



*The Halal Choice*

## **FOR IMMEDIATE RELEASE:**

### **ASDA AND TAHIRA EXTEND HALAL CHOICE**

Muslims now have an even wider selection of Halal meats to choose from when they visit their local ASDA store.

Tahira Foods – Europe’s leading Halal specialists – has teamed up with ASDA to offer customers a much greater choice of frozen meats all produced according to strict Halal regulations.

Depending on the individual store, the increased selection of frozen Halal meats from Tahira now includes Whole Chicken, Chicken Burger, Beef Burger, Lamb Burger, Nuggets, Frankfurters, Kofta Kebab, Falafel, plus the just introduced Donor Kebab and Meat Balls.

Explains Tahira Foods’ Account Manager, Faiza Akmal: “Today, more and more Muslims want to buy Halal products when they do their one-stop shopping and offering a comprehensive selection of frozen meats is an important step towards meeting this need. Because they already recognise and trust both the ASDA and Tahira names they can now do this with complete confidence.”

Says Vicki Cooper, ASDA’s “Ethnic Frozen Food Buyer: “ASDA are delighted to be extending our frozen world food ranges. We are committed to offering all our customers a great choice of products at the best possible prices.”

Wembley based Tahira Foods was founded 12 years ago and is now the largest branded Halal provider in Europe. In addition to its meats range the company also markets an extensive selection of other products including fish, confectionery, ready meals, canned fruits and sauces.

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