# FALAK® PRODUCT RANGE





#### FALAK EXTREME BASMATI RICE

Variety: 1121 Basmati Rice SKUs: 1kg, 5kg, 10kg, 25kg

Our finest quality, extra-long grain aromatic basmati rice. Upon cooking the rice grains can elongate to at least twice their original size. It is ideal for cooking traditional dishes like Biryani, Zarda & Pulao.

1 cup uncooked rice = 5 cups cooked rice



### **FALAK PREMIUM BASMATI RICE**

Variety: Super Kernel Basmati Rice SKUs: 1kg, 5kg, 10kg, 25kg

100% pure and premium basmati rice. The grains are only sourced from the fields of Punjab. Upon cooking the rice grains are long and have a fluffy texture, and the unique Basmati aroma and sweet taste. It is perfect for cooking aromatic dishes like Pulao.

1 cup uncooked rice = 4 cups cooked rice



### **FALAK SELECT BASMATI RICE**

**Variety:** Super Kernel Basmati Rice **SKUs:** 1kg, 5kg, 10kg, 25kg

It is an affordable and superior quality basmati rice, ideal for all types of cuisines and every day cooking.

1 cup uncooked rice = 3 cups cooked rice



#### **FALAK DAILY BASMATI RICE**

Variety: Basmati Rice SKUs: 1kg, 5kg, 25kg

Export quality rice, which is affordable, aromatic and ideal for every day cooking.

1 cup uncooked rice = 3 cups cooked rice





### FALAK EASY COOK SELLA BASMATI RICE

Variety: 1121 Sella Basmati Rice SKUs: 1kg, 5kg, 10kg, 25kg

Extra-long grain Sella basmati rice. Upon cooking the rice grains can elongate to at least twice their original size, and do not stick together or break. It is perfect for cooking Biryani, Zarda & Pulao in large quantities.

1 cup uncooked rice = 5 cups cooked rice



### FALAK PESHAWARI SELLA BASMATI RICE

Variety: 1121 Sella Basmati Rice

SKUs: 1kg, 5kg

This is an affordable extra long - grain Sella basmati rice. Upon cooking the rice grains do not stick together or break. It is perfect for cooking Biryani, Zarda & Pulao in large quantities.

1 cup uncooked rice = 4 cups cooked rice



### FALAK ORGANIC BROWN BASMATI RICE

Variety: 1121 Brown Basmati Rice SKUs: 1.5kg jar, 5kg jute bag, 25kg

100% organic, certified EU Organic from Control Union & US NOP. Recommended for Diabetic patients, it is also ideal for losing weight. Using our patent technology & processing, our organic brown basmati rice cooks in just 20 mins!

1 cup uncooked rice = 3 cups cooked rice



### **FALAK BROWN BASMATI RICE**

Variety: Brown Super Basmati Rice

SKUs: 1.5kg jar, 25kg bag

Aromatic and nutty in flavour and a great source of well-rounded and wholesome nutrition. It is recommended for Diabetic patients and ideal for those who lead a fit and active lifestyle, and great for losing weight.

1 cup uncooked rice = 3 cups cooked rice







### **FALAK JASMINE RICE**

Variety - Thai Jasmine Rice SKUs - 1kg, 5kg, 25kg

Falak Jasmine Rice is 100% pure & aromatic Thai jasmine rice, ideal for cooking Asian inspired dishes. It is known for its fragrant scent, delicate taste and silky whiteness.



### **FALAK BACHAT RICE**

Variety - Long Grain Rice SKUs - 1kg, 5kg, 25kg

Falak Bachat is export quality long grain rice. It is great for everyday dishes like daal chawal, vegetable rice and more.



### FALAK KHICHREE (TOTA) BROKEN BASMATI RICE

**Variety** - Broken Basmati Rice (Tota) **SKUs** - 5kg

Commonly known as 'Tota Chawal', this is an affordable, export quality, broken basmati rice, ideal for every day cooking.



### FALAK TAHARI (PONIA) BROKEN BASMATI RICE

**Variety** - Broken Basmati Rice (Ponia) **SKUs** - 5kg

Commonly known as 'Ponia Chawal', this is an affordable, export quality, broken basmati rice, ideal for every day cooking.







#### **FALAK REFINED SALT**

SKU - 800 gm Packaging - Plastic pouch

100% pure, refined food-grade salt. Ideal for every day cooking.



#### **FALAK IODIZED SALT**

SKU - 800 gm Packaging - Plastic pouch

100% pure, refined food-grade iodized salt. Helps in controlling iron deificiency.



### **FALAK LOW SODIUM SALT**

SKU: 400 gm

Packaging: Stand-up doy pack (Resealable)

Falak Low Sodium Salt tastes the same as regular salt with the additional benefits of lowering blood pressure.



### **FALAK ARABIAN SEA SALT**

SKU: 400 gm

Packaging: Stand-up doy pack (Resealable)

Hand-harvested from the clearest ocean water, pure and natural Falak Sea Salt is a healthier, tastier alternative to processed table salt.







### **FALAK HIMALAYAN FINE PINK SALT**

SKUs - 400gm, 800 gm Packaging - Stand-up doy pack (re-sealable)

Hand-mined, crushed fine pink salt, sourced from the Himalayan foothils



### FALAK HIMALAYAN PINK ROCK SALT REFILL POUCH

SKUs - 400 gm Packaging - Plastic pouch

Hand-mined, pink rock salt, sourced from the Himalayan foothils.



# FALAK HIMALAYAN PINK SALT GRINDER BOTTLE

SKUs - 200 gm Packaging - Glass grinder bottle (re-fillable)

Hand-mined, pink rock salts, sourced from the Himalayas. Perfect for using as a seasoning over al sorts of salads, soups and meat.



### **FALAK HIMALAYAN FINE PINK SALT**

**SKU -** 150 gm shaker bottle **Packaging -** {Plastic shaker bottle

Hand-mined, crushed fine pink salt, sourced from the Himalayan foothils.







### FALAK CHILLI GARLIC PINK SALT GRINDER BOTLE

SKU - 150 gm Packaging - Glass grinder bottle (re-fillable)

Add a spicy kick your meals with our Chilli Garlic & Pink Salt Grinder! Grind over your favourite meals for an incredible burst of flavour!



# FALAK SMOKED SEA SALT GRINDER BOTTLE

SKU - 200 gm Packaging - Glass grinder bottle (re-fillable)

Falak Smoked Sea Salt is an aromatic salt, smoked with premium wood chips. It adds a smoky grilled flavour to your dishes, and perfect for all kinds of chicken, meat and bbq!



### FALAK PEPPERCORN MEDLEY GRINDER BOTTLE

SKU - 85 gm
Packaging - Glass grinder bottle
(re-fillable)

The perfect aromatic medley of white and black peppercorns, great for using in soups, salads, meats and curries.



# FALAK WHOLE BLACK PEPPERCORNS GRINDER BOTTLE

SKUs - 85 gm
Packaging - Glass grinder bottle
(re-fillable)

100% pure, finest quality whole black peppercorns. Perfect for using as a seasoning over all sorts of salads, soups and meat.





# FALAK CHAAT MASALA (Spicy Seasoning)

SKUs - 100 gm
Packaging - Plastic shaker bottle

Falak Chaat Masala may be sprinkled on Dahi Baras, Fruit Chaat, Salads, Aloo Cholay, Haleem, Fish and all types of lentils to make you meal extra savoury and chatpata.



### FALAK DAHI BARA MASALA

(Spicy Yogurt Seasoning)

SKUs - 80 gm Packaging - Plastic shaker bottle

Falak Dahi Bara Masala is the perfect blend of spices, roasted to perfection that give your Dahi Baras the best chatpata flavour! It can also be sprinkled over fruits, aaloo cholay, haleem and all types of lentils.



### FALAK ZEERA RAITA MASALA

(Cumin Yogurt Mix)

**SKUs** - 75 gm **Packaging** - Plastic shaker bottle

Falak Zeera Raita Masala is a delicious spicy cumin yoghurt mix. It can also be sprinkled on plain yoghurt and all sorts



# FALAK PODINA RAITA MASALA (Mint Yogurt Mix)

**S**KUs - 80 gm Packaging - Plastic shaker bottle

Falak Podina Raita Masala is a delicious mint yoghurt mix. It can also be sprinkled on plain yoghurt and all sorts of salads.





# FALAK PERI PERI MASALA (Spicy Seasoning)

SKUs - 80 gm Packaging - Plastic shaker bottle

Falak Peri Peri Masala is a delicious blend of exotic spices. It is great for using as a dry rub for steaks and chicken. It is also perfect to sprinkle over fries, salaf, soups, sauces and more.



### **FALAK OREGANO LEAVES**

(Italian Seasoning)

SKU - 30 gm Packaging - Plastic shaker bottle

Falak Oregano Leaves is great for Italian inspired recipes like pizzas, pastas for an authentic taste.



#### **FALAK PAPRIKA POWDER**

**SKUs** - 85 gm **Packaging** - Plastic shaker bottle

Falak Paprika Powder is used to season and colour rice, stews, soups and pastas. It has a sweet and mild taste. It is also used as a dry rub for chicken and steak.



### FALAK BLACK PEPPER POWDER

(Fine Ground Black Peppercorns)

SKUs - 75 gm Packaging - Plastic shaker bottle

Falak Black Pepper Powder is 100% pure finely ground black pepercorns. It is perfect or sprinkling over fruits, salad, pasta, eggs, soups and more.





# FALAK GINGER POWDER (Fine Ground)

SKUs - 60 gm Packaging - Plastic shaker bottle

Falak Ginger Powder is fine ground ginger, ideal for using in spice rubs, curries and stews. It can also be used as a seasoning for cakes, cookies and breads. It is also great for making herbal teas.



### **FALAK GARLIC POWDER**

(Dehydrated Fine Ground)

SKUs - 70 gm Packaging - Plastic shaker bottle

Falak Garlic Powder is fine ground pure dehydrated garlic, ideal for using in spice rubs, curries and stews. It is also used as seasoning on chicken, meat vegetables, pasta, pizza and breads, adding a depth of flavour.



### **FALAK ONION POWDER**

(Dehydrated Fine Ground)

SKUs - 60 gm Packaging - Plastic shaker bottle

Falak Onion Powder is fine ground pure dehydrated onion. It is perfect for using in spice rubs and marinades. It is also used as a seasoning over soups, creamy dips, pizza, vegetables, salads and more.



### FALAK MEAT TENDERIZER

(Unseasoned Powder)

SKUs - 100 gm Packaging - Plastic shaker bottle

Falak Meat Tenderizer is a 100% naturally derived enzyme powder, ideal for tenderizing meat and keeping it juicy. It is perfect for reducing cooking time.





# FALAK FRIES MASALA (French Fries Seasoning)

**SKUs** - 75 gm **Packaging** - Plastic shaker bottle

Falak Fries Masala is the perfect seasoning for french fries to give them that extra delicious spicy kick. It can also be used to sprinkle over pakoras and samosas.



### FALAK CHILLI GARLIC

(French Fries Seasoning)

SKUs - 75 gm Packaging - Plastic shaker bottle

Falak Fries Masala is the perfect seasoning for french fries to give them that extra delicious spicy kick. It can also be used to sprinkle over pakoras and samosas.



### **FALAK SPICY CHEESE**

(French Fries Seasoning)

**SKUs** - 75 gm **Packaging** - Plastic shaker bottle

Falak Fries Masala is the perfect seasoning for french fries to give them that extra delicious spicy kick. It can also be used to sprinkle over pakoras and samosas.



### FALAK HOT BBQ

(French Fries Seasoning)

SKUs - 75 gm Packaging - Plastic shaker bottle

Falak Fries Masala is the perfect seasoning for french fries to give them that extra delicious spicy kick. It can also be used to sprinkle over pakoras and samosas.





#### **FALAK LOW SODIUM SALT**

**SKU** - 150 gm **Packaging** - Plastic shaker bottle

Falak Low Sodium Salt tastes the same as regular salt, with the additiona benefits of lowering blood pressure.



### **FALAK ARABIAN SEA SALT**

SKU - 150 gm Packaging - Plastic shaker bottle

Hand-harvested from the clearest ocean water, pure and natural Falak Arabia Seal Salt is a healthier and tastier alternative to processed table salt.



### **FALAK KALA NAMAK**

(Black Salt)

SKU - 120 gm Packaging - Plastic shaker bottle

Falak Kala Namak or Black Salt is a traditional mineral salt of the South East Asia. It is perfect for sprinkling over fruits, fruit salads and drinks.



#### **FALAK GOURMET TEXAS BURGER**

SKUs - 100 gm Packaging - Plastic shaker bottle

Make your meals extra special with Falak Texas Burger seasoning. Made with a perfect blend of unique spices, our seasoning will help you make the juiciest, most flavoursome burgers at home!





## FALAK FLAMING NASHVILLE HOT CHICKEN

**SKU** - 75 gm **Packaging** - Plastic shaker bottle

Our smoky and spicy seasoning mix is infused with a robust blend of red chili, pepper, paprika, jaggery and barbeque flavour! Fry or grill your chicken to experience the real Nashville Hot Chicken!



# FALAK SIZZLING NEW YORK STEAK

SKU - 100 gm Packaging - Plastic shaker bottle

Falak New York Steak seasoning is a unique blend of spices like paprika, garlic and pepper that perfects the flavour of your meat from inside out. Just fire up your grill and make an authentic sizzling New York steak at home!



### **FALAK WHITE RICE FLOUR**

SKUs - 1kg Packaging - Plastic pouch

Falak White Rice Flour is 100% Gluten Free and NON-GMO Verified, made from finely ground rice. It is free flowing. It is perfect for making gluten free breads, cakes cookies and thickening sauces.



### FALAK GRAM FLOUR (Besan / Chickpea Flour)

SKUs - 1kg Packaging - Plastic pouch

Falak Gram Flour is 100% pure, made from finely ground chick pea flour. It is free flowing.







### **FALAK DESI SHAKAR**

(Jaggery Powder)

SKUs - 500 gm Packaging - Plastic PET jar

Falak Desi Shakar is a 100% natural sweetener made from the finest quality sugarcane. It is a healthier alternative to processed sugar.



### **FALAK BAKIG SYRUP**

SKUs - 500 gm Packaging - Plastic PET jar

Falak Baking Syrup is a 100% natural sweetner, extracted from rice. It is used as a sweetener and thickening agent in baking goods, syrups and sauces.



#### **FALAK VERMICELLI**

SKUs - 150 gm Packaging - Plastic pouch

Falak vermicelli is great for making traditional desserts like Meethi Seviiyan and Sheer Khurma. It is free from artifical colours and flavour. Upon cooking, the vermicelli maintains its shape.



### **FALAK FRIED CHICKEN MIX**

SKUs - 75 gm Packaging - Plastic pouch

Falak Fried Chicken Mix makes the crispiest fried chicken for home cooks. It is a unique recipe that will become a staple in your kitchen.





### **MATCO FOODS LIMITED**

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