

BESPOKE FOODS

# MALAY & THAI TASTES

DETAILS

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KEY CONTACTS

**Piers Adamson**  
CEO  
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Head of Marketing

KEY BRANDS

Briannas – USA  
Connétable – France  
Delouis – France  
Frank's RedHot – USA  
French's – USA  
Malay Taste – Malaysia  
Ndali – Uganda  
Pepperidge Farm – USA  
S&B – Japan  
San Marcos – Mexico  
Thai Taste – Thailand

As the ethnic foods sector grows and becomes increasingly competitive, Bespoke Foods needs to ensure its products have strong on-shelf presence and stand out from competitors.

Carine Gauyet, head of marketing & NPd at Bespoke Foods explains: "We've invested heavily in product innovation and new packaging formats over the last 12 months across both our Thai Taste and Malay Taste brands. Our updated packaging has a fresher and sharper design that reinforces our authenticity credentials and provides greater stand out on-shelf. We're also continuing our support of the Duang Prateep Foundation – a charity based in Bangkok – with a percentage of all Thai Taste sales going to help improve the local community."

Taste and convenience is also increasingly important due to time-pressured consumers and the trend for staying in

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continuing to dominate. "With trends towards impulse buying, our new Thai Taste Coconut Milk pouch and Easy Pad Thai Meal Kit formats are well suited for consumers who make purchasing decisions based on immediate meal needs," adds Gauyet.

A new salad dressing range has been launched this year. In line with all Thai Taste products it is all about authenticity – made in Thailand to Thai recipes using locally sourced ingredients. The three flavours – Chilli & Garlic; Coriander, Lime & Chilli and Sweet Mango – are set to excite the sector and encourage new consumers to try the Thai Taste range.

Following the same principles, Malay Taste is launching three new products this year following the success of the curry pastes and meal kits. These new authentic products include Kicap Manis, Sambal Tumis and Nasi Goreng Paste. ■



GROWING YOUR SALES THROUGH INNOVATION!

- THAI AND MALAYSIAN FOOD MADE EASY
- AUTHENTIC RECIPES
- ALL NATURAL INGREDIENTS



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

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