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Witwood Food Products (Latest News)-----Witwoods gets the five-star treatment----Witwoods invests in cleaner labelling----Witwood Food Products is a market leader in the development and supply of innovative food coating concepts breadcrumbs, tempura batter for chilled food and frozen food companies worldwide. -----New witwoods identity reflects focus on innovation-----New Key Account Manager Fits The Bill At Witwoods-----Significant growth and record sales year for coatings specialist-----Doing it for the kids - reduced fat and sodium kids' products-----New Witwood range offers a true taste of India-----

New witwoods range will give any bbq extra sizzle

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Whilst this year's barbecue season may be in full swing, global food coatings manufacturer Witwood Food Products already has one eye on 2006.

The coatings specialist is preparing to launch an extensive new range of products to meet the demands of an expanding barbecue industry.

Forecasts estimate that the barbecue food market will be worth almost £300 million by 2006 (2003: £239 million). Combining market intelligence gained through the firm's global subsidiaries with an extensive knowledge of flavour trends, Witwoods' new coatings range has been specifically developed for this market.



As well as adding new twists to old favourites with flavours such as Hot & Smoky and Lemon Piri Piri, the range offers regional specialities including Kentucky Gold Barbecue and Mexican Chilli & Honey and reflects the increase in popularity of American and South American flavours. It also builds on the successful introduction of fruit infused tastes, using flavours such as citrus, mango and mint, as well as introducing alcohol flavours such as Tequila & Lime and Mango & Dark Rum.

According to Account Marketing Manager, Heather South, the new marinade concepts will enhance Witwoods' range of traditional barbecue favourites, which include Chinese, Garlic & Herb and Hot & Spicy flavours:

"This is a vibrant and fast-growing market, which is extending beyond the traditional barbecue season of June, July and August. The days of burnt sausages are long gone and the market is maturing, moving more and more towards premium quality food. Exotic flavoured sausages are sharing the grill with steak and fish, whilst accompaniments such as sauces, marinades, and vegetable side dishes have transformed barbecue fare."

She continues, "Barbecuing appeals to a broad range of consumers; male and female, couples and families with children as well as the health conscious. It's vital that new foods reflect these broad-ranging tastes to maintain interest and provide products to suit everyone. Our new range builds on flavour trends that remain perennially popular, as well as creating products in anticipation of new trends we've identified through our ongoing research into flavour profiles."

A dedicated monitoring team based at Witwoods' UK headquarters in Banbury works with the firm's global subsidiaries to co-ordinate food and flavour trend tracking and dissemination. Information relating to trends within the highly developed Australian barbecue industry has been particularly relevant to the development of the new barbecue range and is continually fed back from Witwoods' Australian subsidiary to the UK NPD



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team.

This information share helps ensure Witwoods' NPD activities build on global food and flavour trends allowing the company to develop innovative new product concepts for its customers worldwide.

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