



Way-On Chilli Oil – Spices up every meal!

SeeWoo, one of Europe’s leading Oriental Food Wholesaler, Retailer and Manufacturers is proud to be supplying its Way-On Chilli Oils to Asda stores. These specialty chilli oil infusions come in a variety of flavours: Shrimp, Scallop, Anchovy, Vegetarian and Szechuan, straight from the food markets of Kowloon.

The cooking process carefully balances traditional methods of production with modern technology to blend, roast and simmer a well balanced mix of chilli, fish and spices to produce a unique product.

This particular brand of infused oils has been popular in the Asian market place for the past 25 years. However, increased international travel has broadened the population’s cultural and gastronomic horizons and heightened demand for ethnic foods, particularly traditional and authentic ethnic foods, in the UK. SeeWoo has seen a growing trend towards the popularity of Asian influenced and fusion cuisine and condiments within the non-Asian market. As a result of this, sales for Way-On Chilli Oil have increased in Asda.

Lucy Mitchell, Marketing Director at SeeWoo believes: “The success of the Way-On Chilli Oil lies in its versatility. Not only can it be used as an authentic dipping sauce for a variety of foods including spring rolls, prawn toast, dim sum, meats, fishes and vegetables, but it can also be used as a cooking ingredient. It perfectly complements any stir fry but can also be added to chilli’s, curries, pastas, casseroles and snacks (like cheese on toast, scrambled egg, omelette’s, pizzas etc). It’s also perfect as a marinade, ingredient in a dressing or as a drizzle sauce for hot and cold dishes. **It’s the simplicity and authenticity of Way-On infused oils that make them stand out from the crowd. It needs no dressing up, it just dresses your food!**”

Celebrity chefs and foodies such as The Hairy Bikers, Aaron Craze and Tom Parker Bowles are using chilli oils in their recipes more and more because of the sauces versatility – it's no longer just the preserve of Oriental cuisine!

With extensive research supporting evidence that the UK Ethnic food market is sustaining yearly growth, SeeWoo are continuously working on developing the sauces further for the mainstream market.

The Chilli Oils are available in selected Asda stores around the UK.

- Ends -

Contact:

Please contact Sarah Lewis sarah@completemediagroup.co.uk or Saskia Leuchars saskia@completemediagroup.co.uk 020 7420 3550

Notes to Editor

Available in SeeWoo shops in Chinatown and Greenwich.

Traditional oil with shrimp = £1.80 SeeWoo shops and Asda

Vegetarian chilli oil = £1.08 SeeWoo shops & £1.28 Asda