

Soom Foods Expands Product Line with Date Syrup

Philadelphia (November 13, 2018) - Leading tahini brand [Soom Foods](#) has announced an addition to their line of globally inspired pantry products: Soom Silan, an all-natural date syrup made from 100% steamed and pressed dates cultivated throughout Israel.

“After five years of talking tahini, we’ve decided to add silan to our product mix.” says Soom Foods Co-Founder and CEO Shelby Zitelman. “This date syrup is made from just one ingredient: dates! Much like tahini was five years ago, silan has been underutilized in American kitchens despite its versatility. We believe there is so much potential for it to become another essential pantry item. Not to mention, silan is a wonderful complement to tahini. Like peanut butter and jelly, they make a phenomenal pair. Soom Silan was a natural choice for what came next.”



Silan, which has been used in Middle Eastern and North African cooking for thousands of years, is the perfect addition to the modern kitchen. The syrup is silky, light, and smooth in texture; rich, complex, and naturally sweet in flavor. Like tahini, silan can be used in both sweet and savory dishes. It works well in sauces and drizzled on proteins and vegetables; as a sweetener in baked goods; as a topping for ice cream, yogurt, and smoothies; and can be mixed into cocktails, coffee, and tea.

This natural sweetener and nutrient-rich product has no added sugars, preservatives, or colors. It is a lower-sugar alternative to maple syrup, agave, molasses, and refined sugar and is nut-free, dairy-free, gluten-free, vegan, paleo, and kosher. Soom Silan contains essential vitamins, minerals and antioxidants including magnesium, potassium, manganese, copper, iron, and fiber.

Soom Silan can be ordered in single, 12.3 oz squeeze jars or in two-packs on the brand's [website](#) and [Amazon](#). Soom tahini and chocolate tahini jars, organic tahini, and tahini squeeze packs are also available for purchase.

About Soom Foods

Launched in 2013, Soom Foods is a sister-owned purveyor of globally inspired pantry staples. With the pillars of introducing nutritious, delicious and versatile food products made from superior, natural ingredients, Shelby, Jackie and Amy Zitelman believe food is integral in sustaining and enriching communities and inspiring delicious cuisine.

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