

**From:**

**Subject:**

**Date:**

Fw: Tucson's Breads of the Creative Cities Features Three Saudi Breads  
Thursday, July 25, 2024 12:35:59 PM

Hi [REDACTED],

We have another pitch below, for our KSA MoC FARA filings.

Thanks,

[REDACTED]

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**From:** [REDACTED]

**Sent:** Tuesday, July 23, 2024 12:25 PM

**To:** [REDACTED]

**Subject:** Tucson's Breads of the Creative Cities Features Three Saudi Breads

[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 Tucson's own City of Gastronomy and Creative Knowledge Foundation that highlights gastronomic traditions across the UNESCO Creative Cities Network, **has featured three Saudi Arabian breads in its 2024 edition.**

The inclusion of these breads 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, Kleija, and Al Mallah—each embody unique flavors and historical narratives of the cities they are from.

**For immediate release, the Saudi Ministry of Culture's full press release is included below my signature.**

Thank you and I look forward to hearing from you,

[REDACTED]

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

**Riyadh, Saudi Arabia, July 24, 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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*This material is distributed by Daniel J. Edelman, Inc. on behalf of the Saudi Ministry of Culture. Additional information is available at the Department of Justice, Washington, DC.*