



Witwood Food Products (Latest News)-----Tailor made solutions as standard from Witwoods-----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&apos; products-----New Witwood range offers a true taste of India-----

## NEW TWISTS FOR AN OLD FAVOURITE

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As American as baseball and apple pie, fried chicken has been a staple of the US diet for more than a century. More recently, it has gained a stronghold in the UK, with southern fried chicken becoming the most popular flavoured coated product in UK retail and foodservice.

Now, coatings specialist Witwood Food Products is introducing what it is calling the ‘next generation’ of southern fried chicken, which uses novel flavours and ingredients to deliver a range of full-flavoured and highly visual breaded and battered fried chicken concepts.

Provenance features strongly in the range, with regional ingredients and flavours gathered through the ongoing sharing of global food and flavour trends amongst Witwood’s international subsidiaries, as well as during the firm’s US trail that took in the NRA show in Chicago.



From a zesty Latin Mojo Fried Chicken - in which orange and lime flavour fillets are coated with an orange breading incorporating cumin seeds - to a Tennessee Fire Fried chicken - in which black and cayenne peppers, onion and garlic are added to the batter, creating the hot and spicy flavours for which Tennessee fried chicken is renowned - the new southern fried concepts reflect flavours from many US states.

Witwood’s NPD Controller, Susan Arkley, says: “The new concepts have been developed to help our customers capitalise on the popularity of southern fried chicken in the UK, whilst driving the market forward with new flavours, visuals and textures.

“The coatings have been developed for chicken, but they are all readily transferable onto alternative cores and we will be introducing them to our customers over the coming months.”

The new range also includes a buttery honey and rosemary coating - inspired by the Deep South and using fresh honey in the batter and rosemary leaf visual in the breading - as well as a Latin American fried chicken, which uses chipotle and ancho chillies to enhance the product’s flavour and visual appeal.



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