



*The Halal Choice*

## **FOR IMMEDIATE RELEASE:**

### **FLAVOURS OF ARABIA HEAD FOR UK**

The flavours of Arabia are heading for the UK following an agreement between Tahira Foods – Europe's leading Halal brand – and one of Saudi Arabia's largest food companies.

Halwani Brothers, based in Jeddah, produces a wide variety of foods including dairy, processed meats, preserves and juices and is a leading supplier across the Middle East and Islamic world.

Initially, Tahira will be introducing a carefully selected range of Halwani products chosen to appeal both to the mainstream grocery market as well as the Muslim community.

The range includes Halawa (Halva) - a sweet, sesame paste based ready meal, available plain, with pistachios or chocolate; Tahina – a sesame paste which can be used both as a spread and an ingredient; Maamoul – a large biscuit containing figs and walnuts, fruits and coconut or dates plus a selection of peppers and olives as well as a white vinegar.

Explains Tahira's Account Manager, Faiza Akmal: "We see the introduction of these products as making a significant contribution to our growth during the coming year.

"Halwani produce high quality products, many of them unique, so providing a positive edge over those currently available in the UK.

"The market for Saudi foods is currently underdeveloped in this country, but we believe it has significant growth potential and by working with Halwani Tahira will be perfectly placed to spearhead its expansion."

Commented a spokesman for Halwani: "The agreement with Tahira Foods is strategically very important to us. We are excited at the prospect of working with Tahira as they have the reputation and skills to develop our business in Britain."

The launch of the Halwani range follows a year of continued growth for Tahira during which sales increased by 10% with a further 15% increase anticipated during 2008.

Adds Faiza Akmal: "The introduction of Halwani foods marks the first phase of a year long programme of product expansion with new varieties being added to our existing range of fresh, frozen and chilled Halal meats as well as the launch of innovative lines from abroad."

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