address	<input type="text" value="Dr. Cohen 16/07"/>
Choose your country	<input type="text" value="Israel"/>
State/Province/Region	<input type="text"/>
City	<input type="text" value="Ramat Gan"/>
Zip/Postal code	<input type="text" value="5342345"/>
Street Address	<input type="text" value="Dr. Cohen"/>

### Secure Checkout

Card Holder Name	<input type="text" value="Sofia Sevruk"/>
Email Address	<input type="text" value="SofiaSevruk@gmail.com"/>
Card Number	<input type="text" value="43241 124234 45365263"/>
Expiration Date	<input type="text" value="MM"/> <input type="text" value="YYYY"/>
CVV	<input type="text" value="# # #"/>

 your current info is encrypted  
By placing this order you agree to the [Terms and Conditions](#).

# THANK YOU!



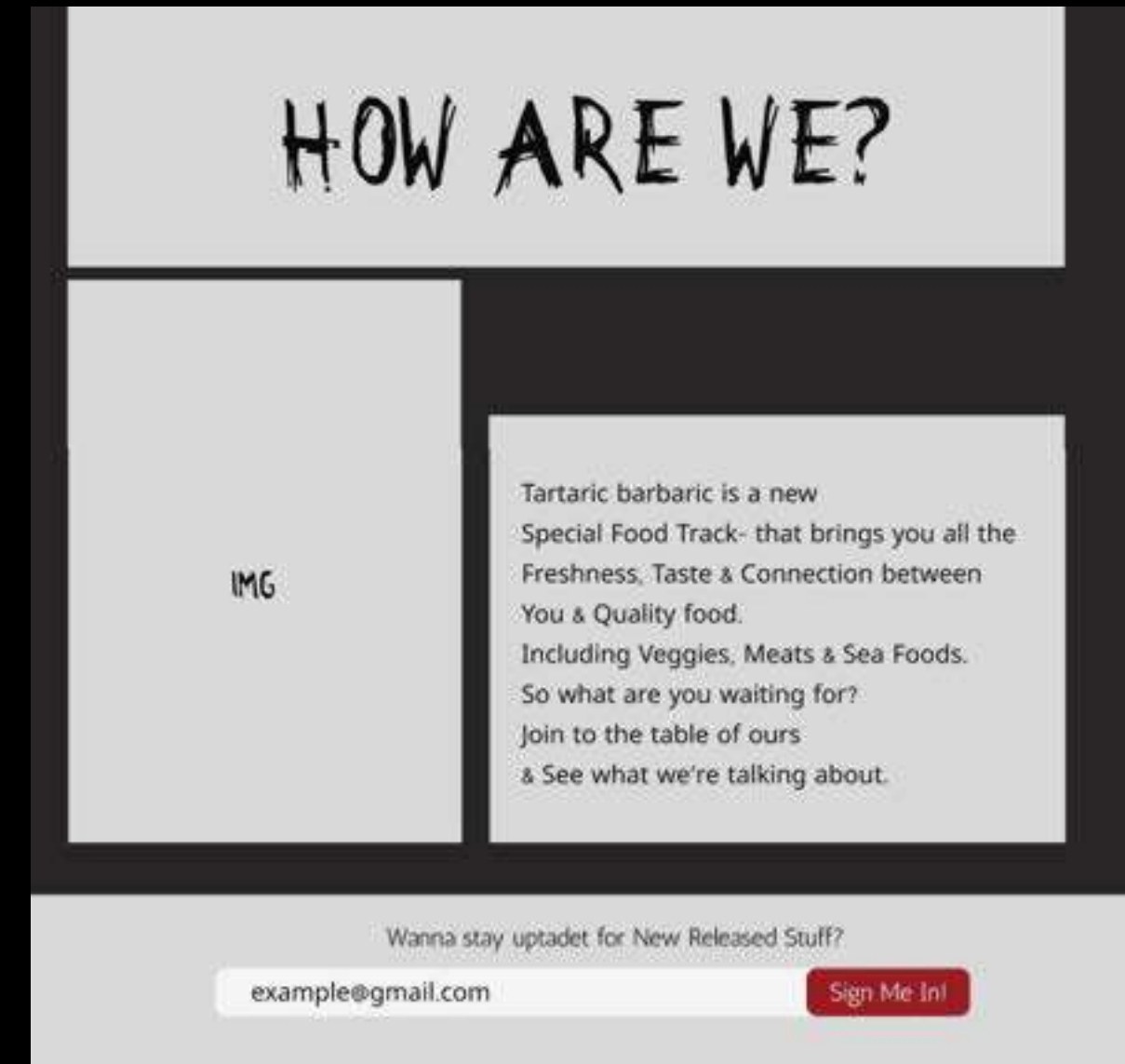
BACK TO HOME PAGE



VIEW MY ORDER



TRACK MY PACKAGE





# ABOUT THE KIT

IMG

## OUR NEW BRUTAL KITS WILL MAKE YOUR MEAL BETTER

OUR produces are completely fresh,  
organic produce from local farmers  
In Israel.

Even our spices are fresh &  
Completely Home Made.

Just because pickling is a preservation process doesn't  
mean you can use Dried-up thyme or week-old  
Asparagus that's already  
a little spongy.

# MUST HAVE AT HOME

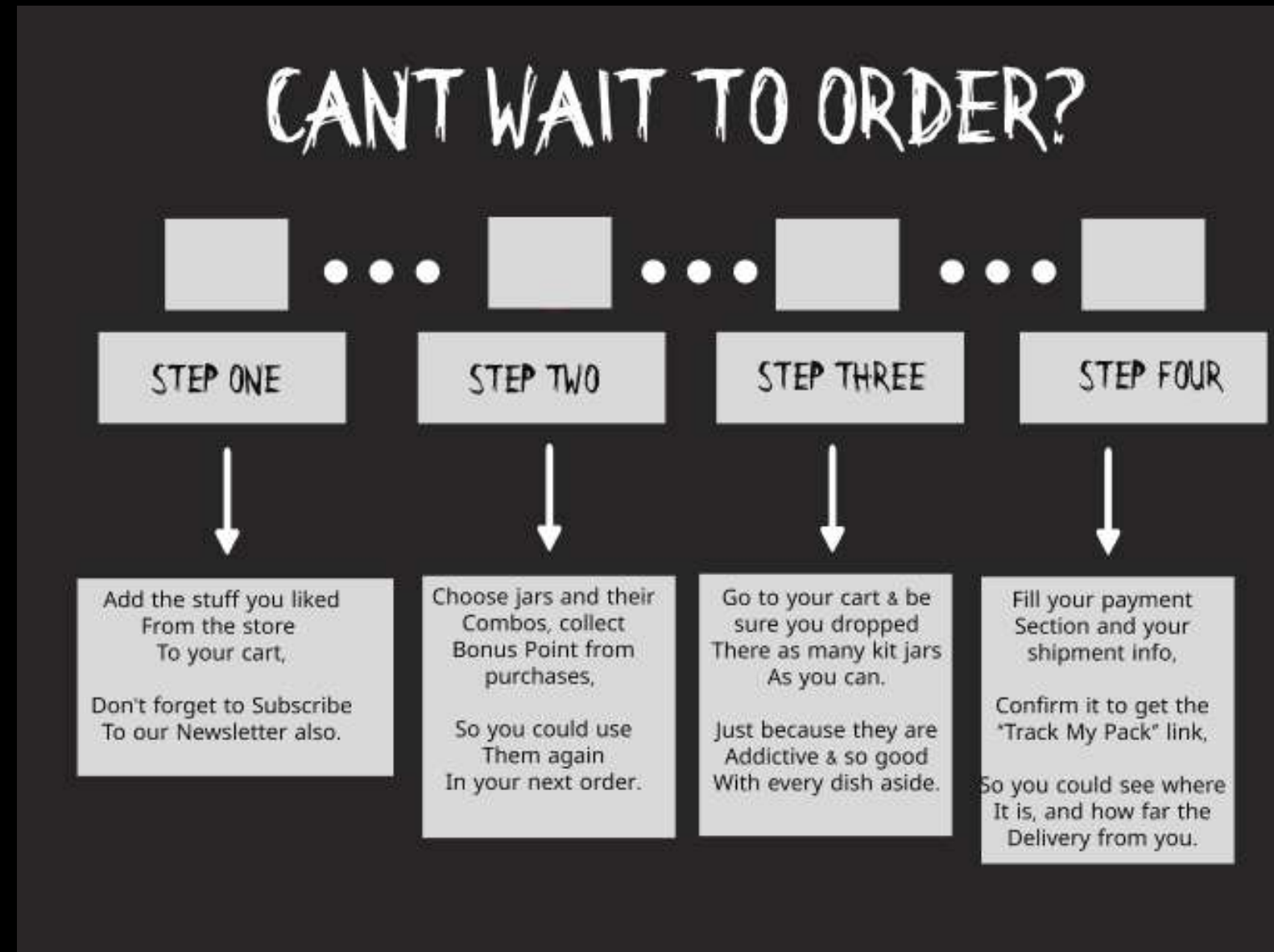
Our Perfect Ceviche Kit  
Is The Right Thing  
For Your Food.  
Trust Us.

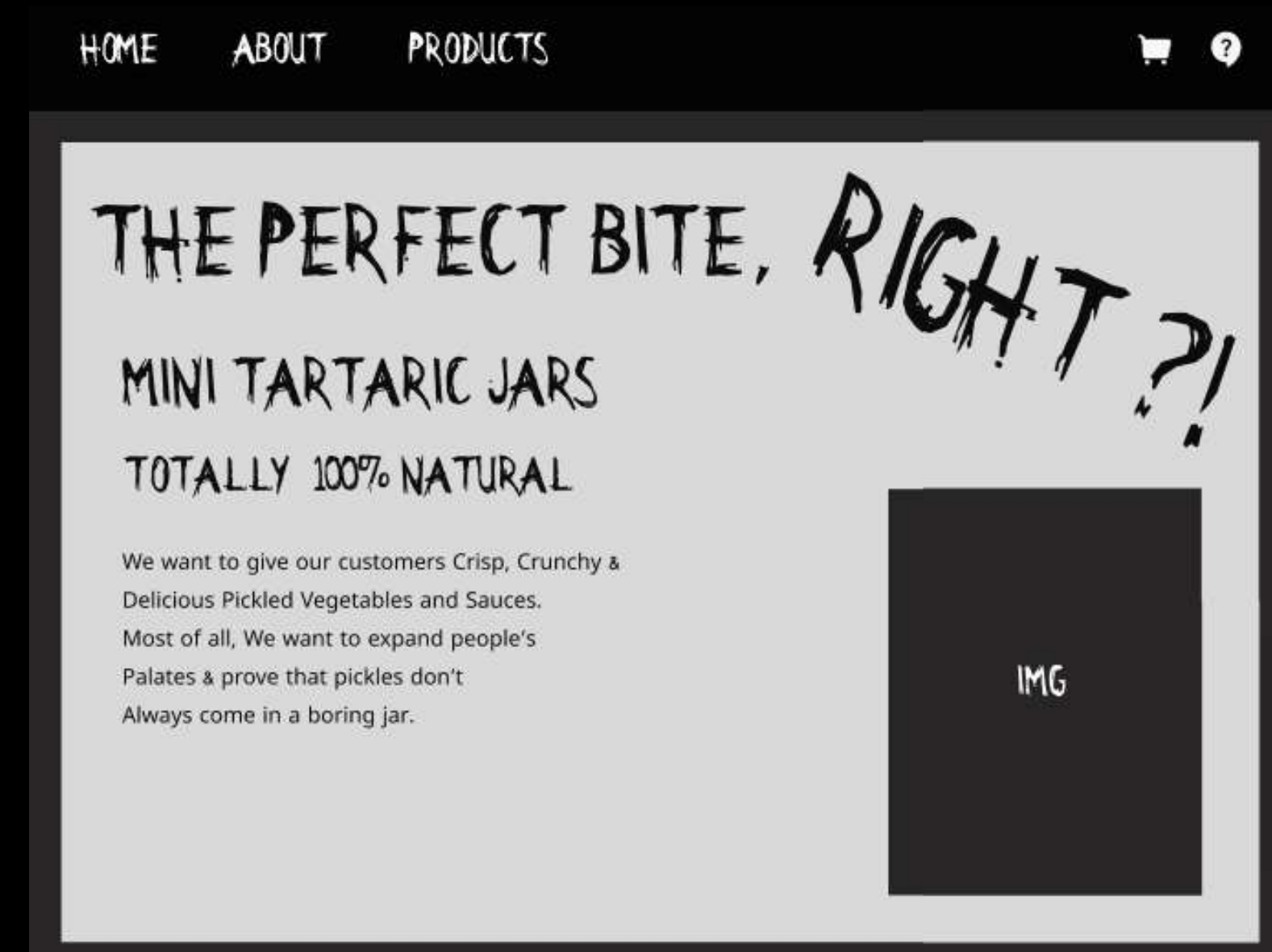
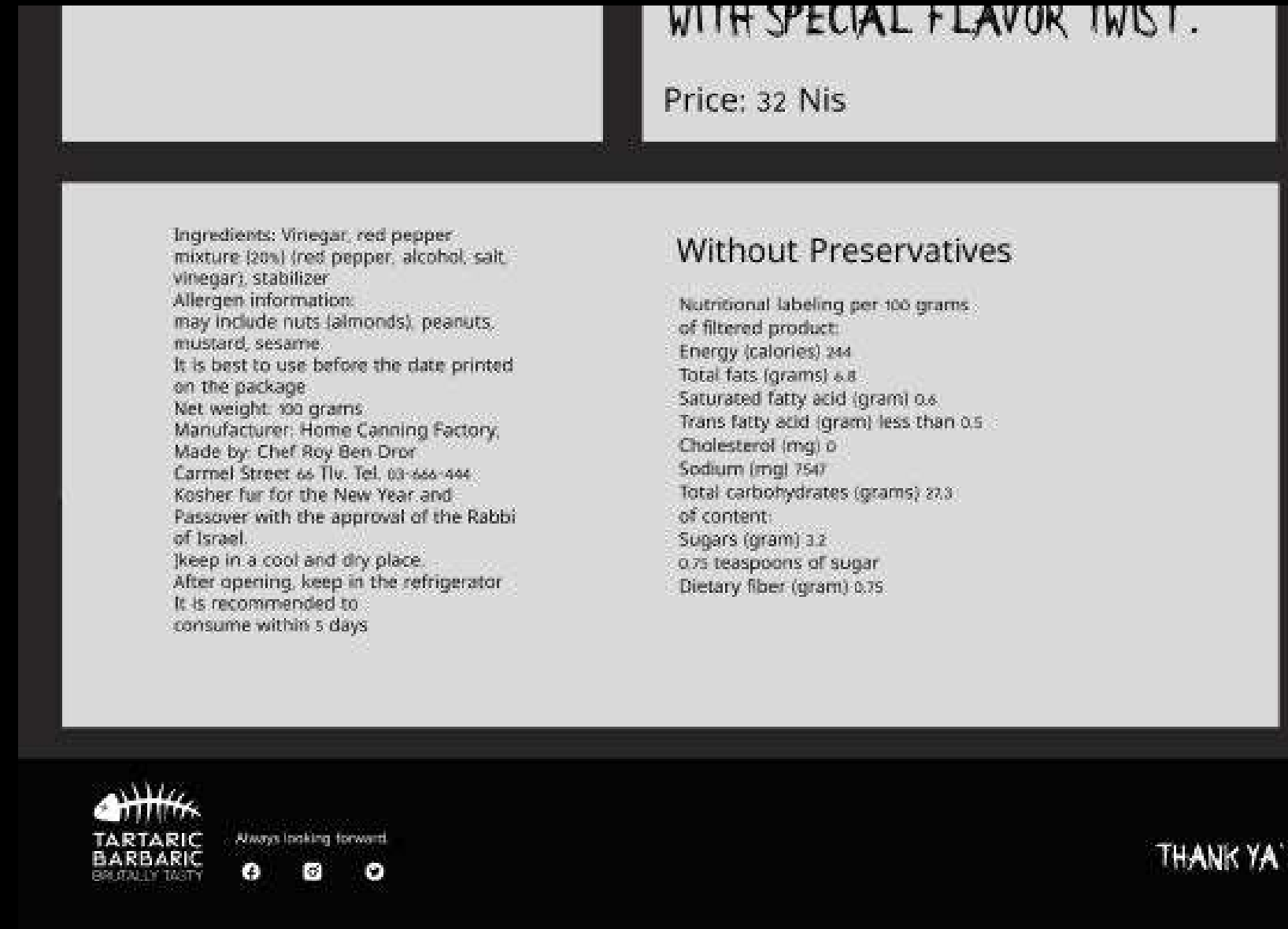
It's Completely Hand Made By  
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By Roy Ben-Dror.

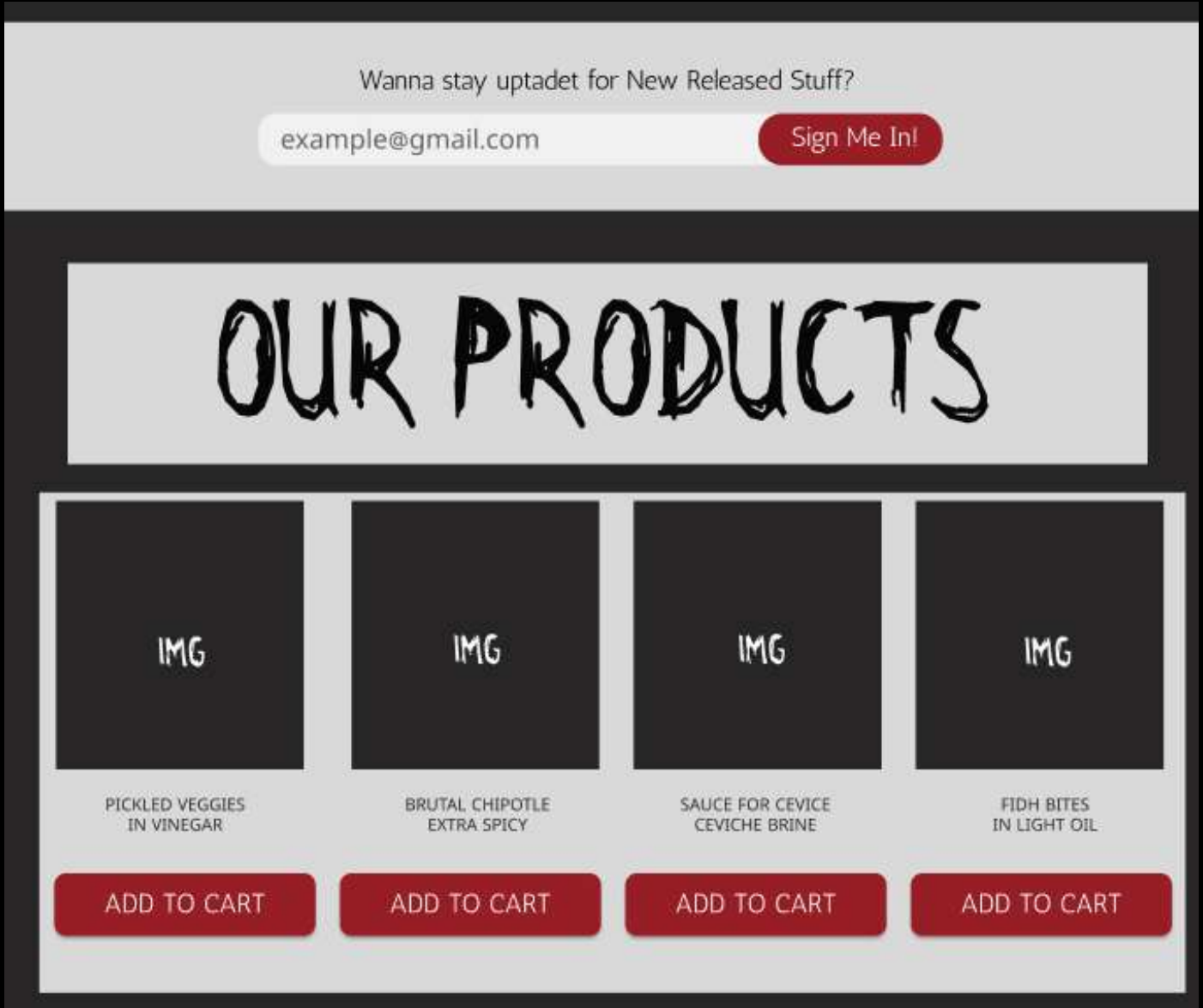
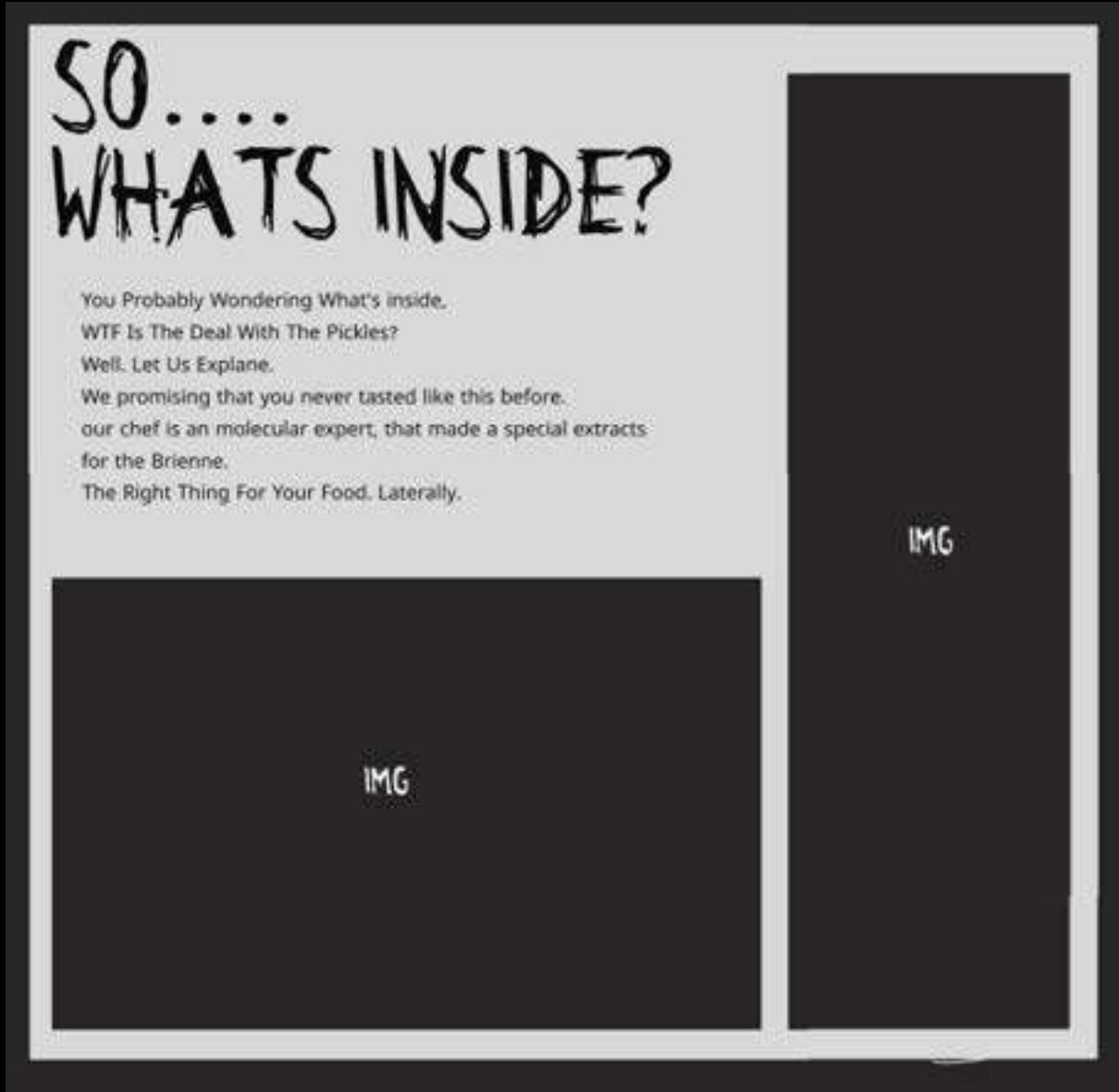
IMG

We Made The Perfect  
Combo Of The  
Brine Extract  
So You Can Enjoy It.  
Any Time Of The Day.

Also, It's Totally 100%  
Made From Local  
Organic and  
Natural Ingredients.









# PRODUCT INFO

## FISH BITES IN LIGHT OIL



Nutritional labeling  
per 100 grams  
of filtered product:  
Energy (calories) 232  
Total fats (grams) 58.3  
Saturated fatty acid (grams) 2.2  
Trans fatty acid (grams) 10.5  
Total carbohydrates (gram) 70  
Sodium (mg) 1200  
Sugars (gram) 1  
Proteins (gram) 15.8

Ingredients: Salted salmon filet ready to eat  
Ingredients: salmon filet, salt, sugar.  
Net weight: 150 grams

Allergen information:  
Contains: ITS A GODDAMN FISH.  
Manufacturer: Home Canning Factory.  
Made by: Chef Roy Ben Dror  
Carmel Street 66 Tlv. Tel. 03-666-444

Must be kept at -18C  
Do not freeze again  
keep in a cool and dry place.  
After opening, keep in the refrigerator  
It is recommended to consume within 3 days

ADD TO CART

# BRUTAL CHIPOTLE EXTRA SPICY

Without Preservatives

Ingredients: Vinegar, red pepper mixture (20%) (red pepper, alcohol, salt, vinegar), stabilizer  
Allergen information:  
may include nuts (almonds), peanuts, mustard, sesame.

It is best to use before the date printed on the package

Net weight: 100 grams  
Manufacturer: Home Canning Factory,  
Made by: Chef Roy Ben Dror  
Carmel Street 66 Tlv. Tel. 03-666-444  
Kosher for the New Year and Passover with the approval of the Rabbi of Israel.

Keep in a cool and dry place.  
After opening, keep in the refrigerator  
It is recommended to consume within 5 days

Nutritional labeling per 100 grams of filtered product:  
Energy (calories) 244  
Total fats (grams) 6.8  
Saturated fatty acid (gram) 0.6  
Trans fatty acid (gram) less than 0.5  
Cholesterol (mg) 0  
Sodium (mg) 7547  
Total carbohydrates (grams) 27.3 of content:  
Sugars (gram) 3.2  
0.75 teaspoons of sugar  
Dietary fiber (gram) 0.75



ADD TO CART

108

109



# PICKLED VEGGIES IN VINIGAR



Without Preservatives

Ingredients: water 48%, cauliflower 22%, green tomatoes 16%, carrots 7%, hot pepper 5%, salt, dry garlic, dry parsley, dry dill, celery, acidity

Allergen information: Contains celery.

Net weight: 950 grams

Weight after filtering: 475 grams

Manufacturer: Home Canning Factory

Made by: Chef Roy Ben Dror

Carmel Street 66 Tlv. Tel. 03-666-444

keep in a cool and dry place.  
After opening, keep in the refrigerator  
It is recommended to consume within 3 days after opening

Nutritional labeling per 100 grams of filtered product:

Energy (calories) 14

Total fats (grams) 0

Sodium (mg) 720

Total carbohydrates (gram) 2.4 of content

Sugars (gram) 1.5

0.5 teaspoons of sugar

Proteins (gram) 1.0

ADD TO CART

# SAUCE FOR CEVICHE CEVICHE BRINE

Without Preservatives

Ingredients: water, salt, sugar, garlic(4%), peppercorns, juniper berries(5%), star anise, thyme, bay leaves, lemom & orange zest

Allergen information: Contains: Garlic, Citrus fruits and Nuts probably.

Net weight: 950 grams

Weight after filtering: 475 grams

Manufacturer: Home Canning Factory

Made by: Chef Roy Ben Dror

Carmel Street 66 Tlv. Tel. 03-666-444

keep in a cool and dry place.  
After opening, keep in the refrigerator  
It is recommended to consume within 3 days after opening

Nutritional labeling per 100 grams of filtered product:

Energy (calories) 14

Total fats (grams) 0

Sodium (mg) 720

Total carbohydrates (gram) 2.4 of content

Sugars (gram) 1.5

0.5 teaspoons of sugar

Proteins (gram) 1.0

ADD TO CART







# DIGITAL CAMPAIGNS



**להכריב את הטרטר המושלם,  
בכל רגע, מקום וזמן שתרצו.**



TARTARIC  
BARBARIC  
BRUTALLY TASTY



מאת מתן שרון

**אוכל רחוב**

**אוכל רחוב**

**אוכל רחוב**

## מאת מתן שרון





אוכל רחוב

כאן, רק פה כל הפודיז נפגשים.  
בין פינות הצרות וסמתאות של שוק הכרמל.  
יאפ, ממש "בלב העיר"  
תוכלנו להרגיש את הלב שלכם גם מלמלא באושר.  
ואת הקיבה והמון. אבל המון. אוכל מדהים.

צולם ע"י Asaf Karela

מאת מתן שרון



אוכל רחוב

הטריות. הריח. הנראות. וואו.  
למה צריך גימיקים בכלל שיש בשר כזה?

לצד יין אדום? לא צריך יותר כלום.

צולם ע"י Asaf Karela

מאת מתן שרון



אוכל רחוב

סחרחורת: שוק הכרמל ואמנות האוכל שיש להם.  
תרבות האוכל. החיבור האנושי האמיתי.  
אמנות פרודוקטים הטריים, האנשים המשפחתיים.  
כשמדובר במקום הזה? אתם בגן עדן.

צולם ע"י Asaf Karela

מאת מתן שרון



צולם ע"י Asaf Karela

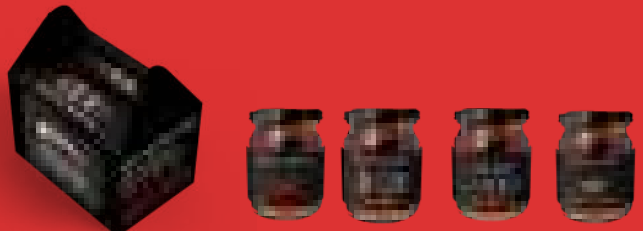


צולם ע"י Asaf Karela

פרסומת



הקיט המושלם, איתך לדרך.



YOUR CHANNEL  
1,665,666 subscribers

SUBSCRIBE 1.6M

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT



TESTS GIYOZA

500,000 views • 1 day ago

Testing our amazing and full of taste  
our fresh- homeMade pickled veggies  
with our traditional- and in a special way made-  
our Fievourfull giyoza Num.

Uploads PLAY ALL



New Burger Og  
500,000 views • 2 day ago



WE MADE A NEW KIT!  
500,000 views • 3 day ago



Try Our New Menu!  
500,000 views • 4 day ago

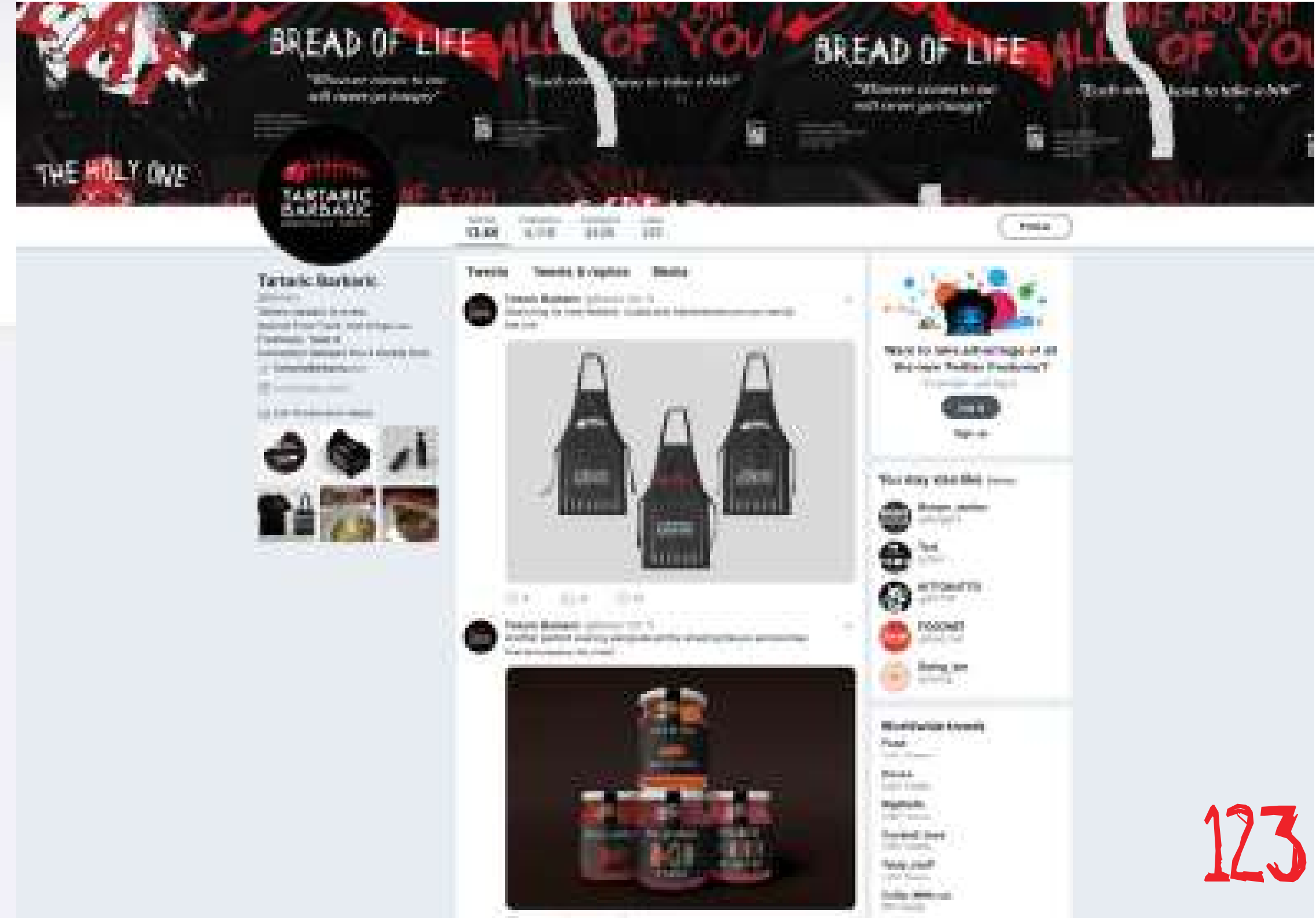
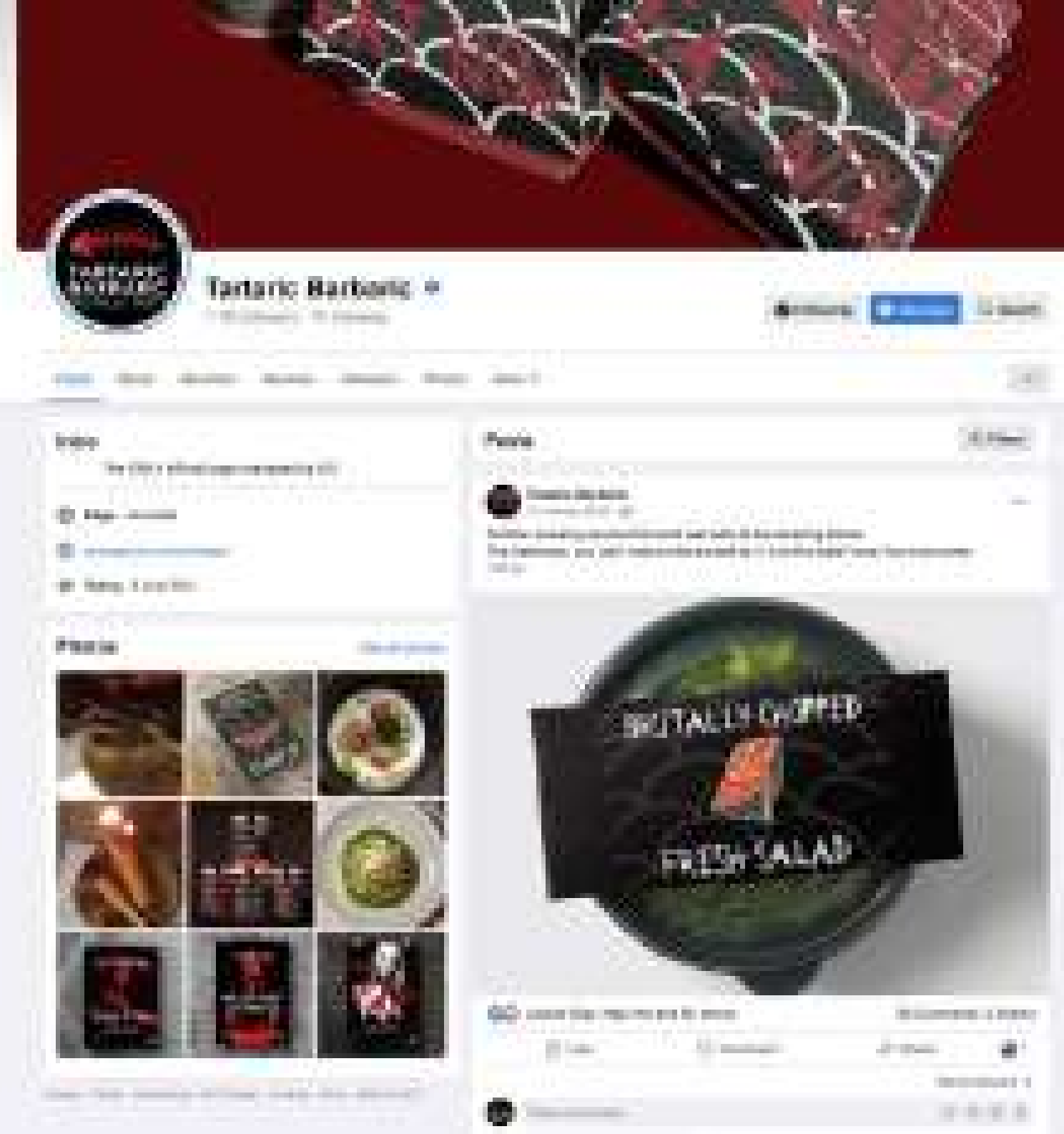


Uniqe Chef Uniform  
500,000 views • 5 day ago



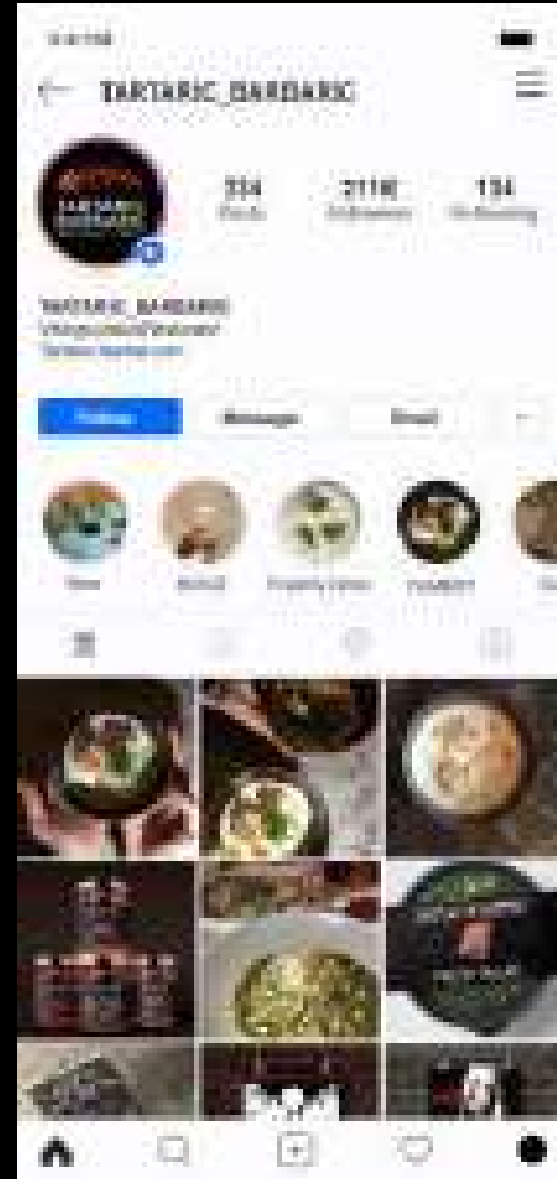
Order Easy Our New Kits  
500,000 views • 6 day ago

121

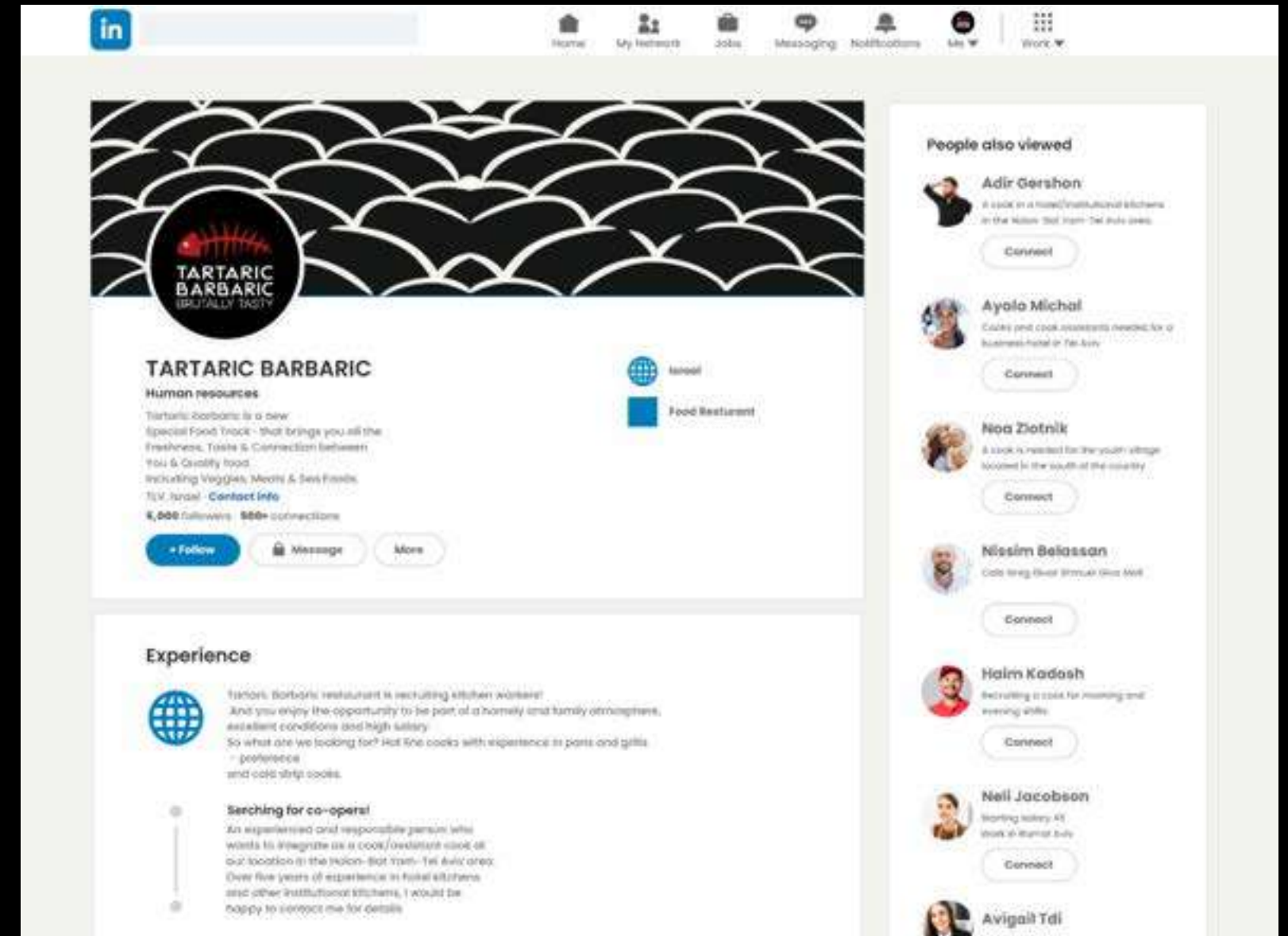




## DIGITAL CAMPAING

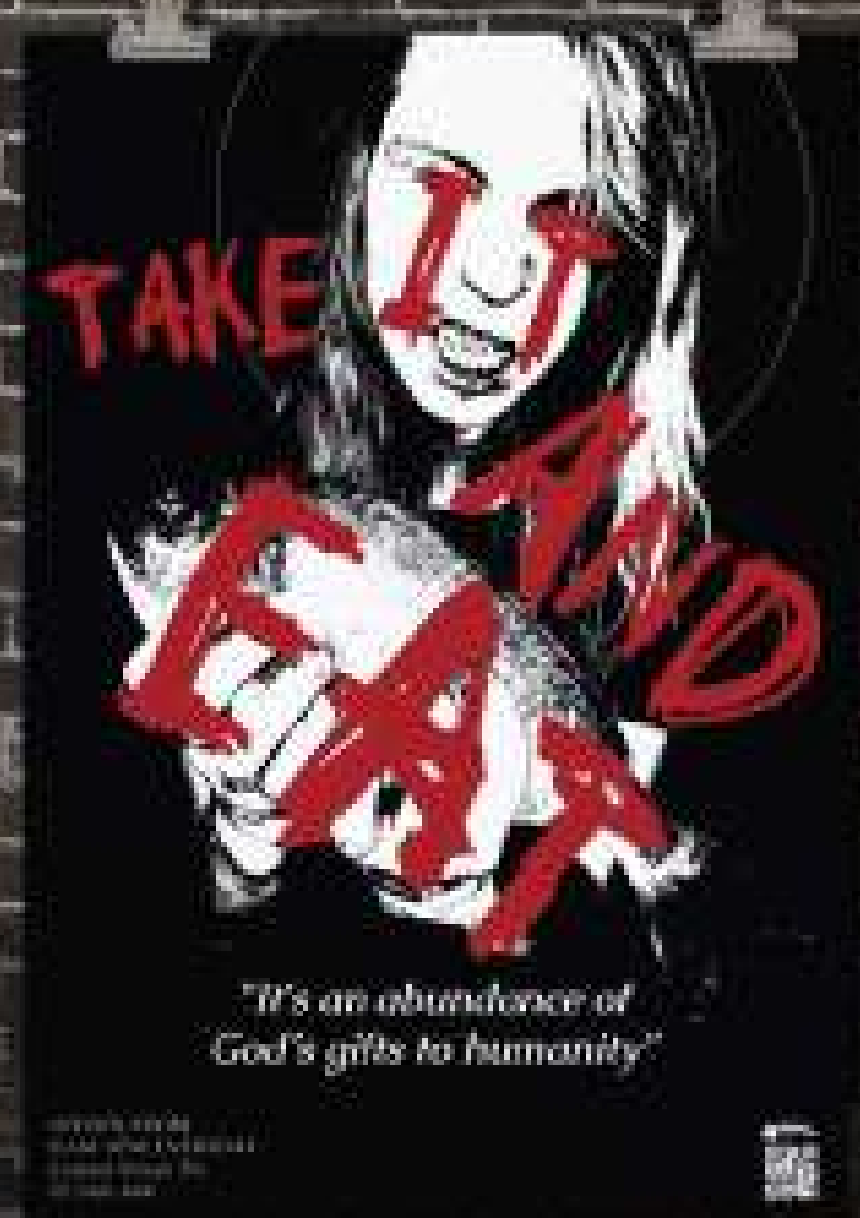


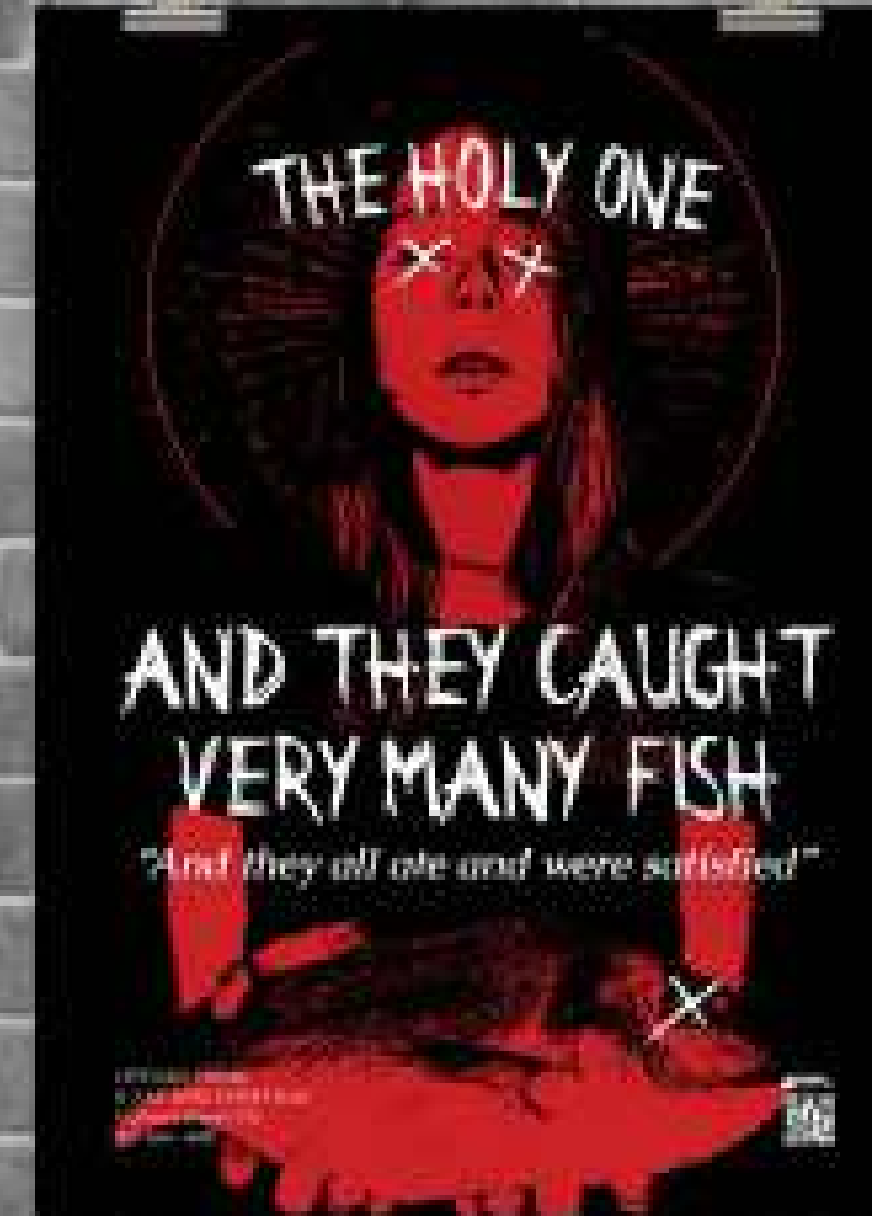
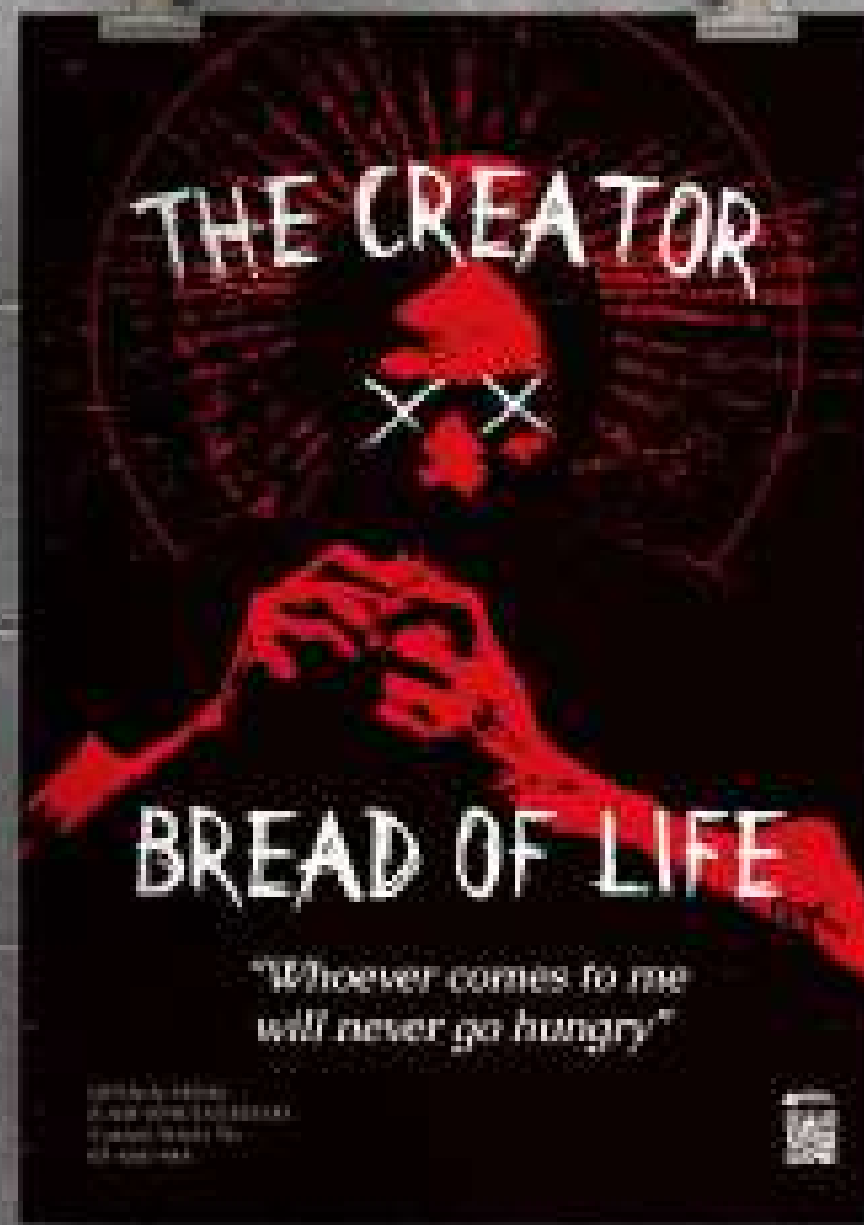
## DIGITAL CAMPAING



MOCKUPS











134



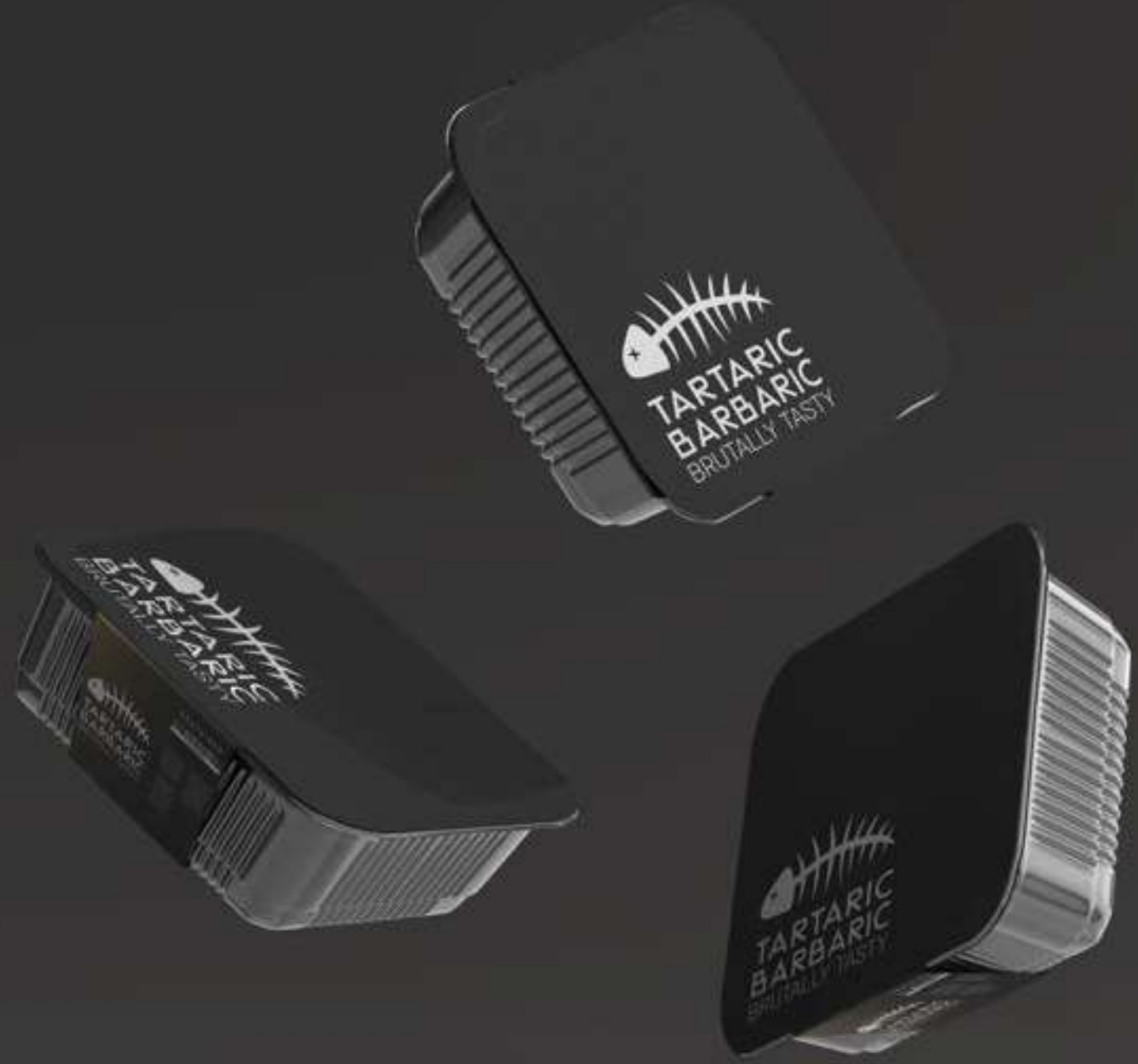
135















144



145





148



149

THANK YOU





WELL, THAT'S ABOUT IT.

WE'RE NOT ASKING FOR MUCH.  
JUST A LITTLE RESPECT  
FOR OUR LOGO.

THANK YA'