



The Halal Choice

FOR IMMEDIATE RELEASE:

TAHIRA'S RAMADAN DELIGHTS FOR ALL THE FAMILY

Sainsbury's shoppers will this year be able to count down the days to Ramadan – in chocolate.

Tahira Foods – Europe's leading Halal brand – are making available a calendar containing 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.

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.

"We are delighted that Sainsbury's, together with other leading retailers, will be offering the calendar to their customers as part of their growing selection of Halal products."

While the children enjoy their chocolates their parents can tuck into another new product from Tahira – premium quality, dried, Tunisian dates in 1kg packs. And both can treat themselves to the recently introduced Maamoul Fingers – delicious date filled biscuits in packs of 20. Both the dates and the Maamoul Fingers are available from Sainsbury's and cost £3.90 and £1.99 respectively, while the Ramadan calendars are priced at £2.49.

Comments Emillie James, Sainsbury's Ethnic Food Buyer: "We are very pleased to be stocking the Ramadan Chocolate Countdown Calendar at key Sainsbury's stores. This product continues to be an asset to our range, not least due to its popularity within the Muslim community during this special time of year."

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