



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-----

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INNOVATION IS KEY AS UK SUMMERS SIZZLE LONGER

The UK barbecue market will be worth an estimated £330 million in 2006 - a 13% increase on 2005 figures - and as the barbecue season extends beyond the traditional 16-weeks towards a predicted 25-week record, consumers are on the lookout for increasingly innovative new barbecue flavours and formats, says Witwood Food Products.

The global food coatings manufacturer is preparing to launch a new range of barbecue concepts and, according to NPD controller Susan Arkley; the marketplace has never been more demanding:

“The UK cooked its way through 75 million barbecues last year and forecasts predict that this country will be the biggest barbecuing nation in Europe in 2006,” she says.



“This is partly because the barbecue is no longer just a weekend occasion, it’s becoming more of an ‘anytime’ meal. It’s widely accepted as an al fresco alternative to the traditional dinner party or evening meal, and has also overtaken the traditional Sunday roast, with 67% of consumers claiming to prefer a barbecue on a Sunday.

“On average people are spending double what they did five years ago on a barbecue and they are looking for greater variety on supermarket shelves.”

Witwood’s new range reflects key drivers such as health and indulgence as well as flavour and format trends, and has combined them to create an exciting collection of coated seafood, poultry, meat, fish and vegetables for the barbecue.

“Last year’s smoky flavours are being replaced with increasingly diverse oriental tastes and textures, such as ginger and tamarind or chilli lemongrass and coriander,” says Susan. “Citrus flavours are also coming to the fore, and provenance has a regional focus beyond traditional barbecue flavours, with Creole, Cajun and Caribbean spices becoming increasingly popular.”

“Kebabs and skewers are another growth area, largely because they’re perceived as healthier options. Our range includes tuna, halloumi and olive kebabs, which combine a growing fish category with Mediterranean flavours; mango chilli prawn skewers, which reflect the popularity of fruit flavours and Latino influences; and chicken and chorizo kebabs with a spicy tomato glaze, which builds on the popularity of Mediterranean cuisine.”

A smoky cider apple marinade on pork loin topped with sugar-dipped Bramley apple slices offers an innovative new take on the Sunday roast, providing traditional British roast flavours in a barbecue-friendly format.

Familiar favourites also feature in the Witwood range, with Jalapeno chilli and sour cream beef burgers using Mexican flavours and named ingredients to give the traditional burger a new lease of life.



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