

BESPOKE FOODS

AUTHENTIC FLAVOURS

DETAILS


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KEY CONTACTS

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Manager

KEY BRANDS

Briannas – USA
Connétable – France
Delouis – France
Frank's RedHot – USA
French's – USA
Malay Taste – Malaysia
Ndali – Uganda
Pepperidge Farm – USA
Thai Taste – Thailand
Truly Indian – India

 In an increasingly busy sector, it is now more important than ever for Bespoke Foods that its products stand out from the competition. Carine Gauyet brand development manager explains: "We have completely revamped our Thai Taste packaging giving the products a much greater shelf presence. The product names have been made clearer and on pack product information, recipes and tips have been included to encourage both novice and more experienced cooks to try Thai."

Authenticity is a key to success so every Thai Taste product is made to traditional Thai recipes and exclusively sourced, produced and packed in Thailand. "We also donate a percentage of our sales to the Duang Prateep Foundation, a charity based in Bangkok dedicated to improving the local community through education," adds Gauyet.



“We have created products with the aim of removing the mystery and fear associated with cooking ethnic food from scratch”

Launched last year, the Malay Taste brand follows the same principles with each of the four products being sourced, produced and packed solely in Malaysia. The range also has on pack product information, recipes and tips to introduce consumers to Malaysian cuisine.

Gauyet adds: "Experimenting with something new for family meal times can often be quite daunting. To counteract this and encourage consumers to try something different, we have created products with the aim of removing the mystery and fear associated with cooking ethnic food from scratch."

"Our Easy Thai Curry Kits and newly launched this year Easy Pad Thai Kit are the perfect examples. Containing everything needed to enjoy an authentic tasting Thai dish at home in minutes, these kits are the perfect compromise between scratch and convenience cooking." ■

Malay TASTE

THAI TASTE

THAI AND MALAYSIAN FOOD MADE EASY

• AUTHENTIC RECIPES

• ALL NATURAL INGREDIENTS

GROWING YOUR SALES THROUGH INNOVATION!

laksa paste

rendang curry paste

RED CURRY PASTE
GANG PED

EASY THAI GREEN CURRY KIT
WITH GREEN CURRY PASTE, COCONUT MILK AND THAI HERBS

ไทยแท้
authentically Thai

Serves 2-3
For an authentic Thai curry ready in just 15 minutes, simply add meat, fish or vegetables.

For sales enquiries, please contact Bespoke Foods on 020 7091 3200
www.bespoke-foods.co.uk www.thaitaste.co.uk

BESPOKE FOODS
Malay Taste and Thai Taste are distributed by Bespoke Foods