



## Sally Lulu

Chef, Food Blogger, and Founder of Sally Cooks ART

Palestinian - Jordan

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## Who is Sally Lulu

Sally Lulu is a Palestinian chef and culinary content creator who was born and raised in Kuwait and is currently based in Amman, Jordan. A mother of five, she channeled her lifelong passion for art into "Food Art," founding her digital platform, "Sally Cooks ART," to share her accessible recipes that emphasize easy steps, simple fresh ingredients, and bold flavors. Sally holds her Palestinian heritage dear, frequently sharing traditional dishes passed down from her mother and grandmother, often with a modern twist to suit a fast-paced lifestyle. Through her blog and social media channels, Sally aims to make cooking an approachable art form for everyone. She provides tried-and-tested recipes, along with tips and techniques to help her audience create and present elegant meals. In addition to content creation, she collaborates with various brands to develop visually stunning recipes and showcase products to her followers. As a full-time food blogger and business owner, Sally aspires to one day publish her own cookbook, solidifying her presence as a notable figure in the digital food scene.

## Achievements of Sally Lulu

Sally had the honor of meeting Her Majesty Queen Rania of Jordan. This significant encounter occurred during her participation with the Boxeh community at a Royal Initiative event held at the Livinc.life creative incubator, recognizing her work as an influential culinary creator. She was featured in a live-cooking segment on Jordan's Roya TV. Sally appeared on the show "Roya Kitchen," where she cooked alongside the renowned Chef Dima Hijjawi and presenter Samir Hijazi. This television appearance allowed her to share a unique recipe with a broad audience and gain valuable behind-the-scenes experience. Sally participated in a specialized Sustainable Cooking Training led by Chef Mohammed Farouq. Held at the Tahboub Kitchens premises, the session focused on innovative ways to utilize ingredients that would otherwise go to waste to create restaurant-quality dishes, showcasing her commitment to professional development and modern culinary practices.

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