



The Halal Choice

FOR IMMEDIATE RELEASE:

COUNTING THE RAMADAN DAYS – IN CHOCOLATE

As Ramadan approaches, Halal specialists Tahira Foods is bringing the festival message to children in a way that's educational, fun – and very tasty.

Tahira's Ramadan Chocolate Countdown Calendar contains 30 pieces of milk chocolate each embossed with a traditional symbol within its own plastic cell so that they can be removed individually daily during the holy month. Every chocolate is also accompanied by a quiz printed on the plastic covering it.

The calendar itself comes in a highly decorated box covered in Islamic illustrations and messages designed specifically to appeal to children. It will cost around £2.49.

The introduction of the calendar has been welcomed by both of Britain's leading supermarkets.

Says Andrew Bird, Buyer of World Foods at Sainsbury's: "This is a great addition to our fast-growing Halal food range. We are delighted to be offering this educational and tasty product to our Muslim customers during the most popular festival of the year."

Jay Popat, his counterpart at Tesco, is equally enthusiastic. "We believe our Muslim customers – particularly the children - will be delighted with the Ramadan calendar. It is educational, it is fun – and the chocolate is delicious."

Wembley based Tahira Foods was founded 13 years ago and is now the largest provider of branded Halal meats – fresh, frozen and chilled – in Europe.

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