

**From:** [REDACTED]  
**Subject:** Fw: UNESCO Breads of the Creative Cities Features Saudi Breads in 2024 Edition  
**Date:** Friday, July 19, 2024 8:56:05 AM

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Hi [REDACTED],

Please see below another pitch on behalf of KSA MoC, for FARA filing.

Thank you,

[REDACTED]

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**From:** [REDACTED]  
**Sent:** Friday, July 19, 2024 9:45 AM  
**To:** [REDACTED]  
**Subject:** UNESCO Breads of the Creative Cities Features Saudi Breads in 2024 Edition

Good morning, [REDACTED],

From ancient civilizations to modern times, bread has been more than just sustenance; it embodies traditions, regional identities, and social rituals. **Breads of the Creative Cities**, a project of the CK Foundation and Tucson City of Gastronomy, **has featured three Saudi Arabian breads in its 2024 edition**, an initiative which highlights gastronomic traditions among UNESCO Creative Cities Network.

The inclusion of three distinct breads in the Breads of the Creative Cities Initiative recognizes the Kingdom of Saudi Arabia's culinary diversity, underscoring its commitment to preserving and sharing its cultural heritage. These breads—Al Khubz Al Ahmar from Al Ahsa, Al Kleija from Buraidah, and Al Mallah Bread from Taif—each embody unique flavors and historical narratives which reflect their cities.

**Photos of the breads can be found [here](#) and the Ministry of Culture's full press release is included below my signature.**

Thank you and I look forward to hearing from you,

[REDACTED]

**Saudi Arabia's Culinary Heritage Shines: Traditional Breads Join UNESCO's Breads of the Creative Cities**

**Riyadh, Saudi Arabia, INSERT DATE, 2024:** Breads of the Creative Cities has featured three Saudi breads in its 2024 edition, an initiative which highlights gastronomic traditions among UNESCO Creative Cities Network. The Saudi Culinary Arts Commission, one of 11 sector-specific commissions under the Ministry of Culture, celebrated the inclusion of Kleija from Buraydah, Al-Khubz Al-Ahmar from AlAhsa and Al-Mallah Bread from Taif. The breads represent Saudi cities which are part of the UNESCO Creative Cities Network.

The Breads of the Creative Cities project started in 2018 with a simple idea: to celebrate the cultural heritage of bread. Every year, bakers, farmers and millers from all around the world share their stories and recipes of how they recreate their city's traditional bread.

The project is closely aligned with the objectives of the UNESCO Creative Cities Network which was established in 2004. The UNESCO Creative Cities Network comprises of 350 cities across over 105 countries, all recognized for their initiatives in using cultural heritage and creativity to foster sustainable development in one of seven clusters including: Gastronomy, Crafts and Folk Art, Design, Film, Literature, Media Arts, and Music.

Three Saudi breads were selected based on specific criteria including the use of local flour and their cultural importance within their respective communities. **Kleija** is a traditional biscuit made with date molasses from the Qassim region – more specifically Buraydah. Its origins can be traced back over a century, with the sweet treat embedded in the region's traditions and customs.

**Al-Khubz Al-Ahmar**, known as red bread or date bread, is a traditional bread that is a significant cultural and economic symbol for the region, with its ingredients grown exclusively in the local area of Al-Ahsa in the Eastern Province. The origins of **Al-Mallah Bread** from Taif are linked to nomadic tribes of the Arabian Peninsula. The bread is served as a symbol of hospitality due to its distinct and laborious preparation which starts late in the afternoon and continues through the night and until dawn.

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