

PRESS RELEASE

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FOR IMMEDIATE RELEASE

FEASTS OF PERSIA EXPANDS BEYOND LAKELAND

Lakeland's growing artisan hummus brand expands to twelve retail locations across six cities, quadrupling its retail presence this summer alone.

Lakeland, Florida, August 20, 2026 — Feasts of Persia, the Lakeland-based Mediterranean and fusion hummus brand behind the Fuel Our Power fitness & wellness community, announced today that its hummus is now also available in Mulberry and Auburndale, and about to launch in Lake Wales, Winter Haven, and Lake Alfred.

The growth is remarkable not only for its pace but for how it is happening. Every single new location came from community, just the way it started: the owner of The Old South Country Market discovered Feasts of Persia's hummus through a Fuel Our Power video featuring Lakeland personal trainer, Coach Corbett, whose youth group the owner's daughter happened to attend. She asked for the connection and he made it. Within days, they brought a sample and, within the same week, Feasts of Persia's Signature Hummus was officially on shelves.

The next locations came from connections made through fellow business owners and community events like the Lakeland Chamber of Commerce Taste of Lakeland Luau, mutual friends, and an introduction by the Polk Wellness Professionals, who endorsed Fuel Our Power after they announced the significant health improvements their 4-week program delivered. One location may have started with a cold contact, but the decision to move forward was based on Feasts of Persia's mission to help people live healthier and happier lives through the Fuel Our Power community and the NetWalking meetups Fuel Our Power co-hosts.

"From day one, Feasts of Persia has been about bringing food together the way it brings people together," said Farhad and Gianna Rahmani, co-owners of Feasts of Persia. "Every shelf our hummus lands on is proof that community works. Fuel Our Power is growing from the same belief. NetWalking is just as it sounds: you network while you walk. You grow your business while getting your steps in. The hummus is where it starts, and the transformation is where it goes. Our community is experiencing transformations in both our physical health and in the health of our businesses together."

The brand produces four hummus flavors: Signature, Cinnamon, Coffee, and Espresso, all made with extra virgin olive oil. Feasts of Persia's Signature Hummus is either packaged in deli-style tubs or snack packs with pita chips or carrots. Coffee Hummus features locally-roasted coffee from The Flamingo Bean Co. in North Lakeland. Espresso Hummus features espresso from Divicious Deli in Downtown Lakeland. The hummus is packaged at Catapult by Feasts of Persia's fulfillment partner, Spurzile's Gourmet.

Tonight, Feasts of Persia's hummus debuts at Saliches in Lake Wales. Added to the menu will be:

Persian Harvest: Rosemary roasted sweet potatoes served with a honey cinnamon dip, made with Feasts of Persia Cinnamon Hummus.

Simply Persia: House-made low-carb pita chips served with Feasts of Persia Signature Hummus.

This partnership was borne from an unsolicited recommendation by a Feasts of Persia customer, Janet Farmer, owner of The Creative Tech Studio and a resident of Lake Wales who'd travel to Lakeland for her Feasts of Persia hummus fix. **Tonight at 6pm**, with a special Fuel Our Power collaboration with the Women Entrepreneurs of Greater Lake Wales, a group Janet co-hosts, celebrate the new Lake Wales eatery with delicious and nutritious Feasts of Persia hummus, before "NetWalking" Lake Wales Main Street together.

On **Tuesday, August 25th, at 8am**, NetWalking Winter Haven, normally at the AdventHealth Fieldhouse, will meet at Healthy Habits Health Food Store & Café, enjoy a stroll through the surrounding neighborhood, then celebrate Feasts of Persia's expansion into Winter Haven when Healthy Habits opens at 9am.

Details to be announced on Feasts of Persia's social media as the other upcoming launches get finalized. Here's the current and upcoming list of locations where you can find Feasts of Persia's hummus:

1. The Old South Country Market – Mulberry
2. Bodega Market – Downtown Lakeland
3. Anthony's Health Hut & Restaurant – South Lakeland
4. Krazy Kombucha +Superfoods – Dixieland, Lakeland
5. Vegetation Plant Food – E Gary Rd, Lakeland
6. The Flamingo Bean Co. – North Lakeland
7. The Makers Market & Farmacy – Hallam, Lakeland
8. Maria Petit Food Boutique – Auburndale
9. Saliches – Lake Wales
10. Healthy Habits – Cypress Gardens Blvd, Winter Haven
11. The Back Porch – Lake Alfred
12. The Treasured Olive – Downtown Winter Haven

For wholesale inquiries, please visit feastsofpersia.com.

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