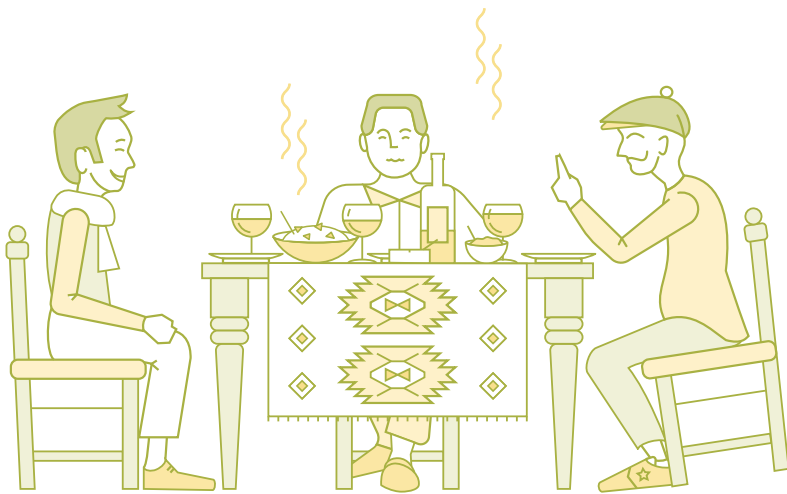




# HOW IT ALL BEGAN!



*The quest for the best Homemade Traditional Recipe started with "Ajvar", but soon the family expanded by including other magical and unique flavors from the Balkan cuisine...*

**N**ot long ago, somewhere in the southern Balkans, there were three friends named Petar, Kalin and Boban, all comfortably sitting in an old, traditional and well know restaurant in Skopje. In front of these three big gourmands was a rich dining table on which you could find absolutely everything that a hungry eye could wish for: salads, appetizers, paper pastes, cheeses, few kinds of meet, Rakia and wine. Completely mesmerized by the different types of pepper spreads such as ajvar, lutenica, pindzur, dried and chopped peppers, etc., they weren't aware that precisely these most delicious meals will be the reason for their loud discussion which followed. All of a sudden, Petar's statement disturbed the calm and homely atmosphere in the restaurant: "The ajvar is ingenious, I swear. Only my mother's is better than this one!" Whether he said it intentionally or was provoked by the hot pepper, we do not know, but the dice was cast!

The next one to speak up was Boban who, with a full mouth, claimed that

his mother added a special spice in the Ajvar and that hers was the most delicious one in the world. Not to be left out, Kalin tried to convince his friends that the secret to any successful Ajvar is not in the spice but in the love that his mother gave while preparing it.

This being said and without any specific conclusion, the three gourmands decided to take a trip around Macedonia to look for and find the best mother's homemade Ajvar. To personally discover how the secret recipe of this wonderful traditional delicacy is made.

From city to city, from village to village, from household to household, after many, many kilometers and a lot of tasted Avjars, the three friends finally found the right

Mother, the right recipe they could all agree on. Well, the rest is history. Now, MAMA'S represents a fusion of seductive flavors, layered with many years of tradition and a touch of love. Our mission is to please the refined tastes of all great food lovers around the world.

Wish you pleasant moments with MAMA'S delicatessen products!



I'VE BEEN KEEPING  
THESE RECIPES FOR  
DECADES. NOW I'M  
SHARING THEM WITH  
ALL OF YOU. ENJOY  
THE GREAT TASTE!

-

*Mama Maria*



**MAMA'S**  
TRADITIONALLY PREPARED  
*Baby dill*  
**GHERKIN**  
Recipe of *mama & Nada*

**MAMA'S**  
HOME STYLE MALIZZANO  
THE RECIPE OF *mama & Elena*  
PAPRIKA RELISH  
Roasted pepper from Stribunica,  
roasted eggplant from Valandovo,  
sunflower oil and sea salt.

**MAMA'S**  
HOME STYLE AJVAR  
THE RECIPE OF *mama & Maria*  
PAPRIKA RELISH  
Roasted pepper from Stribunica,  
roasted eggplant from Valandovo,  
sunflower oil and sea salt.

**MAMA'S** **HOT**  
HOME STYLE AJVAR  
THE RECIPE OF *mama & Maria*  
PAPRIKA RELISH  
Roasted pepper from Stribunica,  
roasted eggplant from Valandovo,  
sunflower oil, sea salt and  
hot pepper.  
NET 550g

Nutrition Information	
per 100g	
Energy	162
Fat	12.4
Saturated	1.8
Carbohydrate	1.9
Fiber	1.5
Protein	0.9

**MAMA'S**  
HOME STYLE AJVAR  
THE RECIPE OF *mama & Maria*  
PAPRIKA RELISH  
Roasted pepper from Stribunica,  
roasted eggplant from Valandovo,  
sunflower oil and sea salt.  
NET 550g

**MAMA'S** **HOT**  
HOME STYLE AJVAR  
THE RECIPE OF *mama & Maria*  
PAPRIKA RELISH  
Roasted pepper from Stribunica,  
roasted eggplant from Valandovo,  
sunflower oil, sea salt and  
hot pepper.  
NET 270g

**MAMA'S**  
HOME STYLE MALIZZANO  
THE RECIPE OF *mama & Elena*  
PAPRIKA RELISH  
Roasted pepper from Stribunica,  
roasted eggplant from Valandovo,  
sunflower oil and sea salt.





**MAMA'S**  
HOT  
STYLE MALIZZANO  
RECIPE BY *Mama & Elena*  
DELICIOUS  
pepper from Strumica,  
onions from Valandovo,  
sea salt and  
lots of love  
NET 270g

**MAMA'S**  
THE RECIPE OF *Mama Sofka*  
**KIWI DELIGHT**  
REFRESHING  
INGREDIENTS: Kiwi from Strumica, sugar, vanilla and lots of love  
NET 270g

**MAMA'S**  
THE RECIPE OF *Mama & Stojan*  
**WILD FIGS WITH WALNUTS**  
DELIGHT  
INGREDIENTS: Wild Figs from Strumica, walnuts, sugar and lots of love  
NET 270g

**MAMA'S**  
FIRE HOT  
STYLE AJVAR  
RECIPE BY *Mama & Maria*  
DELICIOUS  
roasted pepper from Strumica,  
roasted eggplant from Valandovo,  
sunflower oil, sea salt  
and lots of hot fefferoni...  
NET 270g

**MAMA'S**  
THE RECIPE OF *Mama & Katrina*  
**HOME STYLE LJUTENICA**  
NET 550g  
Roasted pepper from Strumica,  
tomato, sunflower oil, sea  
salt and hot fefferoni...

**MAMA'S**  
HOMESTYLE:  
**Baked Beans**  
TAVCHE GRAVCHJE  
RECIPE BY *Mama Milica*  
NET 560g

# THE ESSENTIALS

Traditional Recipes  
Premium Quality,  
Authentic Taste!

MAMA'S – Homemade Traditional Recipes, is a collection of high quality, all natural, great tasting PREMIUM products with authentic and widely acceptable tastes made according to traditional recipes from the best housewives in Macedonia.

100% Natural  
Ingredients  
100% local origin

In order to maintain the exceptional flavor, we use only the BEST carefully selected seasonal ingredients, harvested at the peak of their freshness. 100% local origin from the sunniest regions.

No additives,  
No preservatives,  
No artificial colors.  
Gluten free.  
Vegetarian friendly!

We've developed a unique production process which enables for all the fresh ingredients to be processed straight from the fields, within 12 hours. All of this without adding any artificial colors, additives, preservatives, thickeners or starch. This allows us to keep the taste rich and vivid.



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BRUSCHETTAS WITH CHERRY  
TOMATOES AND MAMA'S MALIZZANO  
ARE THE NEW BREAD AND CHEESE. .

—  
*This is where tradition meets modern cuisine!*

# THE PRODUCTION PROCESS



**05.00 - 10.00**

Collecting the peppers  
from the fields.



**10:00 – 10:30**

Constant distribution to  
the production plant.



**10:30 – 11:00**

Coring the peppers  
and eggplants.



**11:00- 11:30**

Roasting the peppers  
and eggplants.



**11:30 – 12:00**

Semi hand peeling.



**12:00 – 12:15**

Automatic milling.



**12:15 – 14:00**

Cooking the milled  
peppers and eggplants  
in mega pans.



**14:00 – 14:30**

Filling MAMA'S jars and  
dressing them up.



Let's spread the love!

**WE DO THIS ONLY ONCE A YEAR, BUT EVERY TIME YOU OPEN A  
MAMA'S JAR; IT FEELS LIKE THE AJVAR WAS MADE YESTERDAY!**



MAMA'S Bruchettas with cottage and fennel





# Ajvar

comes from the Turkish word "*hay-var*", which means "*salted roe, caviar*".



# MAMA'S PEPPER RELISHES

The elderly say that if there is anything that puts Macedonia on the map, it must be the vegetables and fruits that we grow. The uniqueness of the climate in the southern part of Macedonia allows us to produce such flavorful and bright peppers and tomatoes. There isn't a country in the world with so many original and different homemade pepper relish recipes. Traditionally, from late summer all the way to early autumn, every yard is enriched with a seductive aroma of roasted peppers reminding us that the season of Ajvar has started. For MAMA'S, we gather the best self-grown ingredients and we mix them in one unique flavor. Our pepper relish program offers 3 different flavors made from not more than 5 ingredients.



## MAMA'S Ajvar

According to the traditional recipe of

*mama Maria*

Ingredients: roasted pepper from Strumica, roasted eggplant from Valandovo, sunflower oil and sea salt. Weight : 550 g, 290 g, 200 g.  
mild, **hot**, **fire hot**



## MAMA'S Malizzano

According to the traditional recipe of

*mama & Elena*

Ingredients: roasted pepper from Strumica, roasted eggplant from Valandovo, sunflower oil and sea salt. Weight : 550 g, 290 g, 200 g.

mild, hot, fire hot



## MAMA'S Luteniza

According to the traditional recipe of

*mama & Katerina*

Ingredients: roasted pepper from Strumica, tomato, sunflower oil, sea salt and pepperoncini. Weight: 550 g, 290 g.





# HAND PEELING


*Try it on your own!*

One of the most difficult things of the production process is the Hand Peeling.

What you do is you carefully peel the skins of the peppers ensuring not to leave any trace or dark spots.

To get the real impression and feeling of this hard and detailed production step, try it on your own.

Please do it carefully and precisely, because MAMA'S ajvar accepts only high quality peeled peppers.







◀ **PEEL THE PEPPER**  
*Scratch the black fields!*



# INSPIRED BY TRADITION, CREATED FOR YOUR SENSES



STAMP

MAMA'S PEPPER RELISHES ARE MADE ACCORDING TO A TRADITIONAL AND COMPOUND PRODUCTION PROCESS THAT HAPPENS ONLY ONCE A YEAR, FROM AUGUST TO OCTOBER, DURING A SEASON WHEN THE FRESH INGREDIENTS ARE PICKED FROM THE FIELDS. THAT'S WHY ALL THE PEPPER RELISHES COME IN

## LIMITED QUANTITIES



## LABELS

With handwritten elements.  
The labels are customized and designed according to the country's language.

## COVER

Inspired by the traditional way of preserving the Ajvar at home (wrapped in newspaper).

## JAR NECK

Recipe booklet.

## JAR

Special MAMA'S jar.







MAMA'S Tavche Gravche (baked beans)



# TRADITIONAL CLASSICS

– READY TO EAT –



## Home style Baked Beans “Tavche Gravche”

According to the traditional recipe of

*Mama Milica*

Tavhe gravche “beans in a pot” is the most famous traditional Macedonian classic. The beans have a special meaning in our tradition. The form of the grains and their abundance is considered good fortune.

### THE PRODUCTION PROCESS:



We lay beans in the water over night.



We boil it with all the magical ingredients.



We bake the beans in a special pot.



Ready to eat experience, just heat 10-15 min!



MAMA'S pickled dip

# PICKLED



## Baby Gherkins

According to the traditional recipe of

*mama & Nada*

Premium quality and self grown products. Handpicked ingredients from MAMA'S garden blended with magical spices from our kitchen and brined with lots of love. We strictly use a controlled breeding process ensuring superior quality gherkins. This method allows high protection of the gherkins from all meteorological disasters and physical damage and so the risk of a plant disease is reduced to minimum.

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### THE PRODUCTION PROCESS:

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Wash the gherkins well and put them in a jar together with all the herbs and magical seeds. Make sure to use only the best and most fresh of them.



Brine: combine water, acetic acid, sugar and salt in a bowl and boil them. Pour the brine over the gherkins.



And remember my dear; do not use preservatives, additives or artificial colors.





MAMA'S Ice Cream topping



# MAMA'S DELIGHTS

If the beans in our tradition are considered as prosperity and fortune, then the delights are a sign of hospitality. Even today, in some parts in Macedonia, the housewife welcomes her guests with water and a teaspoon of homemade delight.



MAMA'S fig  
with walnuts delight

According to the  
traditional recipe of



Use it as a topping on your favorite French gourmet cheese and you'll get a melt -your- heart taste.

Ingredients: wild figs from Strumica, walnuts, sugar and lots of love.

Weight: 450 g



MAMA'S  
kiwi delight

According to the  
traditional recipe of



Dress up your favorite ice cream with one of these delights and witness an amazing taste.

Ingredients: kiwi from Strumica sugar, vanilla and lots of love.

Weight: 450 g