

SeeWoo to launch new Chilli Chutney



Europe's largest Oriental Food Wholesaler, SeeWoo Group, is delighted to be launching a new Chilli Chutney into its Way-On product line at the Food and Drink Expo in Birmingham.

SeeWoo have been making Oriental food accessible to restaurants, retailers, wholesalers and private customers for four decades now. They trace products from their source and then sell them in their stores. The launch of a Chilli Chutney is the first new SeeWoo product this year following research into this area of the market.

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

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 making a versatile product such as this Chilli Chutney an exciting addition to the SeeWoo range.

Lucy Mitchell, Marketing Director at SeeWoo commented; 'We are very excited to be launching a new Chilli Chutney with star anise and ginger. In taste tests we matched it with a broad variety of dishes from deep fried calamari, fishcakes, to cheese and more traditional asian dishes such as edi deluxe (prawns), gyzoa and satay.'

For more information on See Woo please visit their new website www.seewoo.co.uk

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