



The Halal Choice

FOR IMMEDIATE RELEASE:

SAINSBURY'S EXPANDS FRESH HALAL MEAT RANGE

Residents in three areas of London are among the first in the country to be offered a wider selection of fresh Halal meats at their local Sainsbury's.

Tahira Foods – Europe's most popular Halal brand – is working with Sainsbury's to make fresh Halal meats available in a dedicated area of the store.

A total of 17 pre-packed fresh meats are being made available, comprising eight cuts of chicken and five of lamb, plus smoked beef sausages, turkey salami and two varieties of beef mortadella. All are under the Tahira Foods brand with production and packaging meeting the highest Halal requirements. The new fresh range complements Tahira's extensive selection of Halal frozen meats.

Explained Tahira Foods' Faiza Akmal: "Instead of fresh Halal products being at the end of the fish counter where they can easily be overlooked, they will now be available from a prominently located, well displayed area of the store away from other meats and non-Halal foods.

"There will also be several new lines available, providing a truly comprehensive selection of quality, fresh Halal products."

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

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