

King Tut @ Sahara Sands

Authentic Middle Eastern sweets & snacks, built for convenience and grocery shelves.

21 shelf-stable items across six categories: from viral Dubai-style chocolate to shawarma crisps, pharaoh gummies and classic pastries. Imported and supported end to end by DMS.

1,100+
Albertsons stores carry the King Tut line nationwide

12–24 mo
Shelf life across the range, all ambient, no refrigeration

7 items
Ship in counter-ready 12-count display trays

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Why DMS

Importer of record handling FDA, USDA and CBP compliance · \$3M liability coverage · direct owner access, 24/7 · regional broker coverage through Specialty Food Sales.

Certifications

Halal and kosher certified range (see each pack for item-level marks). Pricing and SRPs on the current DMS price list.

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The viral flavor, sized for impulse

Pistachio and kunafa chocolate went from social media to mainstream shelves. King Tut brings it from the source, in a 40 g bar made for the checkout.

Proven demand

Dubai-style bars are already selling in national c-store chains.

Authentic origin

Middle Eastern recipe and pistachio-kunafa filling, not a copycat.

Impulse price point

A 40 g single bar fits the checkout-lane budget.

Ready to display

Ships in a 12-count counter tray; no fixture needed.



KING TUT

Dubai Style Chocolate Bar

Chocolate bar filled with pistachio cream and crispy kunafa, the flavor behind the viral Dubai chocolate trend. Impulse-sized at 40 g.

DISPLAY TRAY

UPC	850076332143
Unit	1.14 oz / 40 g
Pack	12-ct tray · 2 trays/case
Shelf life	18 months
Pallet	25×20 · 500 cs
Tray UPC	850076332150

PRODUCT PHOTO

SAHARA SANDS

Chocolate Pyramids, Dubai Style

Dubai-style chocolate in pyramid-shaped pieces. A shareable 3 oz bag for pegs, gifting and checkout.

UPC	850076332211
Unit	3 oz / 85 g
Pack	10 per case
Shelf life	18 months
Pallet	25×11 · 275 cs

Pair it with

King Tut Pistachio Cream (p. 7): the same pistachio flavor as a spread, for a cross-merch display in grocery.

Chocolate Pyramids alongside the bar gives shoppers a trade-up from single to share size.

A better-for-you indulgence

Dates are a naturally sweet, familiar treat for Middle Eastern shoppers and a growing snack for everyone else. Chocolate-covered and stuffed, they sit between candy and wellness.

Two audiences

Core Ramadan and Eid staple, plus crossover appeal to health-minded snackers.

Gift-ready

Premium 100 g packs sell for holidays, Ramadan and Valentine’s.

Grab-and-go

The 60 g energy bar ships in a 12-count tray for counters and coffee bars.

PRODUCT PHOTO

KING TUT

Milk Chocolate Dates with Coffee Beans

Dates stuffed with a coffee bean and coated in milk chocolate.

UPC	850076332129
Unit	3.5 oz / 100 g
Pack	10 per case
Shelf life	18 months
Pallet	25×13 · 325 cs

PRODUCT PHOTO

KING TUT

Dark Chocolate Almond Dates

Almond-stuffed dates in dark chocolate.

UPC	TBC — see note
Unit	3.5 oz / 100 g
Pack	10 per case
Shelf life	18 months
Pallet	25×13 · 325 cs

PRODUCT PHOTO

KING TUT

White Chocolate Almond Dates

Almond-stuffed dates in white chocolate.

UPC	850076332136
Unit	3.5 oz / 100 g
Pack	10 per case
Shelf life	18 months
Pallet	25×13 · 325 cs

PRODUCT PHOTO

KING TUT

Dates with Nuts Energy Bar

Date and nut bar: an on-the-go snack built from whole-food ingredients.

UPC	850076332068
Unit	2.1 oz / 60 g
Pack	12-ct tray · 4 trays/case
Shelf life	18 months
Pallet	31×9 · 279 cs
Tray UPC	850076332075

Bakery-case classics, shelf-stable

Baklava, kunafa and ma’amoul are the pastries every Middle Eastern shopper knows, now in single-serve packs that live next to the register and the coffee station.

Coffee companions

Single-serve pastries built for the coffee counter.

Pistachio halo

Rides the same pistachio-kunafa wave as Dubai chocolate.

No fixture needed

Four of five items ship in 12-count display trays.

PRODUCT PHOTO

SAHARA SANDS
Baklava with Pistachio
Layered pastry with pistachio, individually packed.

UPC	850076332006
Unit	1.4 oz / 40 g
Pack	12-ct tray · 4/case
Tray UPC	850076332013
Shelf life	18 months



SAHARA SANDS
Pistachio Kunafa
Shredded-pastry kunafa with pistachio, single serve.

UPC	850076332020
Unit	1 oz / 30 g
Pack	12-ct tray · 4/case
Tray UPC	850076332037
Shelf life	18 months

PRODUCT PHOTO

SAHARA SANDS
Choco Kunafa Rolls
Kunafa rolls with chocolate, sized for one.

UPC	850076332228
Unit	1 oz / 30 g
Pack	12-ct tray · 4/case
Tray UPC	850076332235
Shelf life	18 months

PRODUCT PHOTO

KING TUT
Ma’amoul Cookies, 65 g
Traditional semolina cookies filled with dates and coffee.

UPC	850076332167
Unit	2.3 oz / 65 g
Pack	12-ct tray · 4/case
Tray UPC	20850076332161
Shelf life	18 months

PRODUCT PHOTO

KING TUT
Ma’amoul Cookies, 25 g
Mini ma’amoul in a 12 × 25 g tray: a take-home or sharing format.

UPC	TBC
Unit	12 × 25 g (10.5 oz)
Pack	6 trays per case
Shelf life	18 months
Pallet	12×21 · 252 cs

Pallets

Baklava, Pistachio Kunafa: 31×9 · 279 cs

Choco Kunafa Rolls: 20×15 · 300 cs

Ma’amoul 65 g: 22×12 · 264 cs

Ma’amoul 25 g: 12×21 · 252 cs

Street-food flavors no one else has

Shoppers are reaching for global flavors in salty snacks. Shawarma, kebab and falafel give the set something the big brands don't carry.

Flavor white space

Shawarma, kebab and falafel are rare in mainstream U.S. snack sets.

Two formats

5.6 oz stackable canister for sharing;
2.3 oz bag for single serve.

Lead flavor

Chicken Shawarma: the most familiar entry point for new shoppers.

PRODUCT PHOTO

SAHARA SANDS
Chicken Shawarma Crisps
Stackable canister crisps in chicken shawarma flavor.

UPC	850076332358
Unit	5.6 oz / 156 g
Pack	6 per case
Shelf life	18 months
Pallet	28×11 · 308 cs

PRODUCT PHOTO

SAHARA SANDS
Beef Shawarma Crisps
Stackable canister crisps in beef shawarma flavor.

UPC	850076332365
Unit	5.6 oz / 156 g
Pack	6 per case
Shelf life	18 months
Pallet	28×11 · 308 cs

PRODUCT PHOTO

SAHARA SANDS
Kebab Crisps
Stackable canister crisps in grilled kebab flavor.

UPC	850076332334
Unit	5.6 oz / 156 g
Pack	6 per case
Shelf life	18 months
Pallet	28×11 · 308 cs

PRODUCT PHOTO

SAHARA SANDS
Falafel Crisps
Stackable canister crisps in falafel flavor.

UPC	850076332341
Unit	5.6 oz / 156 g
Pack	6 per case
Shelf life	18 months
Pallet	28×11 · 308 cs

PRODUCT PHOTO

SAHARA SANDS
Kebab Chips
Single-serve bag of kebab-flavored chips.

UPC	850076332051
Unit	2.3 oz / 65 g
Pack	6 per case
Shelf life	12 months
Pallet	20×11 · 220 cs

PRODUCT PHOTO

SAHARA SANDS
Falafel Chips
Single-serve bag of falafel-flavored chips.

UPC	850076332044
Unit	2.3 oz / 65 g
Pack	6 per case
Shelf life	12 months
Pallet	20×11 · 220 cs

Fun shapes, halal certified

Non-chocolate candy is where c-store growth is coming from, and it skews young. Pharaoh Gummies add a playful theme and a halal credential most gummies can’t claim.

Halal gummies

Many mainstream gummies use gelatin that excludes halal shoppers; these don’t.

Familiar flavors

Assorted fruit and cola, both proven gummy favorites.

Ships display-ready

12-count display box works on the counter or in the candy set.

PRODUCT PHOTO

SAHARA SANDS

Pharaoh Gummies, Assorted

Assorted fruit gummies in pharaoh shapes. Halal certified.

HALAL · DISPLAY BOX

UPC	850076332310
Unit	4 oz / 113 g
Pack	12-ct display · 2/case
Shelf life	18 months
Pallet	20×14 · 280 cs
Display UPC	10850076332317

PRODUCT PHOTO

SAHARA SANDS

Pharaoh Gummies, Cola

Cola-flavored gummies in pharaoh shapes. Halal certified.

HALAL · DISPLAY BOX

UPC	850076332327
Unit	4 oz / 113 g
Pack	12-ct display · 2/case
Shelf life	18 months
Pallet	20×14 · 280 cs
Display UPC	10850076332324

Placement tip

Put the display box at the register next to the Dubai Style Chocolate tray, so a sweet-and-sour pair meets shoppers at checkout.

In neighborhoods with large Muslim communities, call out “Halal” on a shelf talker; it is a purchase driver for families.

Pantry staples with a long runway

Ambient hummus and baba ghanoush free the dip set from the cooler, and pistachio cream turns the Dubai chocolate trend into a pantry purchase.

24-month dips

Shelf-stable jars mean no cold chain and far less shrink.

Pistachio trend

Pistachio cream is the home-baking extension of Dubai chocolate.

Easy cross-merch

Dips pair with Sahara Sands chips and crisps on one display.

PRODUCT PHOTO

KING TUT

Hummus Dip

Shelf-stable hummus in a 14 oz jar.
No refrigeration until opened.

UPC	850076332273
Unit	14 oz / 400 g
Pack	6 per case
Shelf life	24 months
Pallet	30×16 · 480 cs

PRODUCT PHOTO

KING TUT

Baba Ghanoush Dip

Shelf-stable roasted eggplant dip in a 14 oz jar.

UPC	850076332280
Unit	14 oz / 400 g
Pack	6 per case
Shelf life	24 months
Pallet	30×16 · 480 cs

PRODUCT PHOTO

KING TUT

Pistachio Cream Butter

Pistachio spread: the filling flavor of Dubai chocolate, by the jar.

UPC	850076332082
Unit	5.29 oz / 150 g
Pack	10 per case
Shelf life	18 months
Pallet	50×10 · 500 cs

Pair it with

Hummus + Baba Ghanoush beside Falafel and Kebab Chips: a ready-made mezze display.

Pistachio Cream next to King Tut Dubai Style Chocolate in the international or baking aisle.

Where it goes, and what to lead with

Placement, starter assortments and a seasonal calendar for convenience stores, grocery and independent ethnic markets.

Checkout & counter

The 12-count trays sell on sight: place within reach of the register.

Dubai Style Chocolate Bar

Pharaoh Gummies (both)

Choco Kunafa Rolls

Baklava · Pistachio Kunafa

Coffee station

Pastries and dates pair naturally with hot coffee.

Ma'amoul Cookies 65 g

Dates with Nuts Energy Bar

Chocolate Dates with Coffee Beans

Salty snack set / endcap

Secondary placement avoids competing for DSD rack space.

Chicken + Beef Shawarma Crisps

Kebab · Falafel Crisps

Kebab · Falafel Chips (65 g)

Candy & peg aisle

Share-size bags next to premium chocolate.

Chocolate Pyramids

Pharaoh Gummies

International aisle

Grocery home for the pantry and gift items.

Hummus · Baba Ghanoush

Pistachio Cream

Chocolate Dates (3)

Ma'amoul 25 g tray

Mezze cross-merch

One display, one occasion: snack night.

Hummus + Baba Ghanoush

Falafel + Kebab Chips

Shawarma Crisps

STARTER ASSORTMENTS

C-Store Impulse

6 SKUs

Chains & independents

Dubai Style Bar · Chocolate Pyramids · Chicken Shawarma Crisps · Pharaoh Gummies Assorted · Choco Kunafa Rolls · Dates with Nuts Bar

Grocery International

10 SKUs

Supermarket ethnic set

Dubai Style Bar · Pyramids · 3 Chocolate Dates · Pistachio Cream · Hummus · Baba Ghanoush · Ma'amoul 25 g · Chicken Shawarma Crisps

Full Line

21 SKUs

Middle Eastern & halal markets

All items. Heaviest facings on pastries, dates and dips; add seasonal displays for Ramadan and Eid.

Seasonal calendar

Ramadan & Eid (Feb–Mar 2027): dates, ma'amoul, baklava and kunafa: the peak season. Build displays 3–4 weeks ahead.

Holidays & Valentine's: Chocolate Dates and Pyramids as gifts.

Summer: lead with crisps, chips and gummies; ease chocolate facings.

Handling notes

Keep chocolate items away from windows, lights and hot counters; rotate out in peak heat.

Rotate first-in, first-out: chips carry 12 months, dips 24, all else 18.

Order in full trays and cases; pallet TI×HI on each category page.