



Your Fresh Lifestyle

A Passion for Food, A Love for Service

Courtesy of  **JALA GROUP**
WHERE ENTERPRISE MEETS COMMUNITY



There, you can choose between the Zuwadeh menu, the Melt menu, and sample cakes and desserts from the Pastiche counter. In Ramallah, the choice is either Zuwadeh or Melt, the happening hamburgeria in town. Wherever you go, your expectations will be met.

There is more. Social responsibility is growing among some of the young entrepreneurs who are emerging on the local scene, and Jala Group, the mother company, fits this description. It employs a cohort of young graduates, food experts, marketers, creatives, accountants, and chefs, and the company policy is to provide them with continued training that helps them preserve the company ethos: "Our people are professional and efficient, and continuously work to preserve the values that we have adopted, from integrity to connectedness, opportunity, respect, and excellence." According to Dallal, their success does not rely simply on focusing on growth and expansion, but by being attentive to people and giving back to the community. "Who would have thought that people from this part of the world and this culture would replace their local ritual of drinking their morning coffee and eating their breakfast at home?" he adds.

As part of the group's growth and expansion plan, the Old City of Ramallah will soon witness the opening of Zuwadeh and Melt. It is through such endeavors that Palestinians thrive and truly resist, and Zuwadeh is among the many projects that have managed to triumph "in spite of."

Every trip to Bethlehem deserves a stop at Zuwadeh, for a cappuccino, a mankusheh, or a full-blown meal. On the main drag that leads to Beit Jala, time has become binary – before Zuwadeh and after Zuwadeh, which, according to Shukri Dallal, the founder and CEO, aims "to change people's lifestyle." A one-of-a-kind food and hospitality space, Zuwadeh is much more than a café, shop, and restaurant. It's the in place where locals, out-of-towners, expats, and tourists rub shoulders over the most scrumptious breakfast spread that Beit Jala can offer, Palestinian-style, or a pasta dish worthy of the upscale restaurants of Milan.

Zuwadeh is the realization of one man's dream and the brainchild of Jala Group, an umbrella for three companies whose work extends from the provision of food and hospitality to food distribution and retail. Lately, they have integrated into their operation Jala National, a factory for frozen, chilled, and canned food commodities. Next time you visit a Zuwadeh outlet or a supermarket, look for Almira products.

When the Beit Jala hot spot is crowded, you can go to the branch in Beit Sahour – more laid-back, with a big, well-outfitted terrace for all seasons.