



THE ULTIMATE
★ RAMADAN ★
— PLAYBOOK —





Ramadan Kareem!

This special month is a time for generosity, patience, tranquility, and family moments...

yet it also comes with its own joyful challenges! Sadia presents a Ramadan playbook to help you navigate and cherish each moment of this blessed month, with practical advice, delectable recipes, and extensive guidance.

Prep like a pro

**In this section, you'll find tips
to help you welcome the month
like a pro.**



Tip #1



Ramadan Gathering Schedule

The magic of Ramadan gatherings and get-togethers is what makes this month truly special, but it can become overwhelming if not planned properly. Follow these steps:

Secure Your Dates Early:

Finalize your gathering dates before others, so you get the first pick of the delectable dishes.

Avoid Shopping on an Empty Stomach:

Don't go grocery shopping while hungry to avoid impulse buys.

Stock Up on Essentials:

Choose convenient products that can save the day for last-minute Iftars, such as the Easy & Juicy and Breaded ranges from Sadia.

Tip #2



Preparing the Kitchen

To prepare for Ramadan smoothly, follow these steps:

A Clean Kitchen:

Clean the kitchen thoroughly before the start of Ramadan.

Organize Storage:

Organize the cabinets, fridge, and freezer to efficiently store groceries.

Check Expirations:

Check the expiration dates of the food you already have.

Complete Your List:

Add any missing kitchen items to your shopping list.

Containers for Storing:

Keep food containers handy for storing leftovers.

Tip #3



Setting a Schedule of Meals and Recipes

Here are some helpful ways to stay organized and make Ramadan meals a breeze:

Weekly Schedule:

Creating a weekly meal schedule ensures you don't forget any ingredients.

Plan Ahead:

Prepare a list of main courses for Iftar and Suhoor in advance.

Sadia Recipes:

Utilize the easy-to-make and delicious recipes we've provided here as well as those on Sadia's website.

This should help you stay on top of meal planning and enjoy the holy month with ease!

Tip #4



Buying Household and Kitchen Essentials

Here's how you can prepare efficiently for Ramadan:

Make a List:

Prepare a comprehensive list of all your Ramadan essentials.

Stock Up:

Make sure you have nutritious ingredients and drinks for Iftar, Suhoor, and desserts.

Shop Early:

Early shopping or ordering online helps you avoid crowds and saves time during Ramadan.

Start Like a Pro

**Our Ramadan journey has begun,
and it's time to ignite your creativity.
During the first half of the holy month,
our inventive ideas can bring joy and
help you start Ramadan like a pro.
Get ready!**



Tip #1



Suhoor Alarm Tactics

The first night of Ramadan can be a bit chaotic. The key is to ensure you don't miss Suhoor, and here's a fun trick:

Annoying Alarm:

Set your alarm to the most annoying song that your kids love and sing all day - something like "Baby Shark".

Max Volume:

Crank the volume all the way up.

Hide the Alarm:

Ask your kids to hide the phone in a place you can't easily find it.

Multiple Alarms:

Repeat this process with multiple devices, setting each alarm to go off a minute apart.

Tip #2



Time Your Iftar

What if you've invited family over for Iftar, and your wife often takes a while to prepare the food? Here's how you can help her serve the meal on time:

Wake up Early:

Start your day earlier than usual.

Adjust her Alarm:

Set your wife's phone alarm for an earlier time.

Adjust all Clocks:

Change all the clocks in the house.

You'll find Iftar ready before your guests arrive!

Tip #3



Preparing Your Ingredients

Here are some tips for preparing your ingredients to save time during Ramadan:

Advance Prep:

Prepping ingredients in advance saves valuable cooking time.

Vegetable Storage:

Wash, chop, and store vegetables in the fridge for easy access.

Beverage Prep:

Prepare drinks and juices ahead of time.

These steps will help streamline your cooking process and make mealtimes more efficient.

Ramadan Recipes





Chicken Lentil Soup with Sadia Easy & Juicy Chicken Breast Fillets

Ingredients

**750g Sadia Easy & Juicy
Chicken Breast Fillets**
2 tbsp olive oil
1 medium onion, chopped
**2 carrots, peeled and
chopped**
2 celery stalks, chopped
3 garlic cloves, minced
**1½ cups dried lentils,
rinsed**
6 cups chicken broth

1 tsp ground cumin
1 tsp ground turmeric
½ tsp ground cinnamon
1 bay leaf
Salt and pepper to taste
**1 can (14.5 oz) diced
tomatoes**
1 tbsp lemon juice
**Fresh parsley, chopped
(for garnish)**



Preparation

Sauté the Vegetables:

- Heat olive oil in a large soup pot over medium heat.
- Add onion, carrots, and celery; sauté for 5–7 minutes until softened.
- Stir in minced garlic and cook for 1 minute.

Cook the Chicken:

- Season Sadia Easy & Juicy Chicken Breast Fillets with salt and pepper.
- Push vegetables to the side and add chicken to the pot.
- Brown each side for 4–5 minutes for a golden sear.
- Remove the chicken and set aside and once it's cooled, shred or chop into bite-sized pieces.

Simmer the Soup:

- Add lentils, chicken broth, cumin, turmeric, cinnamon, bay leaf, salt, and pepper to the pot.
- Stir in diced tomatoes and bring the soup to a boil.
- Reduce heat to low and let it simmer uncovered for 30 minutes, or until lentils are tender.

Add the Chicken Back:

- Return the shredded or chopped chicken to the pot.
- Simmer for 5–10 minutes to heat through and meld the flavors.

Final Touches:

- Taste and adjust seasoning with additional salt, pepper, or a squeeze of lemon juice for brightness.
- Remove the bay leaf before serving.

Serve:

- Ladle the soup into bowls, garnish with fresh parsley, and serve warm with crusty bread.





Crispy Honey BBQ Chicken Strips with Sadia Broasted Chicken Strips

Ingredients

750g Sadia Broasted Chicken Classic Strips

For the Honey BBQ Sauce:

1/2 cup BBQ sauce

1/4 cup honey

1 tbsp apple cider vinegar

1/2 tsp garlic powder

1/2 tsp onion powder



Preparation

Preheat Air Fryer:

- Preheat air fryer to 400°F (200°C).

Cook Chicken Strips:

- Place Sadia Broasted Chicken Classic Strips in a single layer in air fryer basket, ensuring they do not stick together.
- Lightly spray with cooking oil.
- Cook at 400°F (200°C) for 8–10 minutes, flipping halfway through.

Prepare Honey BBQ Sauce:

- While the chicken cooks, whisk together BBQ sauce, honey, apple cider vinegar, garlic powder, and onion powder in a small saucepan.
- Cook over low heat for 5–6 minutes until slightly thickened.

Serve:

- Remove Sweet & Crispy Honey BBQ with Sadia Broasted Chicken Classic Strips from air fryer once they are golden brown and cooked through.
- Toss in Honey BBQ sauce and garnish with chopped spring onions.
- Serve with BBQ sauce for dipping, with a side of sliced carrots and celery sticks.





Authentic Middle Eastern Chicken Kabsa with Sadia Chicken Thighs and Drumsticks

Ingredients

900g Sadia Chicken Thighs and Drumsticks (skin-on)

2 cups basmati rice

1/4 cup oil

1 large onion, diced

5-6 garlic cloves, minced

2 tbsp tomato paste

2 grated carrots

1 large tomato, chopped

2 jalapeños, chopped

4 whole cloves

4 cardamom pods

2 cinnamon sticks

2-3 tbsp Kabsa Spice Mix, ready-made

1-2 tsp turmeric

1 tsp salt

4 cups hot water

2 tbsp coriander, chopped (for garnish)



Preparation

Prepare Rice:

- Wash 2 cups of basmati rice until the water runs clear.
- Soak rice in water for 20-30 minutes.

Cook Chicken:

- In a pot, sauté diced onion until golden.
- Sadia Chicken Thighs & Sadia Chicken Drumsticks with minced garlic.
- Cook for 4-5 minutes until browned.

Add Veggies & Spices:

- Stir in tomato paste, grated carrots, chopped tomato, chopped jalapeños, whole cloves, cardamom pods, cinnamon sticks, Kabsa Spice Mix, turmeric, and salt.
- Sauté for 3-4 minutes.

Simmer Chicken:

- Pour in 4 cups of hot water and cover slightly.
- Simmer for 20-25 minutes until chicken is cooked.
- Remove chicken and set aside on a sheet pan.

Cook Rice:

- Drain soaked rice and add to the pot.
- Boil, cover, and cook on low heat for 10 minutes.

Broil Chicken:

- Broil the chicken in the oven until the skin is crispy.

Serve:

- Fluff rice and serve on a platter.
- Top with chicken, roasted raisins, nuts, and parsley.
- Serve with yogurt and tomato salsa.





Easy Chicken Tikka Masala with Sadia Easy & Juicy Chicken Breast Cubes

Ingredients

**750g Sadia Easy & Juicy
Chicken Breast Cubes**
1 tbsp ginger-garlic paste
½ cup yogurt
2 tbsp lime juice
1 tbsp vegetable oil
1 tsp turmeric powder
1 tsp cumin powder
1 tsp red chili powder
1 tsp salt

**Ingredients for Chicken
Tikka Sauce:**
1 tbsp butter
1 tbsp vegetable oil
3 tbsp ginger-garlic paste
2 medium onions, pureed
**7-8 medium tomatoes, pureed
(or 1 can of tomato sauce)**
**1 cup heavy cream
(or full-fat coconut milk)**
1 tsp garam masala
**½ tsp dried fenugreek leaves
(optional, for garnish)**



Preparation

Marinate Chicken:

- In a bowl, mix yogurt, ginger-garlic paste, lime juice, vegetable oil, turmeric, cumin, red chili powder, and salt.
- Add Sadia Easy & Juicy Chicken Breast Cubes, ensuring they are well marinated.
- Cover and refrigerate for 30 minutes (or overnight for deeper flavor).

Cook Chicken:

• Broil Option

Preheat oven to broil

Thread marinated Sadia Easy & Juicy Chicken Breast Cubes onto skewers, leaving space between pieces.

Broil for 5 minutes, until slightly charred and set aside.

• Shallow Fry Option

Heat a shallow layer of oil in a pan over medium heat.

Cook Sadia Easy & Juicy Chicken Breast Cubes for 3-4 minutes per side, until golden and cooked through, and then set aside.

Prepare Sauce:

- In a large pot, heat butter and oil over medium heat.
- Add ginger-garlic paste, sauté until golden.
- Add pureed onions, cook until browned.
- Stir in tomato puree and cook until sauce thickens.

Finish Sauce:

- Stir in heavy cream (or coconut milk), salt and garam masala.
- Add fenugreek leaves for extra flavor.

Combine Chicken and Sauce:

- Add cooked chicken to the sauce.
- Simmer for 2-3 minutes, allowing flavors to blend.

Serve:

- Garnish with coriander and serve with naan bread and yogurt.





Grilled Chicken Skewers with Sadia Easy & Juicy Chicken Breast Cubes

Ingredients

750g Sadia Easy & Juicy
Chicken Breast Cubes
3 tbsp olive oil
3 tbsp vinegar
2 tsp honey
4 cloves garlic, minced
1 tbsp dried oregano
2 tsp dried thyme
1 tsp salt
1/2 tsp black pepper

1 small onion, quartered
1 small green zucchini,
sliced
1 small yellow zucchini,
sliced
1 red bell pepper, sliced.
Oil for grilling
1 large lemon, cut into
wedges (optional)
Chopped fresh herbs for
serving



Preparation

Marinate Sadia Easy & Juicy Chicken Breast Cubes:

- In a large bowl, whisk together olive oil, vinegar, honey, garlic, oregano, thyme, salt, and pepper.
- Add Sadia Easy and Juicy Chicken Breast Cubes to the marinade, coating well and then cover and refrigerate for at least 30 minutes (up to 3 hours).

Prepare Skewers:

- Thread the chicken cubes onto the skewers, alternating with red onion, green and yellow zucchini, and red bell pepper.

Grill Skewers:

- Preheat your grill or grill pan to medium-high heat and brush with oil.
- Grill the skewers for 10-15 minutes, turning every few minutes, until the Sadia Easy and Juicy Chicken Breast Cubes are fully cooked.
- Squeeze lemon wedges over the skewers before serving.

Garnish and Serve:

- Sprinkle the skewers with freshly chopped herbs.
- Serve the skewers with garlic sauce.



Power Through Like a Pro

In the second half of Ramadan, you might start getting weary but remember - there are still plenty of wonderful moments ahead. You don't need to worry. Sadia is here with refreshingly new ideas to help you make the most of your time, along with a variety of delicious recipes for Iftar and Suhoor. Prepare to dive into a whole new world of enjoyment.



Tip #1



The Awakening Aroma

Need help waking up kids for Suhoor when they're impossible to rouse?

Follow these playful steps:

Prepare Their Favorite Meal:

Cook up their favorite meals from Sadia.

Seal the Room:

Close all the windows and doors.

Set up a Fan:

Position a powerful fan about 30 cm away from the plate of chicken, directing the airflow toward the kids.

Crank it Up:

Set the fan to level 3.

Lure Them with Aroma:

As soon as they open their eyes, quickly move the plate to the Suhoor table.

Tip #2



Food Schizophrenia

Sometimes hunger gets you to a point where you crave a thousand meals, and that's when you enter a state called 'Hunger Schizophrenia.' In this situation, follow these therapeutic steps:

Prepare the Chicken:

Cook up their favorite meals from Sadia.

Add Cheese:

Top them with your favorite cheese.

Set the Temperature:

Heat the oven to 200°C and cook for 29 minutes.

Celebrate:

Take the tray out of the oven and yell 'Yaaah!'

Congratulations...you've now transformed your schizophrenia into 'Cheese-o-oven-Yaaah!'

Ramadan Recipes





Healthy Air-Fried Greek-Style Sadia Chicken Shawarma Bowl

Ingredients

300g Sadia Chicken
Shawarma

1 cup quinoa, cooked

¼ small red onion,
chopped

½ bell pepper (red or
green), chopped

½ English cucumber,
chopped

1 cup cherry tomatoes,
halved

1-2 tbsp fresh mint leaves,
chopped

Extra fresh mint leaves,
for garnishing

**Ingredients for Greek
Yogurt Salad Dressing:**

1 cup plain Greek yogurt

2 cloves fresh garlic,
minced

4 tbsp lemon juice, freshly
squeezed

1 tsp salt

¼ tsp white pepper

2 tbsp water



Preparation

Air Fry Chicken:

- Pre-heat air fryer to 200°C.
- Place Sadia Chicken Shawarma in the basket and air fry for 4 minutes until cooked through and crispy.

Prepare Vegetables:

- Chop onion, bell pepper, cucumber, tomatoes, and fresh mint leaves.

Make Greek Yogurt Salad Dressing:

- Whisk together Greek yogurt, pepper, salt, garlic, lemon juice and water in a mixing bowl.
- Keep mixing until the mixture is thoroughly emulsified (If it is too thick to your liking, you can use a few tablespoons of water to thin it out).
- Mix in the chopped mint leaves.

Assemble Bowl:

- Place the crispy Shawarma in a bowl, add quinoa and vegetables, and top with the Greek yogurt salad dressing.

Serve:

- Garnish with fresh mint leaves and serve.





Crispy Korean BBQ Chicken Bowl with Sadia Broasted Chicken Classic Strips

Ingredients

**750g Sadia Broasted
Classic Strips**

1 tbsp olive oil

Korean BBQ Sauce:

6 tbsp light soy sauce

3 tbsp brown sugar

2 tbsp rice vinegar

1 tbsp red pepper flakes

1 tbsp sesame oil

2 tbsp garlic, minced

1 tbsp cold water

1 tsp cornstarch.

For the bowl:

1 cup cooked rice

½ cup lettuce, sliced

1 carrot, sliced

1 cucumber, sliced

½ avocado, sliced

½ red onion, thinly sliced

**Toasted sesame seeds
for garnish**



Preparation

Cook the Sadia Broasted Classic Strips:

- Preheat the oven as per the instructions on the Sadia Broasted Classic Strips packaging.
- Arrange the frozen or fresh strips on a baking sheet lined with parchment paper or foil.
- Bake according to package instructions (typically around 20–25 minutes) until they are golden brown and crispy, remembering to flip halfway through for even crisping.

Prepare the Korean BBQ Sauce:

- In a small bowl, combine soy sauce, brown sugar, rice vinegar, pepper flakes, sesame oil, minced garlic and corn starch.
- Stir well to combine, adding a little water to thin out if the sauce is too thick and adjust sweetness or spice by adding more honey or pepper.
- Pour the sauce into a small saucepan, simmer over medium heat for 3–5 minutes, or until it thickens slightly and set aside.

Assemble the Bowl:

- In a serving bowl, add a scoop of cooked rice as the base.
- Arrange the cooked Sadia Broasted Classic Strips on top of the rice.
- Add shredded carrots, cucumber slices, lettuce, avocado, cherry tomatoes and sliced onion around the chicken.

Drizzle the Sauce:

- Generously drizzle the Korean BBQ sauce over the crispy chicken strips and other bowl ingredients.
- Sprinkle sesame seeds on top.





Nashville Style Hot Chicken Burger with Sadia Broasted Chicken Zings Fillets

Ingredients

750g Sadia Broasted Chicken Zings Fillets

Ingredients for Spicy Butter Sauce:

3 tbsp butter, melted

2 tsp ground paprika

1 tsp salt

1 tsp cayenne pepper

Burger buns

Lettuce

½ cup mayonnaise



Preparation

Cook Chicken:

- Heat oil in a large skillet over medium-high heat (350°F / 180°C).
- Deep fry Sadia Broasted Chicken Zings Fillets in batches for 6-7 minutes per side until golden brown and crispy.
- Drain on a wire rack with paper towels underneath to absorb excess oil.

Make Spicy Butter Sauce:

- In a small saucepan, melt butter over medium heat.
- Stir in paprika, salt, and cayenne pepper until well mixed.

Coat Chicken:

- Brush crispy chicken fillets with spicy butter sauce.

Assemble the Burger:

- Slice the burger bun in half.
- Spread 1 teaspoon of mayonnaise on the inside of the bottom burger bun.
- Top with 1 or 2 fried crispy chicken fillets, lettuce and place the top burger bun.

Serve:

- Serve with a side of french fries.



Celebrate like a Pro

Ramadan went by in the blink of an eye! Eid Mubarak to you and your loved ones. In this section, we'll provide tips on how to wrap up Ramadan like a pro and welcome Eid with smart and thoughtful preparations. Get ready to make your celebrations even more memorable!



Eid Tip



Lunch on Eid

Remember lunch? It's been a while since you've sat down for this meal with loved ones. Here's how you can make it special:

Guests might not give you enough time for lunch, with their 'short' Eid visits stretching for hours, so you should think smart with Sadia's quick-to-prepare meals that energize and nourish you in no time.

Everyone offers sweets, so stay "original" and treat kids to something different, like Sadia's Chicken Popcorn, which they'll love, making you their favorite host this Eid.

Keep meals light, quick, and healthy, especially coming out of Ramadan, for overeating can cause a lot of issues.

Wishing you the best of health and a very Happy Eid!



One-Pot Chicken Biryani with Sadia Easy & Juicy Chicken Breast Cubes

Ingredients

750g Sadia Easy & Juicy Chicken Breast Cubes

1 brown onion, diced

160g chicken stock mix

16g tomato paste

80g natural yogurt

5g biryani powder

130g white basmati rice

30g sultanas

Vegetable oil, to taste

Water, as needed



Preparation

Cook Onion:

- Heat oil in a pan, add onion, Biryani powder, salt, and pepper; cook for 2 minutes.

Cook Sadia Easy & Juicy Chicken Breast Cubes:

- Add Sadia Easy & Juicy Chicken Breast Cubes and cook for 2 minutes until it starts to brown.

Add Ingredients:

- Stir in chicken stock mix and tomato paste; cook for 2 minutes until chicken browns a bit more.
- Add basmati rice, stirring to coat the grains in spice and oil.
- Add 300 ml water and bring to a boil.
- Once it starts boiling, add sultanas, cover, and cook on low for 10-12 minutes until the rice absorbs the water.

Serve:

- Top with natural yogurt before serving.





Mexican style Chicken Tacos with Sadia Easy & Juicy Chicken Breast Small Cubes

Ingredients

**750g Sadia Easy & Juicy
Chicken Breast Small Cubes**

1 tbsp olive oil

1 tsp chili powder

1 tsp ground cumin

1 tsp garlic powder

½ tsp smoked paprika

½ tsp onion powder

½ tsp salt (or to taste)

¼ tsp black pepper

**½ cup chicken broth or
water (optional for extra
moisture)**

8 small flour or corn tortillas

Optional Toppings:

Shredded lettuce

Diced tomatoes

Chopped cilantro

**Shredded cheese (cheddar
or Mexican blend)**

**Sour cream or Mexican
cremaSliced avocado or
guacamole**

Lime wedges

Salsa or hot sauce



Preparation

Season the Chicken:

- In a small bowl, mix chili powder, cumin, garlic powder, smoked paprika, onion powder, salt, and black pepper.
- Rub the seasoning mix all over the Easy and Juicy Chicken Breast Small Cubes ensuring they're evenly coated.

Cook the Chicken:

- Heat olive oil in a large skillet over medium-high heat.
- Place the seasoned chicken in the skillet and cook for about 6–8 minutes per side until golden brown and fully cooked (internal temperature should reach 75°C/165°F).
- For extra moisture, add chicken broth or water to the skillet during cooking.

Shred the Chicken:

- Remove the cooked chicken from the skillet and let it rest for 5 minutes.
- Shred the meat using two forks or chop into bite-sized pieces.

Warm the Tortillas:

- Warm tortillas in a dry skillet for 20–30 seconds per side or wrap them in a damp paper towel and microwave for 30 seconds.

Assemble the Tacos:

- Layer shredded chicken onto each warm tortilla.
- Add your choice of toppings such as lettuce, tomatoes, cheese, sour cream, guacamole, or salsa.

Serve:

- Serve the tacos immediately with lime wedges for an extra burst of flavor.





Air-Fried Chicken 65 with Sadia Easy & Juicy Chicken Breast Cubes

Ingredients

For Chicken:

750g Sadia Easy & Juicy
Chicken Breast Cubes
1 to 1 1/2 tsp red chili powder
1 tsp black pepper
1 1/2 tsp salt
1/4 tsp baking soda
1 small egg, whisked
1/4 cup + 1 tbsp cornstarch
2 tbsp all-purpose flour
1 tbsp water
Oil for frying

For Spiced Oil:

1/4 cup water
1/4 cup oil
1 1/2 tsp cumin seeds

2 garlic cloves, thinly sliced
2-3 mild green chili peppers,
halved, deseeded if desired
5 whole dried red chili peppers
1 tsp garlic paste
1 tsp ginger paste
3 sprigs fresh curry leaves
1/3 cup chili garlic sauce
1/3 cup plain yogurt, whisked
1/3 tsp heaping sea salt
Lemon wedges for serving

Sides:

Raita – A cooling yogurt sauce
with cucumber, mint, and
cumin
Flatbread or Rice –
For a complete meal



Preparation

Marinate Sadia Easy & Juicy Chicken Breast Cubes:

- Rinse and pat dry Sadia Easy & Juicy Chicken Breast Cubes.
- In a bowl, mix red chili powder, black pepper, salt, and baking soda.
- Add the whisked egg and stir well.
- Mix in cornstarch and all-purpose flour until the chicken is fully coated. Add water to adjust consistency if needed.

Air-Fry Sadia Easy & Juicy Chicken Breast Cubes:

- Preheat the air fryer to 350°F (175°C).
- Spray the basket with oil, then arrange the Sadia Easy & Juicy Chicken Breast Cubes in a single layer.
- Air-fry for 10-12 minutes, shaking halfway through, until golden and crispy.

Prepare Spiced Oil:

- In a pan, heat oil over medium heat.
- Add cumin seeds, sliced garlic, green chilies, whole red chilies and then sauté for 2 minutes until the garlic is golden.
- Deglaze the pan with water, then add garlic paste, ginger paste, fresh curry leaves and cook for 2 minutes more.

Prepare Sauce:

- Stir in the chili garlic sauce, yogurt, salt and simmer for 4-5 minutes until the sauce thickens slightly.

Combine:

- Add the air-fried Sadia Easy & Juicy Chicken Breast Cubes to the sauce, tossing to coat and simmer for 1-2 minutes until heated through.

Serve:

- Serve with lemon wedges, raita, and flatbread or rice.





Eid Mubarak!

Armed with these tips and insights, you're now officially a Ramadan pro.

In fact, others can now seek your valuable and helpful advice. Thank you for joining us, and we look forward to seeing you next Ramadan with even more exciting surprises from Sadia.

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Sadia