



Professor
THYME

COMPANY PROFILE

Lebanese zaatar, mastered from seed to market.

Rooted in Baalbeck. Crafted with care. Built for modern tables and international markets.

THE SECRET TO BRIGHT MINDS

Baalbeck, Lebanon





OUR STORY

A familiar ritual. A deeper origin.

In Lebanon, zaatar is more than a blend of herbs. It is part of daily life; a taste carried through childhood, family tables and generations of care.

Professor Thyme takes that heritage back to its source: Baalbeck's land, clean cultivation and the craft of making zaatar pure, balanced and unmistakably Lebanese.

“Heritage, reimagined as a modern ritual.”



COMPANY SNAPSHOT

From Baalbeck soil to a complete zaatar enterprise

Professor Thyme combines agricultural know-how, processing capability and commercial flexibility in one integrated model.



2021

FOUNDED

Lebanese agri-food enterprise based in Baalbeck, laa.

Seed → Market

INTEGRATED MODEL

From seeds and cultivation to processing, packaging, sales and export.

Organic

CORE CAPABILITY

Certified organic zaatar and thyme-based products.

4 routes

COMMERCIAL
FLEXIBILITY

Own brand, private label, bulk supply and export-ready channels.

15+

LOCAL INPUTS

A supplier network rooted in farmers, women producers and small local producers.

1 promise

AUTHENTICITY +
QUALITY

A premium Lebanese zaatar proposition built on provenance and control.



OUR MILESTONES

The Professor Thyme journey

The challenge: distinctive, certified zaatar grown in Baalbeck

2013

Cultivation & testing

Seed planting and product trials begin in Baalbeck.

2021

Official company & first branding

Company registration, bulk sales and the first Professor Thyme identity.

2025

Quality credentials

EU organic certificate issued and ISO 22000 food safety certification.

2026

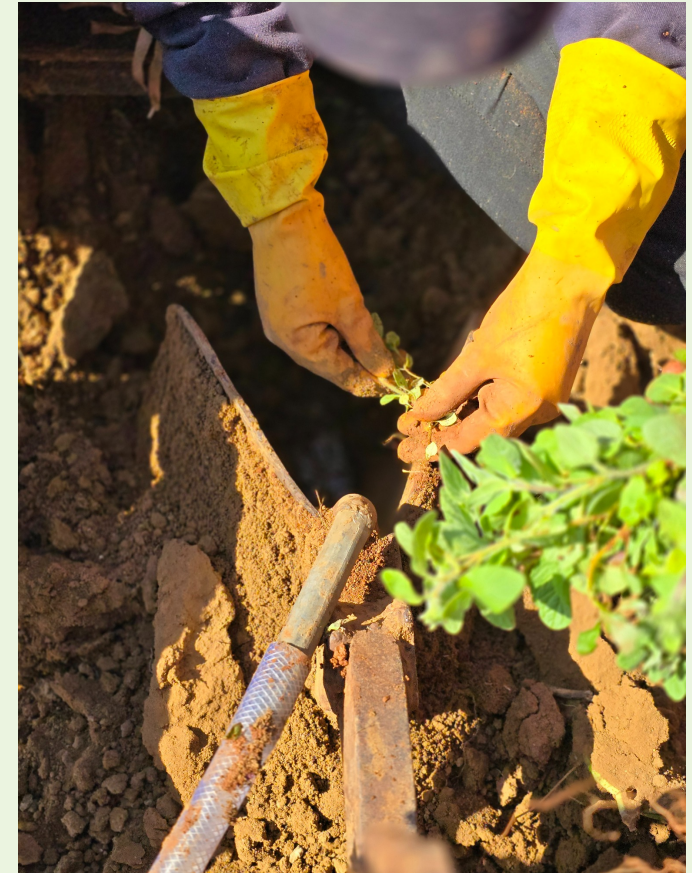
New branding & brand building

Refreshed identity, a clearer range and coordinated social media.

2026

Branded export development

FDA facility registration and export launch through Narmexis.





WHY PROFESSOR THYME

Not simply another zaatar brand

The proposition is built on five strengths that reinforce one another: provenance, control, responsibility, mastery and modern relevance.

01

BAALBECK TERROIR

Beqaa Valley cultivation anchored in Baalbeck's agricultural heritage.

02

SEED-TO-MARKET CONTROL

Control from propagation and cultivation through processing, packaging and sales.

03

CLEAN AGRICULTURE

Certified organic production with no synthetic chemical pesticides or fertilizers.

04

CRAFT + CONSISTENCY

Manual harvest, natural drying and controlled processing protect quality and traceability.

05

HERITAGE, MADE CURRENT

A contemporary expression that turns zaatar from pantry staple into a modern ritual.



Authentic zaatar cultivation, rooted in Baalbeck.

Professor Thyme’s zaatar begins in Baalbeck, where selected seedlings are raised with care, transplanted by hand and cultivated in open fields through a disciplined, traditional approach that protects purity, aroma and traceability.



Nursery propagation

Healthy seedlings are prepared under protected conditions before field transfer.



Field transplanting

Manual planting and close irrigation support strong establishment in Baalbeck soil.



Human care

Women’s fieldwork and daily follow-up preserve authenticity at the source.



INTEGRATED VALUE CHAIN

From seed to shelf, under one discipline.





RESPONSIBLE AGRICULTURE

Ecology is built into the way we produce

The operating model reduces pressure on wild thyme, improves resource efficiency and keeps more value within the local agricultural economy.



Water reuse

Winter water is collected and reused for cultivation and processing.



Solar irrigation

Solar power reduces reliance on fuel, especially during drought and high temperatures.



Lower-impact tillage

Animal-powered plowing is used when possible to reduce fuel-powered tillage.



Natural drying + circular reuse

Natural drying lowers energy use; thyme stems return to the soil to retain moisture and suppress weeds.



LOCAL VALUE

A stronger value chain starts with stronger local links.

- Main suppliers include local farmers, women producers and small local producers.
- More than 15 agricultural and natural inputs are sourced through local relationships and seasonal agreements.
- Supplier support includes seedlings, agricultural guidance, quality follow-up, fair prices and fast payment.
- Seasonal and part-time work is created across cultivation, harvesting, cleaning, processing and packaging.
- Women gain practical skills that can transfer to agriculture and food processing.

LOCAL KNOW-HOW × ORGANIZED MARKET ACCESS



BRAND ESSENCE

The name was earned through mastery

Professor Thyme was built around a simple idea: exceptional zaatar deserves a name that signals knowledge, authority and confidence.

THE PROFESSOR

A reference for authentic zaatar

The brand name grew out of product excellence — a recognition of the founder's ability to cultivate, blend and deliver zaatar with a distinctive aroma, balance and character.

Today, that idea becomes the brand promise: knowledge of the land, respect for tradition, and a contemporary way of bringing Lebanese zaatar to new generations.

PURE • BALANCED • NATURALLY WHOLESOME





The logo was illustrated from the real zaatar plant.

The Professor Thyme emblem was drawn from the morphology of the cultivated zaatar grown in Baalbeck. Leaf clusters, stems and floral details were observed in the field, then translated into a refined botanical mark that expresses authenticity, provenance and craft.



01

Observed in the field

We studied the cultivated zaatar in Baalbeck, examining its leaf clusters, stems, texture and delicate floral details.



02

Translated into botanical forms

The observed plant elements were distilled into refined, hand-illustrated botanical forms, capturing the essence of the real zaatar.



03

Resolved into the Professor Thyme emblem

The final emblem brings these natural elements together in a clean, distinctive mark that expresses authenticity, provenance and craft.



PRODUCT PORTFOLIO

One herb. Multiple expressions.

Professor Thyme serves consumer, foodservice, private-label and export customers through a diversified portfolio of zaatar and thyme-based products.



Classic Lebanese zaatar

Classic, organic and specialty blends



Ground sumac

Premium ground fruit spice



Ground thyme

Pure thyme for culinary use



Thyme Elixir

Distilled thyme water



Thyme oil

Value-added essential oil



Thyme honey

A natural thyme-based extension



EXPORT RANGE / CULINARY ESSENTIALS

Seasoning, cooking and finishing

Two pure ingredients for everyday recipes. Use them individually or in your own blends.



Ground sumac

Tangy fruit spice

WHEN TO USE

Salads, marinades and finishing dishes

HOW TO USE

Sprinkle over salads, dips or grilled vegetables. Add to marinades for a bright, tangy flavour.



Ground thyme

Pure culinary thyme

WHEN TO USE

Dressings and savoury cooking

HOW TO USE

Stir into dressings or marinades. Season vegetables, roasted dishes and savoury recipes.



EXPORT RANGE / CLASSIC MIXES

Breakfast, flatbreads and everyday meals

Lebanese zaatar is a herb blend to mix with olive oil, spread on bread or use in cooking.



Classic zaatar mix

With salt

WHEN TO USE

Breakfast and baked flatbreads

HOW TO USE

Mix with olive oil for dipping or spreading. Spread on dough before baking a manakish, a Lebanese flatbread.



Classic zaatar mix

Without added salt

WHEN TO USE

Everyday use with salt to your taste

HOW TO USE

Enjoy with olive oil and bread, in wraps or on baked flatbreads. Add salt separately if desired.



EXPORT RANGE / PREMIUM & ORGANIC MIXES

Distinctive choices for the same daily ritual

A richer blend for sharing, and a certified organic option for everyday enjoyment.



Zaatar with nuts

Premium mix

WHEN TO USE

Sharing plates and generous toppings

HOW TO USE

Pair with olive oil and bread. Spoon over dips or roasted vegetables for extra flavour and texture.



Organic zaatar mix

Certified organic

WHEN TO USE

An organic choice for everyday meals

HOW TO USE

Mix with olive oil for breakfast, wraps or baked flatbreads. Use as a finishing touch on savoury dishes.



From Baalbeck cultivation to high-end zaatar mixes.

Cultivation discipline is what allows Professor Thyme to deliver premium classic and Bio Zaatar mixes with a pure aroma, balanced taste and credible traceability from field to pack.



Classic Lebanese Zaatar

The signature mix rooted in Lebanese taste and everyday ritual.



Bio Zaatar

Certified organic cultivation for customers seeking clean agriculture and premium provenance.



Seed-to-market quality

Control across cultivation, processing and packaging supports a consistent final mix.



BIO ZAATAR

Certified organic zaatar, rooted in Baalbeck.

Professor Thyme's Bio Zaatar is produced through controlled organic cultivation and careful seed-to-market management, offering a clean, traceable premium proposition for local and export markets.

CERTIFIED ORGANIC

Our Bio Zaatar is certified organic, ensuring a natural product grown and prepared with care.



EU ORGANIC



ORGANIC
ZA'ATAR
MIX

MÉLANGE
DE ZA'ATAR
BIO

خليط الزعتر
العضوي

Net Weight / Poids net
350g (12.35 oz)
الوزن الصافي ٣٥٠ غ

VI



Professor
THYME



Certified organic

Clean cultivation and controlled preparation.



Traceable origin

Rooted in Baalbeck and managed from cultivation to pack.



Premium market fit

A high-end Bio Zaatar offer for modern retail and export.





QUALITY & MARKET READINESS

Credibility that travels with the product.

Quality assurance is supported by formal certification, traceable production and an integrated operating model.

01

EU ORGANIC

Covers production, preparation, export and key thyme/sumac products.

02

ISO 22000

Food-safety management certification achieved in 2025.

03

U.S. FDA REGISTERED FACILITY

Facility Registration No. 13811063550
— verified effective 27 March 2026.

Traceability • consistency • buyer confidence

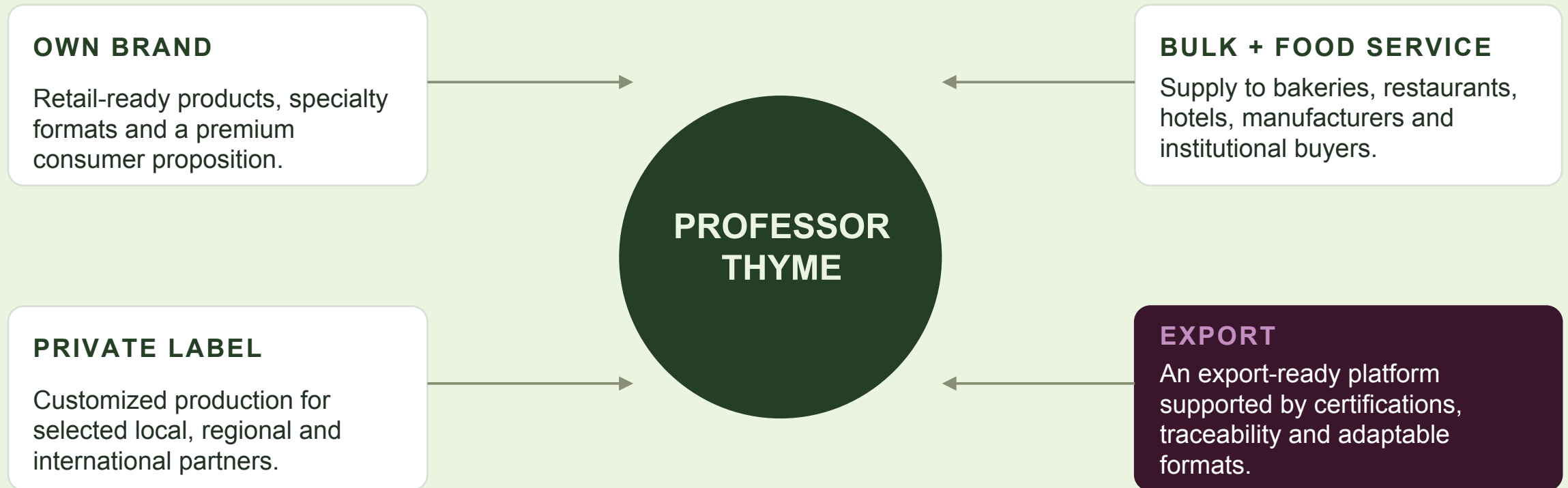




COMMERCIAL MODEL

Flexible by design. Consistent at the core.

Professor Thyme can serve different market needs without compromising the product story or agricultural backbone.



A BRAND BUILT FOR THE NEXT CHAPTER

Heritage, reimagined for modern relevance.

Professor Thyme is evolving from a strong agricultural producer into a more visible, consumer-facing Lebanese brand — without losing the authenticity that made the product distinctive in the first place.

The positioning is simple:

Mastery of Lebanese zaatar, rooted in Baalbeck and carried from seed to table.

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Professor
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From our fields in
Baalbeck
to tables worldwide.

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