



PRESS RELEASE
FOR IMMEDIATE PUBLICATION
10th July 2014

Surya wins exclusive distribution rights for leading herbal tea brand



WORLD food wholesale specialists Surya Foods today announced it has acquired exclusive distribution rights to Dalgety Tea.

Established over 20 years ago, Dalgety is one of the most successful Caribbean brands in Europe - selling over 25 million tea bags every year.

Its 100% natural, strong tasting herbal tea infusions, renowned for their quality and purity, can be found on the shelves of most supermarkets and specialist food stores across the UK, with export markets stretching from the USA to China.

The distribution rights were originally owned by African and Caribbean wholesale specialists Wanis Ltd, who were appointed in 2011 as sole distributors of Dalgety products in Europe.

Dalgety Teas offer rich flavoured herbal teas grown by a selection of small tea estates around the Caribbean, which are refined and blended in the UK. Founded by award-winning entrepreneur Mark Dalgety, the tea's unique flavours and taste, inspired by the intense flavours of the Caribbean, are packaged in distinctive colourful boxes.

With no artificial flavours or chemicals added, Dalgety's herbal tea range features a variety of zesty blends - commonly used throughout the Caribbean as natural health enhancers to ward-off infections and diseases - including; Instant Ginger, Lemongrass, Lemon and Ginger, Honey and Ginger, and Cerassie.

Dalgety brand owner Mark Dalgety, one of the UK's most prolific entrepreneurs, said: "Surya are a dynamic, forward-thinking company and I am very excited to





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have joined forces with them to bring the Dalgety brand to the next level. I am particularly excited about exploring ways we can extend the Dalgety brand through new product development."

Mark attributes the huge success of the Dalgety brand to his launching a quality product at the right time, adding: "On a trip to London 20 years ago I read that the UK tea industry was going through a transformation, and that more and more consumers were opting for the healthier option of drinking herbal teas. I found, however, that while most of the tea available at the time had a good smell in the packet, once infused in water it lacked any zest or body. Having grown up with delicious, full-flavoured Caribbean teas, I just knew the time was right to introduce these unique infusions to the UK."

Dalgety's factory is the only black-owned tea factory in the UK and has a production capability of 1.2 million tea bags per day.

Established in 1993, Dalgety blazed a trail for Caribbean teas and natural products and was inspired by Mark Dalgety's Guyanese aunt, who regularly drank herbal teas to counteract her ailments.

Surya Managing Director Harry Dulai said: "We are continually looking to add high quality, well-known brands to our portfolio of 100% authentic world food products. Dalgety teas are a great fit for us, with our already extensive portfolio of Caribbean ranges, including Cawoods dried, salted fish and our home brands Island Sun, Jamaica's Pride, Reggae Kitchen and Big Up energy drink. We feel privileged to be working with such a long-established, highly successful, Caribbean brand and are excited to have the opportunity to build on its already enormous success."

Surya plans to invest in the Dalgety brand by way of marketing, new product development and growing its already buoyant export markets.

Surya is one of the UK's largest suppliers of authentic world foods and has a comprehensive portfolio of authentic brands stocked in local, multiple and foodservice channels. Surya's evolving world food ranges cater to the South Asian, Afro-Caribbean, African, Polish and oriental communities.

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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. 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.
- The world food giant's boast a comprehensive world foods portfolio of authentic brands stocked in local, multiple and foodservice channels. Surya's Laila brand is one of the UK's leading basmati rice brands and is the top selling ethnic rice brand on the world food aisles of national retailers Tesco and Asda. In the last few years Surya has also succeeded in establishing itself as the largest supplier of world food lines to supermarket giants Tesco and Asda.
- 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

