



MyJool is Hadiklaim's newest premium Medjool date brand. Naturally sweet with no added sugar, no preservatives and loads of nutrients, the deliciously MyJool date gives consumers that healthy natural energy boost that they need, whenever they need it. **One bite, and the magic begins!**

A Few Words About Us

We are Hadiklaim – Israel Date Growers' Cooperative. We export our 9 date varieties to 50 countries in 5 continents, and are the world's market leader in the Medjool date variety.

- \$140M annual sales
- 25K tons (all date varieties) marketed annually
- 20K tons of Medjool dates marketed annually (20% of global production)



We are certified by a wide range of food safety, agriculture and organic standards, including BRC, Global G.A.P & USDA-NOP. By pioneering the use of advanced standardization, we help shape the global industry's quality standards, while ensuring a uniform and delicious taste experience. We are pleased to provide our products to the world's leading wholesalers and retailers.

Sweet & Healthy Dates

The date is a fruit that grows on palm trees in dry desert climates. Once the dates dry naturally, they are hand-picked by farmers. Dates are unprocessed, contain no added sugar and are easy to consume. Due to their sweet flavor and soft texture, dates are the ultimate healthy substitutes to processed sweets and candy. Packed with antioxidants, minerals, vitamins and fibers, they are the ideal on-the-go snack.

**A PERFECT,
100% NATURALLY SWEET
ENERGY BOOST**



Meet the Medjool – the "Crown Jewel of Dates"

Size: 0.5 Oz-3.35 Oz (larger than other dates)
Taste & Texture: Juicy, soft & sweet
Shelf Life: 12-18 months (stored at -65°F)

The US Medjool date market is growing at an annual pace of +5-10%. As the healthy sweet snack category continues to expand in unprecedented volumes, our mission is to replace chocolate bars and sweets with our 100% natural, unprocessed Medjool dates.

MyJool – a Perfect Energy Booster

MyJool is a superfruit that gives you that pick-me-up in the middle of the day. Whether you're about to go for a run, on your way to the gym, at the office, or simply fancy something guilt-free and sweet – MyJool is there! A bite rich with energy, bringing you one step closer to a healthy and balanced lifestyle. It's a simple and available pleasure for both body and soul.

Target Audiences

In addition to traditional date consumers, the MyJool brand is a perfect everyday snack for teenagers & young adults, mothers & pregnant women, and health & sport enthusiasts.

Products

The MyJool brand comes in sleekly designed, easy to carry packages.

The Personal OTG package
Contains 3 dates (1.76 OZ)

The Family packages
Comes in three sizes
(7 OZ, 14.1 OZ, 21.16 OZ)

The Super Fresh Medjool
(Bonbon) package (14.1 OZ)

**MyJool's new packages are
100% recyclable.**



**NO SUGAR
added**

**Hadiklaim -
Israel Date Growers' Cooperative**

Rosh HaAyin. Israel
+972-3-638-9550

E-mail: hadiklaim@hadiklaim.co.il
www.hadiklaim.com

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