betabel.

Clean & simple ingredients

HUMMUS

- NATURAL | LONG SHELF LIFE | 6 FLAVORS -

THE TASTE OF
ARTISAN HUMMUS

We are a Uruguayan family company specializing in the production of hummus and plant-based foods, 100% natural and preservative-free.

Founded in 2016, we now lead the Uruguayan market with presence in all the country's major supermarket chains and over 3,000 points of sale. We currently export to Argentina and Paraguay, with a strategic focus on the Middle East market.

Our premium hummus is made exclusively with extra virgin olive oil, no refined seed oils, preservative-free, no shortcuts.

PRESENCE AND CERTIFICATIONS

- ✔ Almost 10 years of trajectory — Founded in 2016.
- ✔ Available in all major supermarket chains in Uruguay and over 3,000 points of sale with distributors.
- ✔ Gluten-Free (certified plant) · Kosher · Non GMO · Uruguay Natural · Halal
- ✔ Exporting to Argentina and Paraguay, with strategic focus on the Middle East market.

THE DIFFERENTIATOR THAT CHANGES THE BUSINESS

15 MONTHS SHELF LIFE

No cold chain.
No losses.

FOR THE DISTRIBUTOR

- ✔ Zero shrinkage — no short-term expirations
- ✔ No refrigerated shelf space required
- ✔ Simplified import logistics
- ✔ Higher-volume purchasing without risk
- ✔ Rotation without date pressure

FOR THE CONSUMER

- ✔ Stored in the pantry as a preserve
- ✔ Ideal for stocking up worry-free
- ✔ Tastes like fresh, no artificial preservatives
- ✔ Glass jar: optimal preservation
- ✔ Same flavor on day 1 as on day 300

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Shelf-stable plain hummus

RETAIL CHANNEL
180 g and 260 g sizes.
Glass jar.

FOOD SERVICE CHANNEL
800 g size.
Glass jar.

GLUTEN FREE

KOSHER

WITHOUT PRESERVATIVES

NON GMO

URUGUAY NATURAL

HALAL

- ✔ Produced in a certified gluten-free facility.
- ✔ "Uruguay Natural" country brand seal — LSQA.
- ✔ Production in San Carlos, Maldonado.
- ✔ Private label available.

6 FLAVORS

A complete line for every occasion.

HUMMUS **TRADITIONAL**	"The one that never fails" Everyday. Family-friendly. Breakfast.
HUMMUS **SMOKED PAPRIKA**	"For those who want more" For appetizers. Pairs well with all meats and salty snacks.
HUMMUS **FRESH GARLIC & LEMON JUICE**	"Fresh with just the right touch of garlic" Salads. Very good with chicken and fish.
HUMMUS **BLACK OLIVES**	"Mediterranean flavor intense yet delicious." A cheese board; pairs very well with red meat.
HUMMUS **FINES HERBS & GARLIC**	"Fresh, with a slightly spicy flavor" Ideal for barbecues and snack platters.
HUMMUS **CHIMICHURRI**	"The most Uruguayan of them all" All kinds of meats, oven-roasted potatoes and sweet potatoes. Platters for sharing.

HUMMUS

TRADITIONAL

Classic hummus made the traditional way is ideal for all kinds of savory meals. We recommend it as a substitute for mayonnaise and cheese spreads. Its balanced flavor profile makes it a family favorite.

INGREDIENTS

Chickpeas, aquafaba (chickpea broth), tahini (sesame seeds), extra virgin olive oil, lemon juice, sea salt, apple vinegar, fresh garlic, black pepper. Acidifier: Citric acid (INS 330). **CONTAINS SESAME.**

NUTRITION FACTS

Serving size: 20g / 0.7 OZ (2 tbsp)			
	100 g	1 serving	VD*(%)
Energy Value (kcal = kj)	225 = 940	45 = 188	2%
Carbohydrates (g)	15.5	3.1	1%
Protein (g)	8	1.6	2%
Total Fat (g)	16.5	3.3	6%
Saturated Fat (g)	2.5	0.5	2%
Trans Fat (g)	0	0	-
Sugars (g)	3	0.6	0%
Added Sugars (g)	0	0	-
Dietary Fiber (g)	4.5	0.9	4%
Sodium (mg)	450	90	4%

* % Daily Value (DV) based on a diet of 2,000 kcal or 8,400 kJ a day. The daily values can be higher of lower depending on the energetic needs.

- ✔ **No artificial preservatives of any kind**
- ✔ **0 g trans fat | 0 g added sugars**
- ✔ **Source of plant-based protein | Healthy fats (extra virgin olive oil)**
- ✔ **Certified gluten free facility | Vegan friendly | Kosher | Halal**

HUMMUS

SMOKED PAPRIKA

Smoked chili hummus has a slightly spicy, smoky touch that elevates any snack spread. It is perfect as a sophisticated appetizer or paired with red wine and cheese slices.

INGREDIENTS

Chickpeas, aquafaba (chickpea broth), tahini (sesame seeds), extra virgin olive oil, lemon juice, sea salt, apple vinegar, fresh garlic, smoked paprika, black pepper. Acidifier: Citric acid (INS 330).
CONTAINS SESAME.

NUTRITION FACTS

Serving size: 20g / 0.7 OZ (2 tbsp)

	100 g	1 serving	VD*(%)
Energy Value (kcal = kj)	225 = 940	45 = 188	2%
Carbohydrates (g)	15.5	3.1	1%
Protein (g)	8	1.6	2%
Total Fat (g)	16.5	3.3	6%
Saturated Fat (g)	2.5	0.5	2%
Trans Fat (g)	0	0	-
Sugars (g)	3	0.6	0%
Added Sugars (g)	0	0	-
Dietary Fiber (g)	4.5	0.9	4%
Sodium (mg)	450	90	4%

* % Daily Value (DV) based on a diet of 2,000 kcal or 8,400 kJ a day. The daily values can be higher of lower depending on the energetic needs.

- ✔ **No artificial preservatives of any kind**
- ✔ **0 g trans fat | 0 g added sugars**
- ✔ **Source of plant-based protein | Healthy fats (extra virgin olive oil)**
- ✔ **Certified gluten free facility | Vegan friendly | Kosher | Halal**

HUMMUS

FRESH GARLIC & LEMON JUICE

A variation on the classic that highlights two key ingredients: fresh garlic and lemon. For those who enjoy a lemony flavor, it makes a delicious dressing for salads and roasted vegetables.

INGREDIENTS

Chickpeas, aquafaba (chickpea broth), tahini (sesame seeds), extra virgin olive oil, lemon juice, sea salt, apple vinegar, fresh garlic, black pepper. Acidifier: Citric acid (INS 330). **CONTAINS SESAME.**

NUTRITION FACTS

Serving size: 20g / 0.7 OZ (2 tbsp)

	100 g	1 serving	VD*(%)
Energy Value (kcal = kj)	220 = 930	44 = 186	2%
Carbohydrates (g)	16	3.2	1%
Protein (g)	7.5	1.5	2%
Total Fat (g)	16.5	3.3	6%
Saturated Fat (g)	2	0.4	2%
Trans Fat (g)	0	0	-
Sugars (g)	3	0.6	0%
Added Sugars (g)	0	0	-
Dietary Fiber (g)	4.5	0.9	4%
Sodium (mg)	450	90	4%

* % Daily Value (DV) based on a diet of 2,000 kcal or 8,400 kJ a day. The daily values can be higher of lower depending on the energetic needs.

- ✔ **No artificial preservatives of any kind**
- ✔ **0 g trans fat | 0 g added sugars**
- ✔ **Source of plant-based protein | Healthy fats (extra virgin olive oil)**
- ✔ **Certified gluten free facility | Vegan friendly | Kosher | Halal**

HUMMUS

BLACK OLIVES

A variation on the classic with a Mediterranean touch. Black olives add depth and a unique flavor. Ideal for pairing with cheese boards, glasses of red wine, and artisan bread.

INGREDIENTS

Chickpeas, aquafaba (chickpea broth), tahini (sesame seeds), black olives, extra virgin olive oil, lemon juice, sea salt, apple vinegar, fresh garlic, black pepper. Acidifier: Citric acid (INS 330). **CONTAINS SESAME.**

NUTRITION FACTS

Serving size: 20g / 0.7 OZ (2 tbsp)			
	100 g	1 serving	VD*(%)
Energy Value (kcal = kj)	225 = 940	45 = 188	2%
Carbohydrates (g)	15.5	3.1	1%
Protein (g)	7.5	1.5	2%
Total Fat (g)	15.5	3.1	5%
Saturated Fat (g)	2	0.4	2%
Trans Fat (g)	0	0	-
Sugars (g)	3	0.6	0%
Added Sugars (g)	0	0	-
Dietary Fiber (g)	4.5	0.9	4%
Sodium (mg)	440	88	4%

* % Daily Value (DV) based on a diet of 2,000 kcal or 8,400 kJ a day. The daily values can be higher of lower depending on the energetic needs.

- ✔ **No artificial preservatives of any kind**
- ✔ **0 g trans fat | 0 g added sugars**
- ✔ **Source of plant-based protein | Healthy fats (extra virgin olive oil)**
- ✔ **Certified gluten free facility | Vegan friendly | Kosher | Halal**

HUMMUS

FINES HERBS & GARLIC

Made with fines herbs and garlic, it is ideal for accompanying meats, especially minced meat. Its herbaceous freshness makes it the perfect companion for *barbecue*.

INGREDIENTS

Chickpeas, aquafaba (chickpea broth), tahini (sesame seeds), extra virgin olive oil, fresh garlic, parsley, lemon juice, sea salt, apple vinegar, black pepper. Acidifier: Citric acid (INS 330). CONTAINS SESAME.

NUTRITION FACTS

Serving size: 20g / 0.7 OZ (2 tbsp)

	100 g	1 serving	VD*(%)
Energy Value (kcal = kj)	220 = 930	44 = 186	2%
Carbohydrates (g)	16	3.2	1%
Protein (g)	7.5	1.5	2%
Total Fat (g)	16	3.2	6%
Saturated Fat (g)	2	0.4	2%
Trans Fat (g)	0	0	-
Sugars (g)	3	0.6	0%
Added Sugars (g)	0	0	-
Dietary Fiber (g)	4.5	0.9	4%
Sodium (mg)	445	89	4%

* % Daily Value (DV) based on a diet of 2,000 kcal or 8,400 kJ a day. The daily values can be higher of lower depending on the energetic needs.

- ✔ **No artificial preservatives of any kind**
- ✔ **0 g trans fat | 0 g added sugars**
- ✔ **Source of plant-based protein | Healthy fats (extra virgin olive oil)**
- ✔ **Certified gluten free facility | Vegan friendly | Kosher | Halal**

HUMMUS

CHIMICHURRI

Chimichurri hummus is our most distinctive variation. With parsley, hot chili, oregano, and onion, it combines the character of chimichurri with the smoothness of hummus. It is perfect for the *barbecue* and for winning over the Argentine market.

INGREDIENTS

Chickpeas, aquafaba (chickpea broth), tahini (sesame seeds), extra virgin olive oil, lemon juice, garlic, sea salt, apple cider vinegar, parsley, spicy pepper, oregano, onion, black pepper, and citric acid (INS 330). CONTAINS SESAME.

NUTRITION FACTS

Serving size: 20g / 0.7 OZ (2 tbsp)

	100 g	1 serving	VD*(%)
Energy Value (kcal = kj)	235 = 985	47 = 197	2%
Carbohydrates (g)	16	3.2	1%
Protein (g)	7.5	1.5	2%
Total Fat (g)	16	3.2	6%
Saturated Fat (g)	2	0.4	2%
Trans Fat (g)	0	0	-
Sugars (g)	3	0.6	0%
Added Sugars (g)	0	0	-
Dietary Fiber (g)	4.5	0.9	4%
Sodium (mg)	410	82	3%

* % Daily Value (DV) based on a diet of 2,000 kcal or 8,400 kJ a day. The daily values can be higher of lower depending on the energetic needs.

- ✔ **No artificial preservatives of any kind**
- ✔ **0 g trans fat | 0 g added sugars**
- ✔ **Source of plant-based protein | Healthy fats (extra virgin olive oil)**
- ✔ **Certified gluten free facility | Vegan friendly | Kosher | Halal**

COMMERCIAL PROPOSAL

LONG-SHELF-LIFE NATURAL HUMMUS

PRODUCT AND LOGISTICS DATA

Product	Betabel Natural Hummus – 180 g, 260 g and 800 g
Varieties	Traditional | Smoked paprika | Fresh garlic and lemon juice Black olives | Fines herbs & garlic | Chimichurri
Shelf Life	15 months without refrigeration (before opening).
Storage	Store at room temperature. No refrigeration required.
Barcode	EAN-13 barcode available for each variety.
Certifications	Gluten-Free (Certified Facility) | Kosher | Non-GMO Uruguay Natural LSQA | Halal
Private Label	Available for retailers and distributors.
Origin	Made in Uruguay – San Carlos, Maldonado.

WHY IS BETABEL A GREAT BUSINESS OPPORTUNITY?

Zero waste	A 15-month shelf life eliminates losses due to expired products.
No refrigeration required	No investment in refrigerated shelves or cold-chain logistics.
Certified product	Gluten-Free, Kosher, Halal and Non-GMO certified, opening opportunities in specialized markets.
Proven market demand	Available in all major supermarket chains across Uruguay since 2022.
Export experience	Successful export track record to Argentina with a proven import process.
Private label	Private label manufacturing available for retailers and distributors.
Unique flavors	Distinctive flavor range. Custom flavors can be developed upon request.

WE DON'T JUST SELL — WE SUPPORT YOUR SUCCESS

We provide everything needed to help customers discover and try Betabel products.
From in-store displays and product tastings to ongoing digital marketing support, we invest continuously to help ensure a successful partnership for everyone.

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