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GUIDE TO...

**The
Grocer**

WORLD CUISINE



ANALYSIS

A WORLD OF IDEAS

Thanks to the UK's spirit for adventure this category is constantly discovering pastures new. Johanna Thomson looks at the latest trends





It's good news, the world cuisine category is up 6.5% in value year-on-year. Much of this growth is coming from fresh and chilled food, which is up 6.3%, equating to £45m, according to Kantar Worldpanel. Catering to world cuisine fans has never been bigger with many grocers more than doubling their shelf size for the fixture. Canny retailers have their eye firmly on the restaurant scene for inspiration but they need to respond quickly as trends move fast.

Tropical Sun believes growth will be determined by how quickly and well retailers develop their range. Marketing manager Jag Singh says: "Contrary to popular belief, they are not competing against each other for core ethnic shoppers looking for their staple items, but against independent retailers. Independents have a much better capacity to offer a wide range of products tailored to the needs of local demographics and much quicker – especially when it comes to NPD. This is the reason why core ethnic shoppers still inevitably go to their local independent for a top-up shop, to meet their everyday world food needs."

AB World Foods, distributor of Blue Dragon, expects the category to only get bigger but even more explorative. Marketing director Paul Watmore says: "I think the growth is driven by two factors. One, Britain is a multi-cultural society, therefore there is already and an on-going strong influence shaping British society and habits from around

the world. Two, there has always been an interest in the UK for world foods and ethnic, it's just that the penetration continues to deepen and lesser known cuisines add new interest to British society – so it just gets better.

"The influence on Britain started from the great trade routes – like the silk road, the spice trade. Also our nearest neighbours, closest political and economic allies and the commonwealth. World cuisine just keeps evolving and updating as lesser known cuisines emerge in the UK topping up interest and moving on what was once niche to mainstream."

It's not just travel that is being cited as a key influencer on the market now, technology is playing its part too. The internet means there are increasingly fewer cuisines and ingredients that remain isolated or hidden from the outside world. Everything is at your fingertips if you want it, and authenticity is no longer a secret, no longer a holy grail consumers expect it.

"As the world becomes more connected there are fewer and fewer cuisine secrets hidden or out of reach. Increasing availability of ingredients through retailers and cuisine offering from restaurants and takeaways," says AB World Foods marketing director Paul Watmore.

DEMYSTIFICATION

A large part of bringing more shoppers to this category is encouraging trial and exploration. Not knowing what to expect remains a barrier for consumers to explore new ethnic cuisines, put- 4 >>>

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ANALYSIS

» 3 ting the onus on operators to provide guidance and increase familiarity. Consumer interest in ethnic spice and meal kits points to a means for brands to tap into the current scratch cooking trend, while addressing uncertainty about how to prepare ethnic foods.

On-pack, online, and on-ground engagement are critical to demystifying the world foods category for those that are new to it. “Whilst some lines have already started reaching critical mass such as our Jollof and Jerk Seasoning, products like Tropical Sun Ackee, need more work,” marketing manager Jag Singh says. “However, we are seeing an up-take of these kind of products by groups including vegans – who are looking for something different to cook which delivers on taste and their dietary and lifestyle needs. These consumers then become brand advocates – amplified via social media, blogs and vlogs.”

The challenge is how best to deliver these flavours and cuisines for in-home consumption in an easy, convenient and accessible way. Consumers are travelling more often, and further afield and a variety of cuisines and flavours are becoming increasingly accessible. AB World Foods marketing director Paul Watmore says: “Within this there is certainly opportunity to premiumise as consumers are expecting more from the experience and are willing to pay a premium for solutions that are convenient to them. As we lead increasingly busy lifestyles, these expectations are set to continue.

“Premiumisation is the only way for a category to get better, and maintain interest from consumers. After all these cuisines are competing against one another and premiumisation is a strong way to stand out and be better. Premiumisation is also about raising the standards to meet higher expectation either through better ingredients, newer flavours or improved authenticity.”

AB World Foods marketing director Paul Watmore adds: “There is a real job to do by suppliers and retailers to raise awareness of new cuisines and flavours, and address the common barriers to trial for the in-home consumption of emerging world flavours. The key barriers being

knowledge on how to cook these cuisines, ingredients required, confidence and skill. Overcoming these barriers through education, whether this is in-store at fixture, online, on packaging or ATL is key.

“Patak’s meal kits educate on pack, providing information on the regional-ity of the product and providing clear instructions on preparation. Patak’s have also joined forces with Jamie Oliver to educate consumers on paste usage, using videos and inclusion in his award winning recipe book *5 Ingredients*.

“Jamie Oliver is a long-time fan of Patak’s curry pastes and always has a jar or two at home as it’s a fantastic store cupboard ingredient that delivers big on flavour, with minimal fuss, Jamie uses the range when he doesn’t have time to make an authentic Indian paste from scratch.

“Manufacturers need to present their products in a way that is easy to understand and use without removing authenticity, flavour or quality. Easy to use or easy to understand should not mean a dumbed down or inferior product.”

Research suggests that consumers who already shop world foods are interested in new products, want more choice and are willing to pay more for high quality authentic world foods.

Harry Dulai, MD of Surya Foods says: “We believe that premiumisation will continue to grow. The world foods category is still under-developed. There are still a large number of people who are daunted by scratch-cooking world foods at home. If brands can help to demystify this, they can bring a huge number of new shoppers to the category and truly transition world foods from niche and specialist to fully-integrated and mainstream.”

In order to maintain their position as a major player in the world cuisine sector, Chadha are embarking on a major marketing programme that will see their band’s promoted through social media, out of home advertising, print media, instore promotions and extensive NPD. Faizal Fulat, buying director at Chadha, explains: “One such marketing initiative will see Chadha partner with Amanda



“Premiumisation is about raising the standards to meet higher expectations”



Grant as part of her Amanda Grant's Cookery School to introduce and encourage school children in the use of Healthy Boy products in simple recipes."

Fulat believes that the consumer trend of scratch cooking is still a key factor with consumers that are seeking authentic ingredients to replicate dishes/meals they have enjoyed eating out, when on holiday or seen on TV.

BREXIT

The UK's international status is in question with Brexit looming on the horizon but Brexit could actually mean the opening of more channels from around the world. There is also a healthy mixed

population with the last census showing that there has been strong growth in the BME population in the UK. There is already a significant dedicated and developed retail channel serving this population in addition to what multiple retailers offer through their world and ethnic foods aisle.

Surya Foods predicts a slow down in immigration but does not expect this to have a major impact on its business. MD Harry Dulai explains: "Given the strength of interest in the world food category from mainstream consumers generally, interest in genuine world food products has never been greater. UK consumers are hopping around the world

most evenings in any given week, serving up Mexican, Chinese, Thai and Indian as frequently as traditional British fare.

"Thanks to the surge in interest, some major retailers are beginning to look to source foreign lines direct from producers, as well as increase their own brand offering. However, specialist food importers like ourselves offer authenticity, plus a wealth of additional services which continue to make us first choice for global brands looking to crack the UK market.

"Retailers respect the specialist knowledge we offer, reflected in the 400+ skus we now sell into many of the major supermarkets and prefer to take **6 >>>**

ANALYSIS

» 5 advantage of our expertise rather than dabble in global markets they have little experience with. The world food category continues to feature two distinct elements, world food products that are very specialist and others that are scalable and have mainstream appeal.”

On the whole retailers are best to rely on specialist food importers as they will find it difficult to source directly from producers in developing countries as it involves increasing resources and dealing with risks in food safety. “It is a shared risk approach by using UK based importers and distributors,” explains East End Foods senior director business development Alka Kapoor.

FUTURE PERFECT

Modern Asian, Thai and Indian are set to continue to grow with mass appeal. Other cuisines such as Vietnamese, Korean and Japanese are also growing, however it is anticipated that this will take a few years to become established. Supermarkets have to be quick to respond to trends.

The Far East category will increase and diversify, with Korea, Indonesia and Vietnam tipped to become increasingly prominent – the Thai and Oriental categories were the biggest climbers last year according to Kantar, up 20% and 14.4% respectively.

Korean food in particular has seen a surge in popularity, with celebrity chefs like The Hairy Bikers and Gizzi Erskine fuelling sales of Korean foods.

Paul Watmore, marketing director says: “World and ethnic foods is driven by both UK residents and citizens of indigenous countries and UK born consumers. World foods and Ethnic foods should remain on separate fixtures but within the same aisle. It makes it easier for consumers to shop and join the dots and provide inspiration when making their choices across cuisines and recipes that they might want to try.

“Trends suggest that cuisines are losing their firm edges and evolving into a range of flavour options and different dish combinations – as a result consumers seek out wider reaching flavour profiles, ingredients and cooking



“Trends suggest that cuisines are losing their firm edges and evolving into a range of flavour options”

techniques, There is an emerging rise in multi cuisine restaurants, and menus that reflect a global larder – importantly this is about fusion and choice

Tropical Sun marketing manager Jag Singh says: “There are huge opportunities to expose world foods to a mass market. This will be achieved by dual citing and then merging fast moving world food ethnic SKUs on mainstream grocery shelves. Not hidden away in the world foods aisle.”

Some of the key trends and influencers in the next couple of years include:

● Street food & new product formats
Street food is a trend we’re seeing become

more popular. In the future we could see more grab-and-go solutions being innovated, particularly for retailers as part of meal deals. Products re-launched in a different shape or packaging to fit a new shopper need is a trend we’re also seeing.

● Sugar tax

With the implementation of the sugar tax, shoppers are now becoming more aware of their sugar consumption. World foods cooking sauces can be perceived as unhealthy therefore manufacturers are launching lighter/ sugar free versions.

For East End Foods the future lies in younger consumers. East End Foods senior director business development Alka Kapoor explains: “Younger consumers want to eat more adventurous, flavourful, authentic dishes from around the world as they become more travelled. They want healthy cuisines and are willing to spend a wee bit more for great quality food ingredients.”

So there is literally a world of opportunity as shoppers expand their horizons. One thing is clear, the retailers who inspire trends rather than react to them are in a winning position. ■

TROPICAL SUN FOODS

BRINGING WORLD FOODS TO THE UK

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Tropical Sun Foods

For more than 21 years, Tropical Sun has been delivering authentic foods and flavours to diverse communities right across the UK. Having started as a small business, bringing niche and specialist ingredients like Ackee, Callaloo and Gari to the UK's African and Caribbean consumers, the brand has grown its range and its audience by featuring products from all over the world including Asia and South America.

Today, Tropical Sun has a wide range of high quality products from all over the world, covering several categories including drinks, snacks, sauces, rice, seasonings and specialist ingredients. Additionally, it has won 16 Great Taste Awards, has continued to deliver consistent year-on-year growth and the brand's logo has come to symbolise quality and give shoppers assurance.

The world foods category however, is changing rapidly, which is one of the reasons why Tropical Sun has radically increased investment into new product development and consumer engagement. Marketing manager Jag Singh says: "Whilst staying incredibly loyal to our core shoppers, who have made us what we are, we have actively courted new

"Tropical Sun has grown its range and its audience to include products from all over the world including Asia and South America"



consumers. This includes adventurous foodies, those curious about the category, shoppers looking for exotic recipe solutions, as well as those who want to simply tropicalise dishes they already love to cook."

EDUCATION AND INSPIRATION

Critical to this engagement has been the brand's website, which was revamped and relaunched in 2017. It is now easier to navigate, has the brand's full range, features product usage information alongside great international recipe ideas. Tropical Sun is increasing on-ground engagement with sampling planned at events throughout the year including in-store, at community events and at the prestigious BBC Good Food Show.

The brand has recently launched a raft of new products. This includes the recent expansion of its best-selling coconut range, which now includes Organic Coconut Flour, Organic Coconut Milk, Coconut Vinegar and Coconut Treacle. Additionally, Tropical Sun has added three South Asian flavoured teas to its herbal range; Neem, Turmeric and Tulsi.

Pete Beck, national account manager, predicts big things for the brand and the category. He says: "World Foods offers huge opportunities to reach a mass market outside of core ethnic shoppers with cross-over lines. We work closely with retailers to develop tailored ranges relevant for a retailers local demographics."



BLUE DRAGON

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KEY BRANDS

Blue Dragon

With over 40 years' experience, Blue Dragon is one of the UK's leading ambient Oriental food brands. AB World Foods marketing director Paul Watmore explains the secret to its success: "Blue Dragon thrives on curiosity, new discoveries and ceaseless exploration. From our founding in London in the 1970s our mission has always been to provide real, modern Asian food and we are proud to have pioneered the introduction of this to the UK.

"As consumers are seeking more authentic experiences at home, Blue Dragon continues to inspire people through expanding into Japanese and Vietnamese cuisine with Katsu Curry, Ramen and Pho three-step meal kits.

"Meal kits are seeing strong growth with 54% value increase in the last year becoming more popular with consumers due to their versatility and ability to

“Blue Dragon thrives on curiosity, new discoveries and ceaseless exploration”



meet many different needs.

"Blue Dragon kits are simple and delicious, giving consumers a helping hand and the confidence to cook Asian meals at home, as well as being perfect for capable, time-poor cooks who want delicious Asian flavours but don't have time to cook from scratch."

As well as their exciting three-step range, Blue Dragon is the market leader in stir fry and dipping which give consumers an easy way to enjoy authentic Asian flavours at home.

Watmore concludes: "2018 is another exciting year for Blue Dragon as it continues to support its 'Keep Exploring' campaign which was launched at the start of the year with a vibrant and sensorial TV ad to inspire consumers, bringing them on a journey of exploration and discovery and showing them how this can be recreated in their own homes."

KEEP EXPLORING

- The UK's no.1 Ambient Oriental Brand*
- Market leader in Stir Fry, Oriental Pastes, Coconut Milk & Dipping Sauces**
- Full range of authentic Asian products
- Innovative new kits ready to STOCK NOW



Interested? Contact customer.services@abworldfoods.com

CHADHA ORIENTAL FOODS

THE AUTHENTIC LEADER

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Silk Road
Foco
Asian Home Gourmet

➤ In a highly competitive sector, Chadha Oriental, one of the leading importers/distributors of Oriental foods, believe they have a portfolio of products and brands that make them stand out from the competition.

As Faizal Fulat, buying director at Chadha, explains: "We offer a range of authentic brand leaders in their respective markets, such as Healthy Boy which is Thailand's number one soy and seasoning sauce and Indomie Noodles, Indonesia's iconic noodle brand. Further new market leading brands will also be added to our offering in the near future."

Fulat adds: "Consumers are shopping the fixture for authentic, honest ingredients and flavours that have genuine provenance and really say something about the cuisine they are interested in. We strongly encourage retailers to consider this when range reviews are conducted."

“We offer a range of authentic brand leaders”

In order to maintain its position as a major player in this hotly contested world cuisine sector, Chadha is embarking on a major marketing programme that will see its brands promoted through social media, out-of-home advertising, print media, instore promotions and extensive NPDP. One such marketing initiative will see Chadha partner with Amanda Grant as part of her 'Amanda Grant's Cookery School' to introduce and encourage school children in the use of Healthy Boy products in simple recipes.

Fulat believes that the consumer trend of scratch cooking is a key factor as they seek out authentic ingredients to replicate dishes they have enjoyed eating out, on holiday or seen on TV. Also sitting world foods adjacent to mainstream fixtures has enabled Chadha brands to achieve greater exposure to wider audiences and encourage an uplift in sales. ■



Essential Far East delights



Your unrivalled supplier
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Asian Spice Pastes from Singapore



The iconic Noodle brand from Indonesia



The leading Soy Sauce & Seasonings from Thailand

To boost your sales with leading brands from the Orient contact Chadha Oriental on **01707 325 888**
email sales@silkroadwt.co.uk or visit www.chadhaorientalfoods.co.uk



EAST END FOODS PLC

EAST END SPICES UP THE NATION



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East End
Nishaan
Medyna Oil
Ruby

East End Foods is celebrating success as its market share of spices has grown by a massive 33%. “Younger, mainstream consumers are buying into the category, buying more frequently and buying more volume per trip,” explains senior director business development Alka Kapoor. “Also, our market share is up 28% in the past year. These stats support our position as one of the leading brands in the world foods category. Consumers choose us over other brands because of our premium quality.”

As shoppers increasingly seek authentic flavours and tastes from around the world, East End Foods delivers on flavour colour, aromatics, freshness and purity of spices. “We take the pick of the crop from the country of origin to process and pack fresh in the UK,” explains Kapoor. “Our East End Premium Gold Chakki Atta (Chapatti Flour) is a market-leader, made from imported Indian wheat stone-ground in our own processing facility.

“We give consumers total value and quality at a reasonable price. We also offer healthy options with organic and multi-grain Chapatti (Chakki) flours.

“East End branded spices, beans and lentils are the choice of chefs in top restaurants and cruise liners, due to the UK re-cleaned and polished lentils and pure freshly ground spices in the UK.

“Consumers are demanding indulgent flavours and our East End Pure Butter Ghee has seen triple volume growth year on year as it produces authentic tasty curry dishes.”

“We give consumers total value and quality at a reasonable price”

KEY TRENDS

East End Foods points to a few key trends to watch out for in the category. “Semi convenience foods that don’t just save time but deliver on flavour, texture and freshness are growing in popularity – like our pungent flavour Nishaan Garlic paste and Nishaan Chakki Roti (Nishaan traditional bread range),” says Kapoor.

“East End Foods Turmeric is now a mainstream consumer trend and East End quality is the best in the market. People are making turmeric lattes and health based drinks with pure turmeric powder from East End.

“East End Foods Pure Butter Ghee sales have also sky rocketed as more consumers are discovering the flavour of clarified butter and ways to make curry at home, just like Indian restaurant style.

“Fantastic Curry Nights – cooked with East End Foods ingredients at home two to three times a week is a trend which has given the Asian world food category tremendous growth and continues to grow”

All of the brand’s range are supported with vigorous marketing to ensure they stay front of consumers’ minds when it comes to cooking at home. Kapoor explains: “Our key marketing plans are to be aggressive on various digital platforms and social media networks working closely with digital retailers like Amazon and Ocado and Food Network. We are also working on inspiring recipe ideas to encourage a new generation of younger consumers to East End branded products.”

East End *Cook your favourite Curry in 25 minutes...*

STEP 1 Fry chopped onions with two tablespoons of Butter Ghee in a sauté pan and add half a can of chopped tomatoes.

STEP 2 Add two tablespoons of Nishaan Ginger and Garlic paste and cook for 5 minutes.

STEP 3 Add 3 level tablespoons of East End Spice Blend of your choice, along with 400g of Chicken or Vegetables.

STEP 4 Cook on a medium to high heat until tender and garnish with fresh coriander.

STEP 5 Serve your curry on a bed of East End Pure Basmati Rice & Nishaan Roti.

Spicing up the Nation
www.eastendfoods.co.uk

Chana Balti
Chick Peas in a tangy sauce. Serves 4.
A traditional Punjabi dish, you can substitute lentils, it can be served with Pure Basmati Rice, Nishaan Roti or Nishaan Chakki Roti.

Karahi Chicken
A delicious Indian dish that takes its name from the Indian word for Karahi that it is traditionally cooked in.

East End Recipes

Chana Balti Directions:
Heat 1 jar of Nishaan Fried Onion Curry Base or chopped onions with 2 tablespoons of Butter Ghee along with 1 tablespoon of Mixed Ginger/Garlic paste and add the chopped tomatoes and cook for 5 minutes. Add 1 level tablespoon of Bhatti Masala Blend and a tablespoon of Baram Masala and 800g of drained chickpeas and stir well. Add a tablespoon of East End Turmeric Sauce. Cover over heat of Bhatti Bhajand, Bhatti and Chakki Roti.

Karahi Chicken Directions:
Soak 750g tomatoes (Chicken 200ml) in a pan. Add 1 can of Nishaan Fried Onion Curry Base or chopped onions with 2 tablespoons of Butter Ghee and mix well with chicken. Add 1 level tablespoon of Mixed Bhatti/Bhatti and 400g of Bhatti Masala Blend and a tablespoon of Baram Masala and 800g of drained chicken and stir well. Add a tablespoon of East End Turmeric Sauce. Cover over heat of Bhatti Bhajand, Bhatti and Chakki Roti.

East End
The New Star of the East... www.eastendfoods.co.uk

ALL SOURCES
Kantar World-Panel 2017.

East End

We have a commitment to purity, quality and value.



East End Foods plc have been supplying high quality foods for over 40 years and are now the UK's leading spice, lentil and rice specialists with an annual turnover in excess of £220m.

Our hands on control of the production process from farm to fork ensures that we maintain the highest possible food safety, hygiene and quality standards for our customers.

East End Foods plc is one of the UK's leading Indian food manufacturers, our buyers go to extraordinary lengths, searching the world's continents for only the finest spices, lentils, dalls and rices. Once in the UK we store them under climate controlled conditions and re-clean them using the very latest technology and methods available, including steam sterilisation at elevated temperatures to kill pathogenic bacteria in controlled conditions.

SPICES



LENTILS & PULSES



COOKING OILS



RICES



- ✓ Spices are processed and cleaned in the UK
- ✓ Freshly ground at our factory for sealed in freshness

- ✓ Finest produce from around the world
- ✓ Re-cleaned and de-stoned in the United Kingdom

- ✓ High in mono-unsaturated and unsaturated fats
- ✓ Cooks at a higher temperature, so less oil is absorbed by food

- ✓ All our rices are milled in our own UK facility
- ✓ A range of high quality rices to enhance any meal

East End

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PATAK'S

THE PIONEER OF INDIAN COOKING

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KEY BRANDS

Patak's

For the past sixty years, Patak's has been a pioneer of home-cooked Indian food and one of the main reasons Britain loves curry. As a market leading brand in the ambient Indian category, Patak's continues to lead the way in helping UK consumers cook Indian food at home.



The Patak's story started in the 1950s. Originally from Gujarat in India, L.G. Pathak and his family moved to London from Kenya. The family started making Indian sweets and snacks from their small kitchen and then opened a grocery shop on Drummond Street near London Euston. After ordering too many vegetables, L.G. Pathak decided to pickle them. Next, he preserved freshly-ground spices in oil, creating Indian spice pastes to give perfectly authentic Indian flavours.

Paul Watmore, marketing director, says: "Sixty years on, creating expertly made, simple-to-use products remains at the heart of everything we do. Regardless of the amount of time or level of confidence in the kitchen, there is a Patak's product for everybody."

HELPING SHOPPERS DISCOVER

Patak's will be helping consumers to discover new flavours and easy and convenient ways of eating and cooking Indian food with its new Oven Bake range. The quick and easy marinades are in a pouch



“Regardless of the amount of time or level of confidence in the kitchen, there is a Patak's product for everybody”

ALL SOURCES
AC Nielsen World
Foods Category



which serves up to four people and available in Tandoori, Lemon and Coriander and Spicy Chicken 65.

Watmore explains: "Simply coat your meat or vegetables and cook in the oven for 20 minutes. The result: a delicious, Tandoori-style Indian dish, perfect to accompany salad or in a wrap. The new range will unlock new occasions for Indian food outside of a traditional curry. Available in-store from June, with a heavyweight high reach media support both in-store and out of home."

Patak's has also been innovating in new formats; Patak's Paste Pots has been the most successful launch in the category in the last three years, with the Paste category in +8% and Patak's +13%. The pot format allows consumers to easily use our award-winning paste and enjoy a range of authentic Indian dishes. The current range of Tikka Masala, Korma and Madras is being extended this June with Rogan Josh.

Watmore adds: "We are also embarking on an exciting digital partnership with Jamie Oliver. Jamie Oliver is a long-time fan of Patak's Spice Pastes and always has a jar or two at home as it's a fantastic store cupboard ingredient that delivers big on flavour, with minimal fuss, Jamie uses the range when he doesn't have time to make an authentic Indian paste from scratch.

"At Patak's we have thrived on inspiring people to cook Indian food at home and with our range of staple well known favourite sauces as well as our exciting new products, we look forward to another sixty years of delighting and exciting consumers."



... INDIAN FOOD ... IN A NEW LIGHT



Introducing New Patak's Oven Bake - a range of delicious, quick and easy marinades, from the No.1 Indian Brand.*

Unlocking category growth by inspiring new eating occasions with three unique flavours:
Tandoori, Lemon & Coriander and **Spicy Chicken 65**.

EACH POUCH
SERVES
UP TO **4**

SURYA FOODS

INTERNATIONAL SUCCESS STORY

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Island Sun
Cawoods
Mother Africa
Lucky 8
Dayat
Mai Thai
Distribution Rights
Grycan
Flying Goose
Hypermalt
Britannia
Vadilal
Mehran
Mae Ploy

➔ Surya Foods leading rice brand, Laila, celebrated its best year ever in 2017 – climbing to a top three place in the UK rice category and achieving the greatest branded growth of the year¹.

Looking to emulate its success in 2018, the world food specialists continue to invest heavily to maintain pole position - with NPD across its leading halal Humza and Gino's ranges taking centre stage this year, together with agency work to further expand its range of authentic world food products.

MD Harry Dulai says: "As the largest supplier of world food lines into supermarket giants Tesco, Asda, Sainsbury's and Morrisons, as well as managing thousands of independent retail accounts, it is not surprising we have become the 'go to' distributor for global ethnic brands looking to crack the UK market."

Surya has also recently launched a new and improved online ordering system for wholesalers offering its entire catalogue online - over 2,500 products.

HOT OFF THE SHELVES

Recent additions to the Surya Foods line-up include:

● Flying Goose Sriracha: Renowned for its superior flavour and authenticity, Flying Goose Sriracha Sauce is among the world's favourite brands of Thai

“We have become the 'go to' distributor for global ethnic brands looking to crack the UK market”

sriracha. In the first year of stocking the traditional Flying Goose Sriracha Hot Chilli Sauce, Surya Foods shifted over 1.5 million bottles taking the sauce from zero to being the top selling sauce on the wholesaler's books. Annual sales are now edging towards three million bottles. Flying Goose is making it easier for hot sauce lovers to sriracha-on-the-go with the introduction of convenient sachets. As summer 2018 gets underway consumers can also look forward to yellow and green sriracha.

● Grycan ice cream: Those returning from a trip to Italy will often rave about its infamous gelato, however, anyone back from Poland will tell a similar story about its delicious Lody – the Polish word for ice cream. Poland's no.1 ice cream brand in the family take-home category, Grycan ice cream has been present on the Polish market for more than 55 years. "Since joining forces with Surya Foods in 2017 the traditional brand, owned by the Grycan family across four generations, has already secured listings with UK supermarket giants Tesco, Asda and Morrisons and is likely to do well in a UK market where 'luxury' offerings are among the fastest growing sub-categories," says Dulai.

● Hypermalt: A sweet, dark and nutritious, non-alcoholic soft drink packed with B vitamins, Hypermalt is the latest addition to Surya's functional beverage line-up with specific appeal to the UK's Afro-Caribbean community. Made using traditional brewing methods – free from malt extract, preservatives and artificial flavours – Hypermalt has entered the UK market at a highly competitive price point. The brand, made by Danish beverage giants Harboe, has teamed up with Surya Foods to gain momentum in the UK market with significant promotional activity planned for carnival weekend. With a trendy and cool status, malt brands are beginning to garner mainstream appeal.

SOURCE

1. Nielsen, 2017 – Laila dry rice sales up 43.9% (£2.6m) on volumes up 38.9%.



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