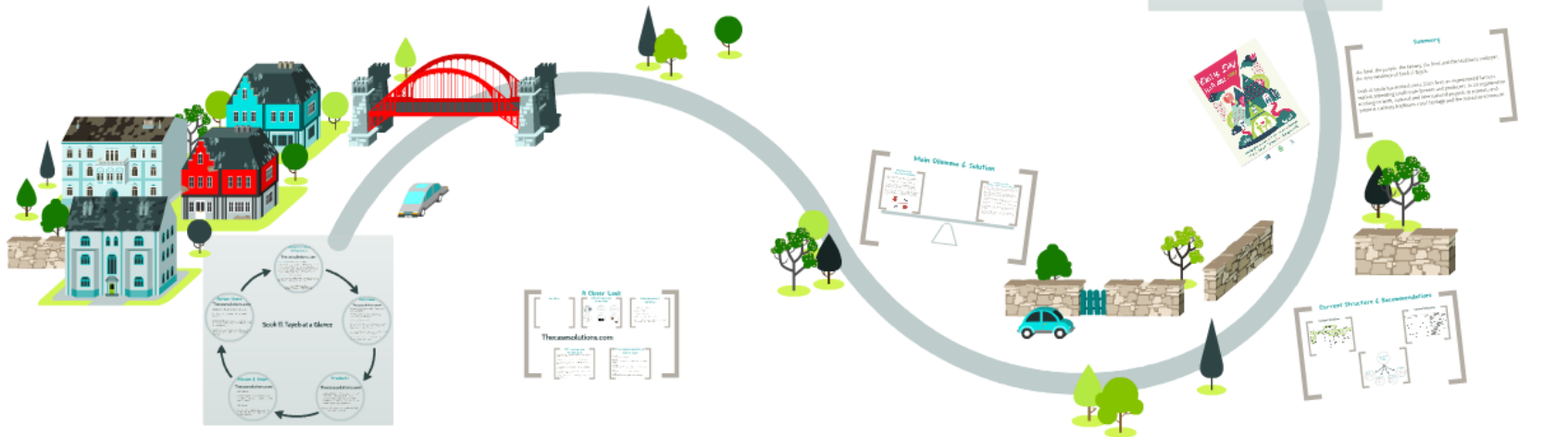


Souk El Tayeb: The Good Food Market in Lebanon

Outline

- 1- Souk El Tayeb (SET) at a Glance
- 2- A Closer Look
- 3- Main Dilemma & Solutions
- 4- Current Structure & Recommendations
- 5- Summary
- 6- Questions to Think About!

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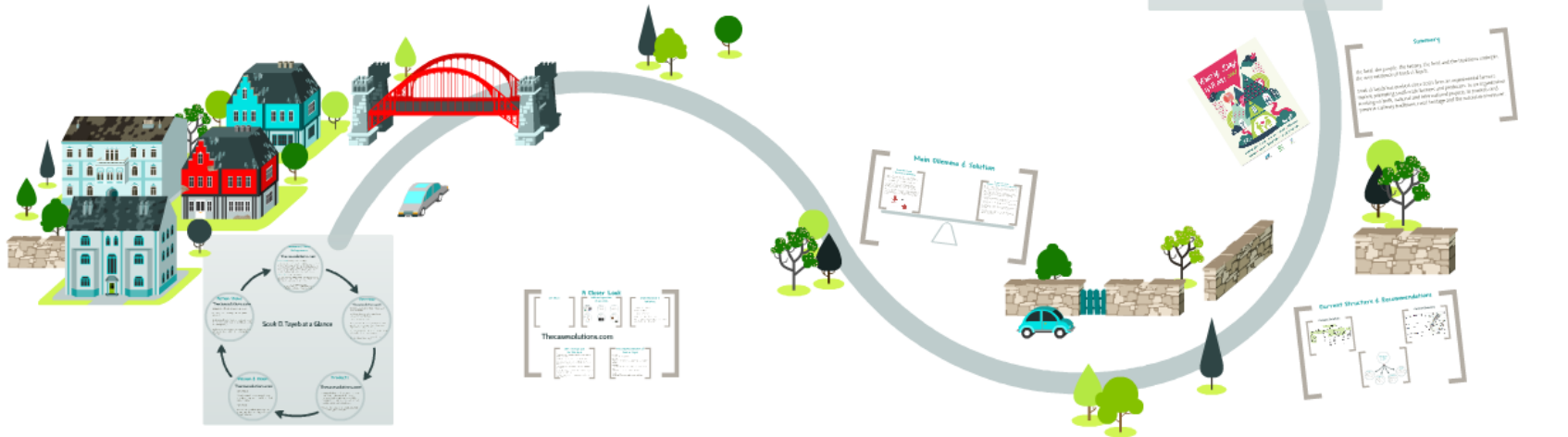


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Visionaries & Social Entrepreneurs

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Kamal Mouzawak: the visionary founder of Souk el Tayeb

As the son of a farmer and producer, food and agriculture have always been Kamal's passion. From a food and travel writer to a macrobiotic cooking teacher, to hosting a TV show about healthy living, Kamal has long been a proponent of good food and the values of family, friendship and hospitality that surround it. He created Souk el Tayeb in 2004 and has actively developed and built the institution. Kamal is in charge of the strategic development of the institution as well as its promotion.

Christine Codsí: Mouzawak's managing partner

After 10 years in business consultancy, Christine, now dedicates herself to actively managing and developing the Souk el Tayeb organization, bringing with her a strong business background and experience in social enterprises.

**The two complement each other:
Codsí provides business acumen while Mouzawak focuses
his entrepreneurial vision on new potential ventures.**

Overview

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- Tayeb holds several meanings in Arabic...Tayeb as good, tasty or goodhearted
- A weekly open-air farmers' market, promoting local small-scale farmers and producers
- Lebanon's first Farmer's Market
- Started in 2004 as a small one man business & successfully grew to become a vibrant organization working on many projects both nationally & internationally
- Held every Saturday from 9:00 am to 2:00 pm at Beirut Souks & at Saifi Village from 4:00 pm to 8:00 pm
- Held also every Thursday at Le Charcutier Aoun in Antelias from 10:00 am to 5:00 pm



Products

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- Every week the market hosts over 60 producers from all over Lebanon with different and numerous food products: fruits, vegetables, mouneh, Lebanese dishes, honey, olive and oil, pastries, saj, sweets, marzipan etc...
 - Traditional and special handmade crafts: kids' books, soap, glass, pottery etc...
- 



Mission & Vision

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SET's Mission

Fostering innovative, environmentally sound, socially responsive & economically viable food-related initiatives

SET's Vision

Celebrating food and traditions that unite communities while supporting small-scale farmers & producers



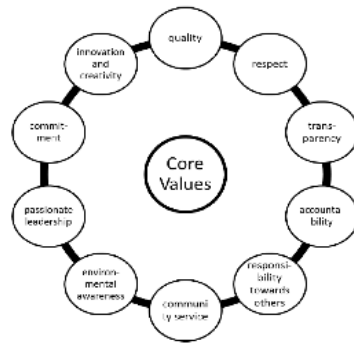
Action Items

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- Supporting small-scale farmers and producers
- Launching local community-level development initiatives
- Conducting advocacy, research and education about food traditions and heritage and on living an organic and healthy lifestyle
- Creating a platform & space that brings people from different regions and of various beliefs around a shared goal

A Closer Look

Core Values



Different expressions of one vision



Other Activities & Initiatives

- Organizing photography exhibitions
- Preparing Sunday lunches
- Organizing book signing events
- Selling Lebanese-designed kitchen equipment
- Dekenet Souk el Tayeb: a coop-shop selling farmers' and producers' products (products available in 3 boutiques)

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SET's strategic plan for 2010: Goals

1. Bridge ends between food producers & market by increasing presence in new markets and regions
2. Obtain social & economic recognition for small food producers
3. Contribute to the preservation of tradition through culinary events & the promotion of traditional recipes
4. Build citizenship among diverse communities through the promotion of respect & interaction
5. Impact the environment through the introduction of new campaigns & new environmentally-friendly practices
6. Develop a platform for diverse communities to gather to share a common vision & set of values

The organic evolution of Souk el Tayeb

- **May 2004**
Garden show with 10 local producers
- **June 2004**
Creation of the legal structure of Souk el Tayeb as an independent individual enterprise
- **Early 2009**
Codsí joined Mouzawak as a partner with financial and managerial expertise
- **2009**
Souk el Tayeb's vision and core value formally crystallized
- **November 2009**
The launching of 'Tawlet' as a for-profit extension of Souk el Tayeb