



Surya Foods scoop prestigious accolade at GG2 Leadership Awards



Surya CEO Harry Dulai collects GG2 World Food Award

Harwich-based World Food specialists Surya Foods has scooped a gong at one of the UK's leading diversity awards.

The ethnic food experts were awarded the World Food Award, sponsored by Waitrose, at last night's (WEDNESDAY 27th NOV) prestigious GG2 Leadership Awards, for their creativity and flair in the development and promotion of world food.

They were among eleven individuals and businesses from ethnic communities that were recognised for their outstanding achievements in the UK at a glittering ceremony in central London.

Attended by Deputy Prime Minister Nick Clegg and a host of influential figures and famous faces, including business leaders, politicians and celebrities, the GG2 Leadership Awards, are aimed at rewarding people who have shown exceptional courage or entrepreneurship during the last year.

Among the winners was teen activist Malala Yousafzai, who was also recognised as being the UK's most powerful Asian. The 16-year-old Pakistani schoolgirl, who was nominated for a Nobel Peace Prize this year, was shot and wounded on a school bus in Pakistan in October 2012 for standing up to the Taliban's restrictions on the education of girls.

Surya Foods was singled out by judges for its meteoric rise to the top of the world food sector. Starting out as a small manufacturer, importer and distributor of basmati rice, the family run business has, over the last decade, firmly established itself among the industry's major players.

From humble beginnings, the business was founded in 1971 by Kewal Dulai who came to Britain from India in 1967, but it was the addition of Kewal's sons, Harry and Suki, to the workforce - who now head up the Harwich-based business - that resulted in rapid growth for the ethnic food wholesalers.

The rapidly expanding business now boasts an annual group turnover of £100 million and an employee base of 600, supplying and producing 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's evolving ranges cater to the South Asian, Oriental, Afro-Caribbean, African and Polish communities living in the UK. Not only a leading distributor across these sectors, many of Surya's own brands are now market leaders, widely known for their superior quality and popular with the public and ethnic chefs alike due to their authenticity.

In the last few years Surya Foods has succeeded in establishing itself as the leading supplier of authentic basmati rice and largest supplier of world food lines to supermarket giants Tesco and Asda.

The company continues to act as pioneers in the industry, and founded the prestigious World Food Awards five years ago, which recognises and celebrates excellence in the world food sector and aims to raise the profile of world food generally to an increasingly adventurous UK culinary audience.

Despite its significant achievements to date, the group recently announced ambitious expansion plans to triple the size of its business in three years, which also include stepping up activity in export markets to take Surya brands international.

Also among last night's winners was Ingrid Loyau-Kennett, who took home the 'Spirit in the Community Award' for her bravery facing down the men accused of attacking and killing Drummer Lee Rigby in Woolwich earlier this year in what was described as an Islamic terrorist attack. Meanwhile Christine Lee, founder of the largest British Chinese law firm in the UK, was crowned GG2 Woman of the Year and physicist Professor Tejinder Virdee, who previously worked on the investigation of the Higgs Boson particle, awarded GG2 Man of the Year.

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For further information or images please contact Lyndsey Filby:

Lyndsey.filby@talk21.com or call 07906 647565

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 sq ft 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's success stems from a staunch belief in service, value and quality – core values that have proved highly successful at a time when household budgets have been squeezed and a formula that has brought the family business recent year on year growth of 20 per cent.
- In 2013 Surya invested £3m in robotics to increase productive capacity at its Harwich HQ. It also stepped up its work with agencies and reported a major win, acquiring the contract to be sole European distribution agents for Britannia Biscuits – a billion dollar India-based business. Acquisitions and stronger management have been a key focus of the business in 2013, as Surya aims to compete on the same stage as mainstream British brands, while offering 100% authentic products. This year it has brought in a wealth of expertise from mainstream businesses, by way of senior appointments to its national accounts team to add an increased level of sophistication and professionalism to the group's operations and further cement its relationship with the multiples.
- Surya Foods, Europa House, Europa Way, Harwich, Essex, CO12 4PT. Tel: 01255553652. Email: sales@suryafoods.com