

PRESS RELEASE

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FOR IMMEDIATE RELEASE

DUAL LAKELAND LAUNCH: FEASTS OF PERSIA HUMMUS SOON AVAILABLE AT VEGETATION AND KRAZY KOMBUCHA

Lakeland's growing artisan hummus brand expands to five local retail locations as it partners with two of the city's most beloved health-focused businesses.

Lakeland, Florida, June 22, 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 will now be available at two additional Lakeland locations starting Wednesday, June 24th: Vegetation, the city's award-winning whole-food plant-based cafe, and Krazy Kombucha, Lakeland's locally brewed gut-health kombucha taproom. The expansion brings Feasts of Persia to five retail locations, adding to its existing presence at The Old South Country Market, Bodega Market, and Anthony's Health Hut.



At Vegetation, located at 1439 E Gary Rd, Lakeland, FL 33801, shoppers will find Feasts of Persia's Signature Hummus, Falafel, and house recipe Tahini Sauce in the cafe's grab & go section. Founded by Rima, Vegetation was named Best Vegan Restaurant, Best Hidden Gem, Best Service, and Best Casual Restaurant in Haven Magazine's Best of Lakeland Awards in 2025. The cafe is committed to whole-food, minimally processed, plant-based eating, a mission that aligns directly with the Mediterranean diet philosophy at the foundation of Feasts of Persia's product line.



At Krazy Kombucha, located at 1030 Florida Ave S, Lakeland, FL 33803, customers will find Feasts of Persia's Signature Hummus with Carrots snack packs and Signature Hummus tubs alongside the taproom's signature raw, locally brewed kombucha. Founded by Wendy, a nurse and third-generation Lakeland native, Krazy Kombucha has been crafting gut-friendly fermented beverages for the Lakeland community for six years. She started at Catapult, shared a space at the former Good Thyme location, then eventually acquired her own space in Dixieland. The partnership reflects a natural alignment between the probiotic benefits of raw kombucha and the prebiotic properties of chickpeas, both central to Mediterranean and whole-food health approaches.

Farhad & Gianna Rahmani, owners of Feasts of Persia, say, "Rima and Wendy are building exactly what we're building: a community that believes food is medicine. Bringing people together through food has always been our mission." Feasts of Persia opened in December 2022 as a food truck serving a Mediterranean and American fusion cuisine and has since evolved into a packaged food brand with a growing retail footprint. Its four hummus flavors—Signature, Cinnamon, Coffee, and Espresso—are made with extra virgin olive oil and contain no seed oils, distinguishing them from most mainstream products.

For wholesale inquiries, please visit feastsofpersia.com.

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