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A vibrant scene in Diriyah featuring tall palm trees, a blue butterfly, and a traditional building. The image is a promotional graphic for Barriya. It shows a clear blue sky with several tall palm trees. A small blue butterfly is flying in the upper left. A semi-transparent grey box in the center contains the text 'In the Heart of Diriyah, Barriya was born.' in a bold, dark green serif font. In the background, a traditional yellow building with a circular tower is visible. The bottom of the image shows a stone wall and some greenery.

**In the Heart of Diriyah,
Barriya was born.**



Creative Living Through Nature.



**We are inspired by
three main elements..**

Wellness



Movement



Play



We build premium Creative Wellness solutions for the Hospitality Sector.

Barriya Buzz

Corporate programs & N-Nature events.



Barriya Bloom

Creative direction, curation, & programming.



Barriya Herbals

Products made from pure Saudi herbals.



Saaf Barriya

Social & environmental sustainability.



From This Very Land.



Farmed & Made In Saudi.









Our main client segments.

الصندوق
الصناعي



صندوق التنمية الصناعية السعودي
Saudi Industrial Development Fund



وزارة الثقافة
Ministry of Culture



الهيئة السعودية للتخصصات الصحية
Saudi Commission for Health Specialties



HABITAS

متخافي

جمعية رعاية متخافي السرطان



بنيان
Bunyan



غناء هالأرض.. أرض مثلك أرضي
صاحب السمو الملكي الأمير بدر بن عبدالحسن





**A nourishing environment
for Creative Wellness**

The background image shows a lush tropical setting. In the foreground, a curved wooden deck is visible. Several palm trees with thick, textured trunks are scattered throughout the scene. The ground is covered with light-colored gravel and some low-lying green plants. The lighting suggests a bright, sunny day.

**Seamless design
interwoven with nature.**



**A well structured environment
for the most aspirational ideas.**

**We work with various Natural
Landscapes across the Kingdom.**



Our journey in numbers.

20,000sqm
Farm Land
Operated Events

23
Public & Private
Programs

~400
Creative & Social
Beneficiaries

18
Original Products &
Programs

~5500
Handblent
Tea Tins

9
Collaborations with
Local Farmers

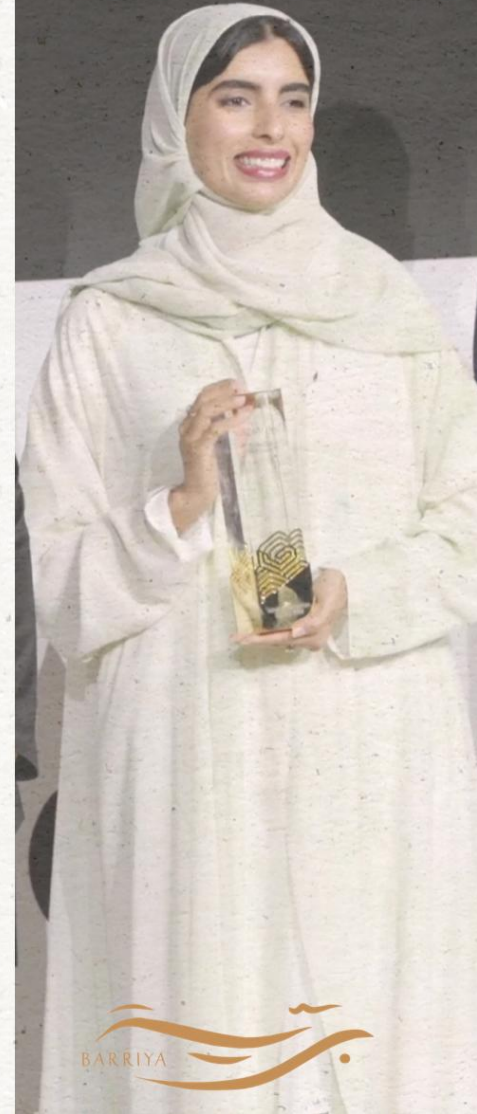
~24
Collaborations with
Women

~410
Trees
Planted

~7
Tons of Co2
Avoided

Winner
'New F&B Startup
of The Year'

Saudi Food Excellence Awards '23



Sharing Saudi Nature with the world.

Manufacturing For Hospitality, Impacting The Saudi Herbal Ecosystem.

Farms & Herbal Ecosystem

Collaborate with local farmers or own farms - Impact Socioeconomic System for the herbal market



Herbal Processing Plant

The first herbal processing plant in KSA - Sort & Process herbals into factory-ready raw material.



Herbal Wellness Products

Herbal Tea - Functional Drinks - "Skin Food" Cosmetics - Wholesale Raw Material



Hospitality

F&B - Hotels - Airlines - Events - Amenities & Gifting



**We believe everyone can be
creative and unique!**



A night scene of a desert camp. In the foreground, there are several palm trees. To the right, a wooden structure with a thatched roof is visible. In the background, a stone wall and a hillside with warm lights are seen under a dark sky with a full moon.

We look forward to work with you to support your efforts in sharing quality Saudi nature-based offerings with your partners, customers and community.

We are excited to partner with you in creating an effective, valuable and expansive experience and service offerings.