



Tasty Bites

Traditionally the hot favourites

SIMTOM

favourites

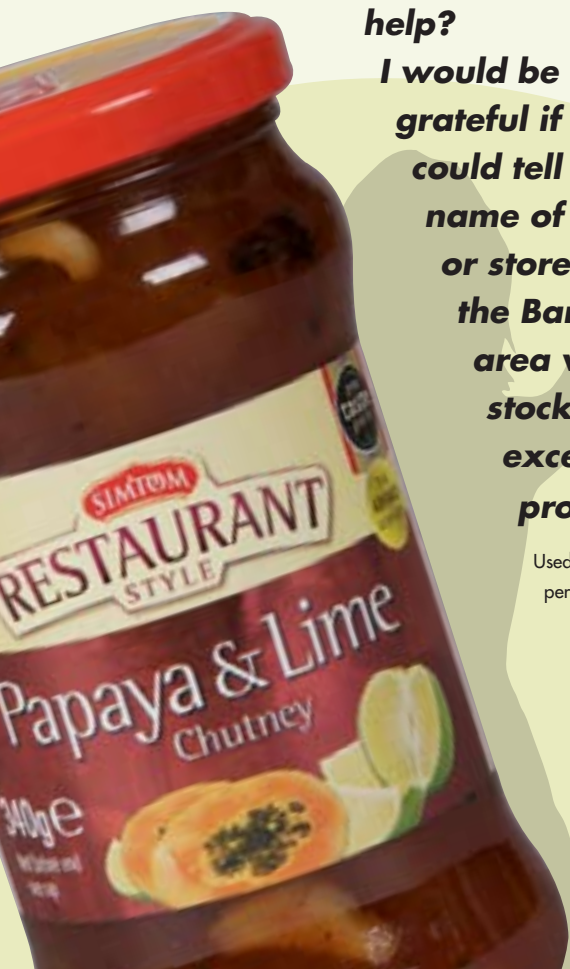
With ALDI in 2010

**They
Simply Love
it!**

"This family has just finished it's first taste of your Simtom Papaya & Lime chutney. I have to tell you it is the best chutney we have ever eaten... and now the jar is empty. Can you help?"

I would be very grateful if you could tell me the name of a shop or store in the Banbury area which stocks this excellent product."

Used with kind permission



Simtom will be making a real impression this summer with a re-launch of its highly successful Restaurant Style 'exotics' range of premium chutneys, at all national ALDI stores. The promotion starts on 29 April 2010 and will last for just one week. The best news for avid 'SimtomHolics' is that the retail jar price has been reduced to just 99p as a further temptation to indulge in one of the UK's favourite Indian food brands. We're expecting quite a demand on this exotic range and the word has gone out to 'grab as much as you can before stocks run out'. **So, be prepared for a really hot summer with tasty treats from Simtom.**

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Check our NEW website at:
www.simtom.co.uk

Factory Number 2!

The plans to expand have now become a reality with the acquisition of our second factory premises in Leicester. Our production facilities are now doubled and in good time for the mad summer rush when delivery and production critical deadlines are in full demand.



SIMTOM WELCOMES ITS VIP'S... VirtInetPal Scheme Launched

A brand new and highly innovative customer focused scheme has been launched under the name of **VIP (VirtInetPal)**. Simtom VIP's are hand picked from the vast network of loyal friends and supporters of the company. The aim of the scheme is to invite customer opinion and participation in 'blind tasting' opportunities that will help formulate the best recipes and taste preferences from the people that matter... **our valued customers!**

Simtom are Highly Commended!



Simtom is celebrating success after winning the 'HIGHLY COMMENDED' Award for outstanding Customer Focus at the Hinckley Business Awards ceremony on Thursday 24 September 2009. The ceremony was held at the Sketchley Grange Hotel in Hinckley Leicestershire and celebrated business excellence in Hinckley and Districts in 2009. Managing Partner, Jai Chandarana who received the award, was simply "overwhelmed and honoured to receive the award".

OUR LOVELY CUSTOMERS!

What they're
saying
about us



Here's a selection of kind comments and praise from our 'lovely customers'.

If you've tried some of our newer products like Restaurant Style, Grillers or Marinades, we'd like to hear from you. All our customer comments are valued and taken very seriously. Please see the back for address and email details.

// This family has just finished it's first taste of your Simtom sweet Indian mango chutney. I have to tell you it is the best chutney we have ever eaten... and now the jar is empty. Can you help? I would be very grateful if you could tell me the name of a shop or store in the Banbury area which stocks this excellent product. //

Mary Collier - Wroxton Used with kind permission

// I have just 'discovered' your products at a Supermarket in Eymet, France. Your Mango Chutney is the BEST I have tasted for a long time. //

Christina Adams -France Used with kind permission

// My daughter and I simply love Simtom chutneys. //

E. Hudson Used with kind permission

SIMTOM
RESTAURANT
STYLE

The AWARDS keep coming in!



The Indian food industry and the media at large have acknowledged Simtom's consistent record of winning industry accolades and praise for its quality foods and premium provenance offerings.

This history of consistency has set it apart from many of its competitors as a truly unique company. Although comparatively modest in size, the company has been 'punching well above its weight for many years.



A new face on the block



Simtom welcomes **Richard Haywood** to the sales and marketing team. Richard will add his considerable skills and experience to the growing marketing team led by Sales and Marketing Director, **Bhavin Chandarana**. Richard's main task will be to co-ordinate the marketing activity of the company and engage in vital follow up work, keeping our customers informed and up to date with all the new and exciting developments planned for the future.

Capping success

Branding and a new colour co-ordinated cap has made a clear image statement for Simtom. Gone are the plain coloured caps for a bold design that is now tamper proof and easily recognisable from a distance.



Simtom in Scandinavia

Simtom have just been listed with the Coop in Sweden through our distributor **Sevan**. The potential is now open, giving us access to over 1000 stores in Scandinavia. The listed products are Restaurant Style Korma, Tikka Masala, Madras, Sweet Mango Chutney & Kashmir Mango Chutney.



PLMA 2010 IS UPON US

Once again, Amsterdam will be buzzing with an interesting array of food displays as international exhibitors attempt to 'wow' the trade with their speciality offerings. Simtom are going to be there with the best of them. Check out our stand at the exhibition if you plan to go - **Stand No: 5016 - 18 - 19 May 2010.**



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