



*The Halal Choice*

## **FOR IMMEDIATE RELEASE:**

### **HARRODS COUNTS DOWN THE DAYS TO RAMADAN**

London's most prestigious store will this year be offering their Muslim customers the opportunity to count down the days to Ramadan – in chocolate.

World famous Harrods in Knightsbridge are stocking a chocolate Ramadan calendar from Tahira Foods – Europe's leading Halal brand.

The calendar contains 30 pieces of milk chocolate each embossed with a traditional symbol within its own plastic cell so they can be individually removed during the holy month.

The plastic covering each chocolate has a quiz printed on it and the calendar itself comes in a highly decorated box covered in Islamic illustrations and messages designed to appeal specifically to children.

Explains Tahira Foods' Account Manager, Faiza Akmal: "The calendar helps bring home the purpose of Ramadan to children in an exciting, enjoyable – and delicious – way.

"Harrods is internationally renowned for the quality of the products it sells and we are delighted that they will be offering the calendar to their customers."

Comments a Harrods' spokesman: Harrods is a luxury store with a global reputation and an international clientele. As such, we try to stock a large cross section of merchandise that will appeal to our varied customer base.

"The calendar is an innovative product that will engage and appeal to the customer since it has both an educational and gifting role."

Tahira Foods are based at Alperton House, Bridgewater Road, Wembley HA0 1EH.

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