

COMPANY PROFILE

الأولى لصناعة الأغذية الخفيفة
AL OULA Snacks Co.



From Canada with love... and Caramell!

~Eng. Mazen Naoum



company profile

OUR STORY



It was back in 1997 that **TLC**® was introduced as a local product in Halifax, Canada. The range of crunchy **TLC**® products grabbed the attention of Al Oula Snacks Co. of Jordan, a family owned business, who purchased the franchise rights in 2003 and opened Jordan's first gourmet popcorn shop in Mecca Mall, Amman. **TLC**® was the first to introduce caramel popcorn in Jordan. A natural caramel that's sweet, salty, crunchy, and full of flavor. It was the quality of ingredients that contributed to the outstanding taste and made us stand out. Even those who had never tried sweet popcorn instantly fell in love with the taste.



1997



2003



2003: Welcome **TLC**®! Jordan's first ever gourmet popcorn shop in Mecca Mall- Amman.

TLC

company profile

OUR STORY

In 2006 Al Oula Snacks Co. acquired **TLC**® Canada. One year later, they started a production facility and began packaging and distributing their products locally. In 2008 we started producing ice cream and it was added to the menu at our new second outlet in Abdoun Circle. We developed our own specialty sugar mixes, popcorn oil, butter salt, and cheese powders and are currently supplying all the Cinemas in Jordan with their everyday popcorn needs.

2006



الأولى لصناعة الأغذية الخفيفة

AL OULA Snacks Co.

2007



2007: Started a production facility and began packaging and distributing **TLC**® products.

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OUR STORY



2008



2008: Started producing ice-cream and opened our new second shop in Abdoun Circle.

2015



2015: Completed renovations of our Mecca Mall shop.

company profile
OUR STORY



2021 ●

In 2021 they expanded their distribution reach by partnering with Nader Group, one of the largest foods distribution companies in Jordan. Today all **TLC**® products are enjoyed at over 1000 locations across Jordan.



company profile

VISION & MISSION



OUR VISION

To be the leading supplier of great tasting caramel snacks across the region.



OUR MISSION

To make your life sweeter by consistently delivering the unmatched taste and quality that makes **TLC®** special.

TLC

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GOAL & GUARANTEE



OUR GOAL

To produce niche specialty products with distinguished taste at an affordable price.



OUR GUARANTEE

At **TLC**[®] we are dedicated to the high quality of our products and the satisfaction of our customers. If, for any reason, the product you received is not to your satisfaction, please reach out to us through our contact page.

TLC

company profile

SUB-BRANDS

Tender Loving Corn- TLC



Gourmet Popcorn

All our products are handcrafted with specially selected ingredients and freshly popped kernels.

Creamy Caramel

A fan favorite, our signature natural creamy caramel is crunchy and full of flavor.

English Toffee

A traditionally made sweet and buttery treat.

Chocolate

Delightfully crunchy chocolate coated popcorn.

Rainbow

A combo of fruity candy-coated popcorn.



company profile

SUB-BRANDS

Tender Loving Corn- TLC®



Gourmet Bites

Our latest creations, Caramel, and English Toffee Bites made from freshly puffed corn, wrapped in our signature caramel and toffee, giving you a crunchy combination of sweet and salty that's out of this world!



company profile

SUB-BRANDS

Tender Loving Corn- TLC®



Cotton Candy

A fluffy cotton candy assortment with 3 different layers of flavored fruits.

Fluffy Arabia ice-cream flavored cotton candy with real pistachios.



company profile

SUB-BRANDS

Glazerz®



Gourmet Nuts

After years of research and testing we are proud to introduce **Glazerz®**. The finest sourced nuts are carefully roasted to perfection and used to make a variety of sweet combinations using pistachios, cashews, peanuts, almonds, walnuts, and pecans.



TLC

company profile

SUB-BRANDS

Glazerz®



Gourmet Pretzels

Perfectly baked pretzels sprinkled with just the right amount of salt and coated with our signature caramel.



TLC

company profile

SUB-BRANDS

Soupy®

Instant Soup

Quick and easy to make, our delicious instant soups are made to be enjoyed anywhere at any time, all you need is boiling water.



TLC

company profile
PARTNERS



Our Distribution

-  +962 6 420 0191
-  www.nadergroup.com
-  P.O.Box 20786, Mukablein,
Al Lozah Street.



Our Marketing Agency

-  +962 79 862 6502
-  www.haboo.me
-  72 Wasfi Al Tal Str.
Office #308

TLC

Thank You!

الأولى لصناعة الأغذية الخفيفة

AL OULA Snacks Co.



+962 79 686 6401

Al Saha Str. Msherfeh
Marka Al Shamaleyeh

info@tlcjo.com

www.tlcjo.com