



09th and 10th June 2026.

Hotel Hills Sarajevo, Bosnia and Herzegovina

Premium Raw & Plant-Based Halal Products

Where Health, Quality & Halal Meet

Mihaela Brijak

Founder of Raw Cakes &

Raw Sweets Croatia

My Journey

- 15+ years experience
- raw & plant-based chef
- educator & author
- founder of premium raw dessert brand
- first HACCP raw dessert production in Croatia
- halal & organic certified products



Why consumers are changing

Consumers today seek:

- transparency
- clean ingredients
- health-conscious products
- ethical production
- premium experience



What makes our products different

- ✓ No refined sugar
- ✓ Gluten-free
- ✓ Dairy-free
- ✓ Plant-based
- ✓ Halal certified
- ✓ Organic Ingredients



Halal is more than certification

Modern consumers seek not only halal – but tayyib.

- purity
- quality
- trust
- ethical sourcing
- conscious production



Challenges in premium raw production

- shelf life
- transport stability
- no artificial additives
- product consistency
- market education
- premium soditioning



The future of premium halal food

Growing demand for:

- clean-label products
- plant-based foods
- premium desserts
- ethical brands
- healthier lifestyle



My vision

I believe the future belongs to brands that combine:
Halal, tayyib, quality, health and trust.



People no longer buy only products.
They buy trust, values and authenticity.
THANK YOU FOR ATENTION



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