



PRESS RELEASE
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World food giants Surya Foods sets its sights on oriental sector as the year of the horse kicks in

WORLD food wholesale specialists Surya Foods are moving rapidly into the oriental category.

The company, which has a comprehensive world foods portfolio of authentic brands stocked in local, multiple and foodservice channels, today announced that it is investing heavily in its oriental division as part of its ambitious expansion plans to triple the size of its business in three years.

During the last year Surya has doubled its number of oriental lines to 1,000 and is forecasting sales growth of £50m a year from the category alone by 2016.

Surya's evolving world food ranges cater to the South Asian, Afro-Caribbean, African, Polish and oriental communities, with its oriental range now including Thai, Chinese, Malaysian, Vietnamese, Japanese and Philippine product lines, many of which are already on the shelves of Tesco's world food aisles.

The announcement comes ahead of Chinese New Year – a key date on the ethnic calendars of UK supermarkets which represents a golden opportunity to bolster sales through promotions, events and activities.

Surya Managing Director Harry Dulai explained: "The uplift in sales of items like prawn crackers and fortune cookies can be as much as 1000%, if not more, during Chinese New Year."

Adding: "Tesco are big drivers in the oriental sector and over the last 12 months there has been a noticeable shift from blanket oriental ranges to very specific ethnic ranges with specific food groups being singled out for recognition, like Korean, Thai, and Philippine product lines. There is also a shift to stocking more authentic oriental brands. This trend has been driven by increased immigration, but, more surprisingly, it is also being spurred on by food purists and foodies keen to cook and sample authentic fare from far flung destinations."

Stronger management has been a key part of Surya's strategy to develop its oriental business, bringing in highly experienced managers from the sector with a wealth of experience.

Its oriental house brands – Lucky 8, Diyat, Mai Thai, Yum Seng – are all



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strong performers in the catering sector, popular with ethnic chefs for their authenticity, however, this year the company is launching a big push to promote its products to independent and national retail trade.

It has also stepped up its work with oriental agencies acquiring distribution rights to leading brands including premium Thai sauce experts Flying Goose; leading Thai dried seafood importers BDMP; Thailand's leading soy bean drink brand Vamino (a product which outsells Coco Cola in the Far East); Lobo authentic Thai sachet mixes and Thai's leading coconut milk and curry paste brand Chaokoh.

It has also gained the rights to distribute premium Korean noodle brands Samlip and Samyang; fortune cookies from Hong Kong's famous biscuit brand Garden and traditional sauces from Hong Kong's long established Mee Chun; Healthy snacks from Japan's leading health food experts Calbee and Prawn crackers from Vietnamese brand Sagiang, to name a few.

A leading distributor across all the key world food sectors, many of Surya's own brands are now market leaders, including Laila, the UK's favourite world food Pakistani basmati rice brand.

Surya Managing Director Harry Dulai said: "Our oriental business has been ticking over for some years but we have never really gone at it with any zeal. As part of our ambitious expansion plans to triple the size of our business by 2016, we felt this was an untapped market for us and there was a great deal to be gained by applying the same winning formula to this sector that has helped us achieve fantastic success in the others.

"A significant portion of this year's £1m marketing budget will be directed at building our oriental business, from trade activity to a big advertising push across Chinese media, including print and television."

Over the last decade Surya Foods has experienced a meteoric rise to the top of the world food sector and has now firmly established itself among the industry's major players.

In the last few years it 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 ethnic food experts aim to compete on the same stage as mainstream British brands, while offering 100% authentic products, producing a variety



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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.

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Notes to Editor

- Surya's 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 the public consumer as well as chefs in ethnic restaurants.
- With over 2,000 product lines 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.
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