

Cedar Baklawa brings authentic Lebanese baking to IFE 2026

Cedar Baklawa (Dad Ltd) will be exhibiting at IFE 2026 at Stand: N3477.

At IFE 2026, Cedar Baklawa will be showcasing a heritage-rich bakery brand that blends tradition, craftsmanship and carefully considered innovation. Established in 2000 as a specialist baklawa bakery in Park Royal, London, the business was founded by Abu Samir, whose baklawa-making roots stretch back to the 1960s. Built on a traditional Lebanese family recipe passed down through generations, Cedar Baklawa has grown steadily while remaining deeply connected to its origins.

Now led by the founder's son, Samir Chouman, the business operates from an expanded bakery facility in Luton, Bedfordshire, allowing Cedar Baklawa to meet growing demand while retaining the vital hand-



made elements that define the brand. Visitors to the stand will discover a range that celebrates authenticity while appealing to modern retail and foodservice audiences.

Central to the offering is Cedar's Lebanese-style baklawa, a lighter and less sweet alternative to the honey-heavy baklawa more commonly associated with Greek and Turkish traditions. Using layers of delicate filo pastry, clarified butter or ghee, generous nut fillings and a natural, lightly infused syrup, Cedar Baklawa delivers a refined product with a clean finish and distinctive texture. Cut into a variety of traditional shapes, it is equally suited to everyday indulgence with tea or coffee as it is to gifting and celebratory occasions.



The retail range will be on display in three pack formats designed for different usage occasions: a 200g pack ideal for year-round treating, a 360g option perfect for sharing or gifting, and a 750g format aimed at larger gatherings and seasonal moments. The recently launched Cedar Baklawa Chocolate 200g line will also feature at the show, offering a contemporary twist that has already proven popular with consumers and driven category growth.

Beyond retail, Cedar Baklawa will highlight its expanding foodservice capabilities, with quick-frozen



baklawa supplied in 2kg cartons for extended shelf life and operational flexibility. Available in pistachio, walnut and cashew varieties, the range is tailored to professional kitchens seeking premium quality with consistency and ease of use.

Cedar Baklawa are also currently developing a number of exciting new product ideas, inspired by the Middle East, of which the first to market will be a Mamoul product, which will be available to try on their stand at IFE.

Rounding out the stand will be Cedar Baklawa's premium cinnamon buns, developed to complement the core range and broaden appeal. Weighing up to 100g, they are suitable for both retail and foodservice environments, demonstrating the brand's ambition to reach new audiences while staying true to its baking heritage.

For more information, please see below:

T 01582 727666

info@cedarbaklawa.co.uk

<https://www.cedarbaklawa.co.uk>

