

CousCous Maison

— SINCE 1969 —



THE STORY OF COUSCOUS MAISON

According to family legend, Phillipe, the smallest member of the Chriqui family recently immigrated to Israel from North Africa, missed his favorite dish and asked for couscous. When Phillipe's father, David, tried to buy some, he discovered there was none to be had. Then and there, David Chriqui decided to make his own, establishing Israel's first factory producing ready-made couscous for quick and easy home preparation.

The first factory opened in Jaffa, where semolina was hand-rolled into tiny couscous balls and sun-dried in North African tradition. Later, David developed machines for creating couscous, saving labor and enhancing hygiene and quality, while making sure to maintain the product's original flavor and authenticity. This has remained the company's driving motivating right up to the present day.

Today Couscous Maison is an advanced facility employing the latest food technologies. Every stage in the manufacturing process – from sifting and rolling the semolina, through cooking and drying, to final packaging – is completely automated keeping the product untouched by human hands. Painstakingly preserving quality and authenticity, all manufacturing lines meet the strictest international standards (GMP, HACCP, ISO 22000), while the range of products and customized packaging meets every customer need.



THE ORIGINS & DELIGHTS OF COUSCOUS

A treasure carefully packaged by nature

Encased in the very heart of wheat is a kernel of pure nutrition and goodness. When coarsely ground into semolina, it becomes the basic ingredient of couscous. Originating from the wheat's inner seed containing all the richness and protein of wheat germ, semolina and couscous are wheat's finest products.

A taste of home and family

A traditional North African dish, couscous is the taste of home and family. Typically served on Sabbath Eve and holidays, it is the first dish to inaugurate a new home and the centerpiece of celebrations symbolizing good luck, blessings and abundance.

A culinary adventure

Highly versatile, couscous soaks up the flavors around it offering the perfect accompaniment to the spices, aromas and colors of any dish or style of cuisine. Quick and easy to prepare, and served with lots of rich gravy as a bed for cooked vegetables, meat and beans, couscous is a favorite with diners of all ages.

Couscous Maison - Tailor made, as you like it

Couscous Maison offers a range of couscous products, from Large Grain to Regular, and Whole Wheat to Fine. Marketed in a variety of packagings, it is available in boxes of 340g or 450g, or in packets of 350g, 1kg, and 10kg – or in any other packaging option required per customer request.



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