



**PRESS RELEASE
FOR IMMEDIATE PUBLICATION
17th February 2013**

Asda and Surya Foods double number of Polish delis in a year



ASDA and world food specialists Surya Foods have rolled out three new Polish delis at stores around London.

Following the success of the concessions at Asda stores in Slough, Hounslow and Leyton, a further three delis -, specialising in fresh Polish meats, cheeses, dairy products, cakes, pastries, breads and other seasonal items - were rolled out late last year at Asda's Park Royal, Wembley and Colindale stores, with more openings expected in 2014.

Since Poland joined the EU in May 2004 the Polish-born population of the UK has exploded from 75,000 to over half a million registered Poles. According to the 2011 census, it is now one of the three largest non-UK born population groups across the UK, with London accounting for 26 per cent of the UK total - home to over 135,000 Poles.

As the UK's leading importer of Polish products and distributor of Poland's popular Wedel and Pudliski (owned by Heinz) brands, Surya is committed to maintaining its position as leaders in the sector.

Surya CEO Harry Dulai explained: "We were quick to respond to the increased demand for Polish products many years back when we first began distributing



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popular Polish brands here and quickly became market leaders in this sector.

“Our decision to launch three Polish delis last year was a speculative move to keep at the forefront of this exciting, fast growing category and it was inspired by consumer research we did that revealed just how pivotal fresh meats are to a Polish community's daily diet.

“We have been absolutely thrilled by the success of these concessions and if the others prove as popular, our target is to open more and more over the next two years, inside and outside of London.

“As a company we understand the power of brands and traditions you grow up with and we pride ourselves on bringing these products to UK consumers, both for people who migrate to the UK and also UK consumers who are increasingly keen to experiment with new world flavours.

“When settling down in another country it is often the taste of home that people miss the most.”

The latest delis, which are run by English speaking Polish staff, to add expertise and authenticity to the shopping experience, are due to open over the coming months.

Asda ethnic project manager Simi Chaudhry said: “We are proud to have the opportunity to open three new counters and extend our venture with Surya.

“This is an exciting and vibrant venture which brings back the traditional Deli with a Polish and Eastern European twist.

“We always take into account our customer's needs and this is another way of offering our customers authentic products while also bringing it to a wider market with its fresh look and competitive pricing – saving our customers money every day.”

Surya is one of the UK's top ethnic food specialists and its evolving ranges cater to the South Asian, Oriental, Afro-Caribbean, African and Polish communities. Widely known for their superior quality and authenticity, the brands are popular with consumers and top ethnic chefs alike.

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For further information or images please contact Lyndsey Filby:

Lyndsey.filby@talk21.com or call 07906 647565



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Notes to Editor

- Established in the 1980's, Surya Foods is a rapidly expanding, family run business with an annual turnover of £100 million and an employee base of 600. It supplies a variety of high quality, authentic ethnic products ranging from rice, flour, spices and sauces to snacks and savouries that are sold in over 30 countries worldwide.
- Surya Foods is the UK's leading supplier of authentic basmati rice to the multiple trade and boasts a comprehensive world foods portfolio of authentic brands stocked both in local, multiple and foodservice channels.
- Surya operates from several different areas in UK, and has its distribution centres spread across Europe, as well as buying offices around the globe. Its main hub is an 11 acre site in Harwich - home to its head office and some 500,000 sqft of storage space.
- With 2,000 products available, Surya represents over 50 agency lines from some of the world's leading companies as well as its own popular house-brands, including Laila, Salaam, Apna, Jamaica's Pride, Reggae Kitchen and Island Sun.
- With a fleet of over 100 vehicles, Surya has been able to maintain highly efficient service levels throughout Europe and now boasts a client account base of 2500 - distributing its products to supermarket chains, independent stores, cash and carries, wholesalers and food service businesses throughout the UK and the world.
- Surya Foods, Europa House, Europa Way, Harwich, Essex, CO12 4PT. Tel: 01255 553652. Email: sales@suryafoods.com