

EMPIRE BESPOKE FOODS

BRINGING A TASTE OF ASIA TO THE UK

DETAILS

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KEY CONTACTS

Carine Gauyet
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KEY BRANDS

Connétable – France
Delouis – France
Madécasse – Madagascar
Malay Taste – Malaysia
Ndali – Uganda
Nem Viet – Vietnamese
Peanut Butter & Co – USA
S&B – Japan
San Marcos – Mexico
Thai Taste – Thailand

With Southeast Asian cuisine continuing to be an ever more frequent favourite on dinner tables around the UK, Empire Bespoke Foods has exciting NPD plans for its Thai Taste, Malay Taste and Nem Viet brands to ensure further growth.

The Thai category has been at the forefront of the rising popularity for world foods, growing at a rate of 5.6% year-on-year in terms of value and outperforming the rest of the oriental category.

The Thai Taste range, which includes over fifty authentic products made in Thailand, is the fastest growing branded range in this category and has just unveiled new, environmentally friendly packaging for its meal kits and curry pastes that have reduced the amount of packaging by 69%.

Bespoke Foods' associate marketing director Carine Gauyet says: "The Thai Taste brand has been pivotal to increasing the number of Thai food occasions taking place each month.

"The new sleek pouches not only retain the brand's authentic character and provide better on-shelf stand out, but are also easier for consumers to use at home and for retailers to manage on-shelf. Most importantly, by reducing the amount of packaging we are making

"We are seeing more and more consumers being adventurous"



ALL SOURCES
Kantar Worldpanel Data
13th October 2013

the brand "greener", which is extremely important to Thai Taste's customer base and Empire Bespoke Foods."

Thai Taste has also added to its extensive range of condiments and dipping sauces with the launch of a new Spicy Thai BBQ sauce. Carine Gauyet explains:

"BBQ time is now about impressing the guests so we are seeing more and more consumers being adventurous when it comes to marinades, condiments and sides.

"Our versatile Green Curry Paste is fantastic used as a kebab marinade and should appeal to foodies come BBQ season.

"We expect the summer to be a time when the Thai category takes another big step into the mainstream by invading British barbecues and our new Spicy Thai BBQ Sauce, Sweet Chilli Sauce and Sriracha Hot Chilli Sauce are perfectly positioned to take advantage."

WHAT'S NEXT?

With swathes of foodies continuing to search out new exotic flavours, seasonings and cuisines, Empire Bespoke Foods' other authentic Southeast Asian brands Malay Taste and Nem Viet have also benefited.

Gauyet continues: "On the back of strong interest for Thai Taste, we are definitely seeing more and more consumers experimenting with our sister brands. To sustain and grow this interest, we are launching a new Malay Taste Rendang Meal Kit, which contains Rendang curry paste, toasted desiccated coconut and coconut milk."

"Nem Viet has seen a meteoric rise in popularity since its launch as the Vietnamese cuisine and street food trend was sweeping the UK in 2012.

"Benefitting from the healthy credentials of Vietnamese food, we will be looking to widen availability of the brand and extend the range in the coming year."

www.nemviet.co.uk

www.malaytaste.co.uk

www.thaitaste.co.uk

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Thai Taste, Malay Taste and Nem Viet are distributed by Empire Bespoke Foods

