



## **FOR IMMEDIATE RELEASE:**

### **STORE AIMS TO ATTRACT MORE HALAL SHOPPERS**

Muslims can now buy Halal meats from their local supermarket when they do their usual grocery shopping.

Tahira Foods – Europe’s leading Halal specialists – has teamed up with Morrison’s to offer customers a wide range of frozen meats all produced according to strict Halal regulations.

The selection available at selective stores ranges from Chicken Frankfurters to Grill Steaks, Lamb Burgers, Escalopes and Lamb and Chicken Samosa’s.

This is the first time branded, frozen Halal meats have been offered to the store’s customers.

Says Tahira Foods’ Executive Faiza Akmal:”Today, more and more Muslims want to buy Halal products when they do their one-stop shopping. Because they already recognise and trust the Tahira name they can now do this with complete confidence.”

Matthew Bruno, World Foods Buyer for Morrison’s explained:”We tailor our food and drink offering to meet the demands of different cultures and are thrilled to be stocking a range of frozen Halal products for our customers.”

Wembley based Tahira Foods was founded 12 years ago and is now the largest provider of branded Halal meats – fresh, frozen and chilled – in Europe.

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