



# Janna's Choice

# What the Earth

# Loved

## *Huile de caractère*

Extra virgin olive oil, bottle and bulk format. Origin Tunisia, Hammamet region. Table olives of the same origin.

HAMMAMET • CAP BON • TUNISIA

PREPARED BY FLAWVERCE



01

# The choice that was never wrong.

A PROPOSED BRAND STORY, TO BE VALIDATED WITH YOU.

Local memory tells that Carthage, in its time, held the Mediterranean's trade routes like a kingdom holds its own: its ships left port loaded with olive oil, precious enough to be traded like currency. A people who knew how to produce it, recognize it, choose it, held in their hands a share of the known world's commerce.

Legend has it that Janna lived in those days. As a girl already, she wandered the kingdom in search of the truest fruit, not the prettiest, the truest. She could tell, by a glance or a touch, which olive had ripened exactly as it should, which one had taken its time on the branch.

What she chose sailed out on those ships, carrying the kingdom's name to its farthest ports, so villagers took to saying her name before picking, like a question they asked themselves: would Janna have chosen this one?

The banquet masters consulted her to know which plots to honor. The merchants sought her out before loading a cargo, so she could look once more at what was about to carry, far from home, the name of her land.

Janna's Choice wasn't born from a spec sheet. It was born from a gaze people kept coming back for, because it was trusted: the legitimacy of a daughter of the land, not a borrowed story.

*Huile de caractère.*

02

# One origin, one standard.

Extra virgin olive oil is the heart of the range, in bottle and in bulk format.

**CAP BON**

Olive groves of Cap Bon.

**750 ml Bottle**

Tinted glass, paper label. The format for the table and for retail.

**Metal Can**

Bulk format, for foodservice, specialty retail and resale.

**Table Olives**

Same origin.

OLIVE OIL · 750 ML BOTTLE

# Extra Virgin Olive Oil



Organic and Halal Food. Origin Tunisia, Hammamet region.

Hand-picked, pressed without delay.

Tinted glass, paper label. The table and retail format: specialty grocers, wine merchants, delicatessen shelves.

OLIVE OIL · BULK FORMAT

# Metal Can



Metal can, handle, wax-sealed closure.

Organic and Halal Food. The same oil as the bottle, the same origin.

The professional format: professional kitchens, hotels, foodservice. This is where volume and margin are made.

CONCEPT, NOT A PRODUCT

PAINTED CERAMIC · CHECHIA STOPPER

# Signature Vessel



A direction, not a decision: the vessel becomes the object, closer to a piece of craft than an industrial bottle.

Intended for luxury hotels and fine dining. An image role, not a volume one. Not available to order.

03

# What the land gives, we do not rush.

Hand-picked, pressed without delay, among the groves of the Hammamet region.

This is not a process we speed up: it is a fruit left to ripen, a press that is not hurried, so that what reaches the bottle keeps the taste of the first day.

Every reference in the range carries the same demand for a single origin and a controlled gesture, from harvest to packing.



## HARVEST

Hand-picked harvest in Tunisia.

### CERTIFICATION

Organic certified across the olive oil range.

### CERTIFICATION

Halal Food certified across the full range.

### ORIGIN

Hammamet region, Tunisia.  
Hand-picked harvest.



04

# A first tier, then we adjust.

Volumes, lead times and terms for a first tier are set case by case.



## The channels

The go-to-market strategy favors specialty grocers, wine merchants and concept stores, specialist organic retail, foodservice and luxury hospitality: the channels where a brand's origin and story matter as much as its price.

## Opening in 2026

Janna's Choice was built in Tunisia, where it is established today. The opening of international distribution is the subject of the collaboration currently being defined.



### WORKSHOP

Traditional milling.

Volumes, lead times and the terms of a first stage are set case by case, after a conversation about the target market and the format chosen.

05

# Let's talk distribution.

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Food certified.

The "Signature Vessel" page presents a creative packaging direction, not a  
product currently available to order.