



HEALTH BENEFITS OF CAMEL MILK

- LOW CHOLESTEROL
- LOW SUGAR
- LOW CALORIE
- LACTOSE FREE
- HIGH IN VITAMIN C
- HAS A FEW OF THE COVETED VITAMIN B
- RICH IN MINERALS
- FREE FROM ARTIFICIAL GROWTH HORMONES

GO LOCAL

Made in Dubai, Nouq is the first ice cream made with whole camel milk, sourced right here in the UAE. Fred Kuzyk, Managing Director at Nouq, explains why this healthy alternative is a must in your kitchen.

Why is camel milk trending now?

People are embracing healthier foods, and they're questioning staple brands that they've relied on for so long. Given the concerns about industrial cow's milk, they are turning to camel's milk because it is clean: richer nutritional values, sustainable, and free from artificial hormones. It is already popular in the Middle East of course, and in Australia and Asia. Also, many people have lactose intolerance or allergies, and their doctors are turning them onto camel's milk now.

What flavours of camel milk ice cream does NOUQ supply?

The classics include Vanilla, Pistachio and Chocolate Chip. For Arabic flavours we have Baklava, Mint Tea, Arabic Mastic and Honey Saffron, one of the best-sellers. Kids really love the Mango and the Caramel Biscuit flavour. These aromas really take center stage in an ice cream made with less fat and less sugar to overwhelm the palate.

There's a lot of misconception surrounding the taste of camel milk. What's your thoughts on this?

People do not naturally associate the milk we drink daily with

camels we know little about, hence the apprehension. But guess what, they change their perception when trying our ice cream. They are surprised by the clean taste!

Camels eat dates and plants rich in salt, essential to their lifestyle, so you taste that hint of salt and minerals in the milk. After the pasteurisation process, you end up with a simple plain tasting milk that doesn't smell at all.

What feedback have you received from chefs using camel milk in their kitchens?

Chefs are always on the lookout for new products that will be crowd-pleasers. We're having a lot of success with 5 and 4 stars hotels and restaurants. What strikes them the most is the clean flavors and the lightness of the ice cream.

How is camel milk in line with UAE consumer expectations?

UAE consumers are turning away from global brands and looking to buy local and sustainable. They are also getting more health conscious and want clean ingredients. Camel milk answers their aspirations and is definitely here to stay in light of the global health and wellness trend.

"NOUQ USES LESS SUGAR THAN OTHER ICE CREAMS, AND CAMEL MILK CONTAINS LESS CALORIES AND CHOLESTEROL THAN COW'S MILK, WHILE BEING HIGHER IN VITAMINS AND MINERALS"



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