



[Witwood Food Products \(Latest News\)-----New Twist for an old favourite-----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' products-----New Witwood range offers a true taste of India-----](#)

SMALL IS BEAUTIFUL

[Back](#)

As UK eating moves away from the traditional three courses towards a culture of smaller plates and sharing, Witwood Food Products is anticipating a ‘small bites’ revolution.

The international food coatings specialist is introducing a series of small bites concepts that will enable manufacturers and processors to take this emerging trend to the retail and foodservice sectors.



Says Marketing Manager, Heather South, “What began with the emergence of Mediterranean Tapas-style dining in the UK has developed into a range of ‘global Tapas’ foods that are ideal for sharing and reflect the Mediterranean origins of the cuisine, as well as other influences such as the Middle Eastern Meze, Japanese sushi, Italian antipasti and Chinese dim sum.

“We’re also seeing more and more ‘crossover cuisine’, where flavours and dishes from different cuisines are served at the same time, and often on the same plate.

“This style of eating is becoming increasingly popular amongst consumers for a variety of reasons – it allows them to be more adventurous and try new dishes with much lower risk, it satisfies an increasingly diet-conscious society and it reflects a move towards eating out as a sociable occasion in which the food can be secondary to the occasion itself.”

Based around Mediterranean flavours, but drawing on inspiration from around the world, the new Witwoods range of small bites concepts has been developed in recognition of this growing trend and in response to increasing customer demand.

Mainstream concepts inspired by the Mediterranean include sea salt, lemon and olive oil battered calamari; potato and rosemary crumbed chorizo croquettes and smoky paprika battered manchego cheese bites. Ethnic inspired concepts include tamarind and chilli salmon skewers and Indian spiced chickpea, feta and gram flour bites.

According to Heather, the growth in small bite and Tapas-style eating paves the way for greater creativity in restaurant menus and on supermarket shelves: “Serving more, smaller dishes gives restaurateurs and retailers scope to introduce more adventurous and creative flavours at much lower risk, as well as the opportunity to experiment with different taste, flavour and cuisine combinations,” she says.



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“Our new range is intended as a springboard for discussions with customers that will provide a basis for the development of new and innovative ‘small bites’ products for the retail and foodservice sectors.”

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