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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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New Witwood range offers a true taste of India

Coatings specialist Witwood Food Products has developed a new Indian range for the retail and food service sectors.

The new products build on Witwood's global knowledge of food and flavour trends, assimilated through its global subsidiaries. The range combines the tastes and flavours of the influential food producing regions of India such as Kashmir, Bengal, Punjabi and Tandoor, using authentic regional flavourings, herbs and spices to create new product concepts.



By introducing almond and pistachio flavours to the tikka profile Witwood has given a popular product an authentic regional twist.

Paneer Parcels combine a regional cheese speciality with a popular product concept. Other starters include Chicken Bhaji Snacks derived from Mumbai, the home of the bhaji, Bombay Spice Potato Rosti and Sweetcorn, Mango and Chickpea Fritters from the vegetarian Gujarat region.

Main courses combine meat and vegetables with regional herbs, spices and flavourings to provide an authentic taste of India. Mustard and Onion Fillets incorporate the mustard of the Bengal region that gives dishes their sharp taste, Keralan Turkey adds flavours of the Kerala region, where coconut & tropical fruits are in abundance, to add a twist to a breadcrumb coating used with a turkey steak.

Witwood specialises in the development of bespoke product concepts for its customers in the food service and processing sectors. The new Indian range comprises a variety of products, tastes and flavours from which new and innovative concepts can be developed to meet specific customer requirements.

According to Witwood Account Marketing Manager, Heather South, the new range builds on recent developments in this sector. She says, "The Indian food market in the UK is developing. We've seen the relatively recent launch of Indian fast food brands, as well as a development of Indian/Western fusion cooking with the introduction of hot eating sandwiches that combine modern Indian flavours and breads with Western flavours and textures. Our aim is to bring authentic regional Indian specialities to the UK processing and food service sectors by providing innovative dishes that will meet the growing demands of ever more adventurous consumers."

The range also incorporates products specifically designed for food service outlets who are keen to offer Indian foods without having to hire extra staff or learn new cooking



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techniques. All products come frozen and fully prepared, ready to heat and serve, making it easy for catering establishments to incorporate new dishes with minimum fuss.

For more information about the new Indian range contact Witwood Food Products on 01295 756000.

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