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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-----

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Doing it for the kids - reduced fat and sodium kids' products

As children's sodium and fat intake comes under increased scrutiny, coatings specialist Witwood Food Products has developed an innovative range of product concepts for the expanding kids and teen markets.

Says Heather South, Witwood Account Marketing Manager: "These are fast growing markets - you only have to glance around supermarket shelves to see more and more products catering exclusively for kids, 'tweens' and teens.



"Our research indicates that these consumer groups are attracted to new flavours and eye-catching visuals. However, convenience foods are particularly susceptible to concerns relating to sodium content.

This, coupled with increased worries over obesity levels in children and young people children creates a challenge for food manufacturers in this sector."

By combining innovative shapes and textures with natural flavours and colours and low fat, low sodium ingredients, Witwood has developed an imaginative range of product concepts and coatings that will appeal to younger consumers as well as allaying parents' fears about sodium and fat content.

The UK-based coatings company has picked up on trends in the snack market and developed 'interactive' food concepts, such as dip 'n' crunch. Other products reflect popular kids' flavour trends, including pizza, curry and barbeque flavours as well as favourites such as salt and vinegar and cheese and onion.

Heather adds: "It's important to develop products that appeal to kids, but it's equally important that they appeal to parents, too, and we are seeing a definite movement towards the use of natural colours and flavours. We believe that demand for reduced fat and low sodium coating systems will grow as manufacturers act on recent government guidelines to provide healthier options for younger consumers. Our new product concepts anticipate this shift."



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WITWOOD FOOD PRODUCTS

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