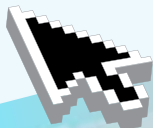


New website launched



Log on to www.simtom.co.uk and you'll be in for an exotic tour of fine Indian foods on our brand new and easy to navigate website. Designed and managed by our Watford based design consultancy, Prototype Design, the new site has many new features like a product toggle bar and unique customer password 'VIP' section.



Simtom's Online Shop
to 'go live' in July 2010

If popularity could be measured by numbers, Simtom could easily have walked away with the 'popularity award' at this year's PLMA exhibition held at the RAI Exhibition centre in Amsterdam. The stand was visited by numerous private label partners from all over the world. And the message was clear... Simtom's historic commitment to quality and high provenance foods struck a common chord with many a discerning customer, looking for a quality product in a competitive offering. Our Classic and Restaurant Style products were 'on show' and orders were taken for own label interest and a good few follow up contacts for immediate action. All in all, a great turnout and a great performance.



Tasty Bites

Traditionally the hot favourites

High profile at PLMA 2010

In this issue:

- 1 PLMA 2010
- 2 Great Taste Awards 2010
- 3 A Lidl success story
- 4 Update from Jai



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

Great Taste Awards 2009

A Winning history!

Simtom has once again cultivated it's 'historical habit' of consistently winning **Great Taste Awards** since 2005. This annual parade of well earned accolades is always endorsed by a respected list of expert peers, who's views and opinions shape our industry. It's always great to have other people say good things about you and last year was no different. Our ever popular **Restaurant Style Tikka Masala Cooking Sauce** and the highly praised **Restaurant Style Papaya and Lime Chutney** took the gold in their respective categories. A selected group of Simtom products have been offered up for the 2010 round of awards, so watch this space!



Our loyal customers tell it like it is!

Since the introduction of the new Restaurant Style range, we've been inundated with kind and generous customer comments which has '**warmed our hearts**' no end. Our loyal customers are the '**salt and light**' of our business and their appreciation really helps to fashion our new product development. Many of them have been instrumental in offering vital feedback and are key participants in our newly launched **VIP** (Virtual Internet Pal) scheme. Here are just a couple of recent comments sent in. Comments are used with kind permission.

*"Dear sir,
Bought your products from a recent promotion (Papaya and Lime Chutney and Lime and Chilli Chutney). both wonderful. Now I wish to know where I can purchase more of these in Derby - Many thanks"* RC Derby

*"Hi Andy,
Please feel free to use my comments as it is such a nice chutney, but please would you let me know when your shop opens so I can buy some of your Lime & Chili Chutney, as I am really missing it as I put it on all my dinners."* DR Leeds





A LIDL Success Story!



Our tasty, range of Restaurant Style Chutneys and BBQ Marinades may be displayed in a smaller, handy sized jar, but behind them lies a big story of popular taste and winning success. **Simtom**

have won a national listing with LIDL stores to supply our 'Exotic'

Chutney and BBQ Marinade ranges at an amazing **RRP of just 99p per jar!** The product roll out will be on the 29th July 2010 and will be

available in every LIDL store in the UK for just one

week. The Restaurant Style range has been well received nationally and defines one of the many Simtom success stories under our own branded banner.

Recipe of the month

CHICKEN BIRYANI

Thoroughly rinse 150g Basmati rice and cook for 20 minutes, brown one sliced onion in 1 tbsp of vegetable oil. Add drained rice and fry for 5 minutes. Add 1 tbsp cumin seeds, salt to taste and 50ml water, stir and cook for 2-3 minutes. Separately, brown two diced onions in 1 tbsp of vegetable oil. Add 150g of diced chicken and fry for 5 minutes. Add 4 tbsp Simtom Biryani Paste, 2 tbsp tomato puree and 150ml of water. Bring to boil and simmer for 10-15 minutes until sauce has thickened. Place a layer of rice in a casserole dish followed by a layer of chicken Biryani and finish with a layer of rice. Cover and bake in oven at 180C, Gas mark 4 for 10 minutes, garnish with hard boiled egg and fresh coriander. Serve with rice and a selection of Simtom Pickles and Chutneys.



SERVES 3

Ingredients:

- Simtom Biryani Curry Paste (4tbsp)
- Basmati Rice (150g)
- Cumin Seeds (1tbsp)
- Vegetable Oil (1tbsp)
- Onions (2)
- Chicken (150g)
- Tomato Puree (2tbsp)



UK East of England regional champion 2008



'Sizzling things up' at Congleton

If you were fortunate enough to spend a day at the Congleton Food Festival recently, you would have been in for a 'Sizzling Hot' experience, as Simtom **BBQ Marinades** were in great demand on the **Vegetarian Society's** stand. The triple selection of **Balti, Tikka** and **Tandoori** were spread liberally on the vegetable skewers and other vegetarian foods being prepared. 'Delicious!'



An update from Jai

Whilst writing this brief note, the thought struck me.... we're not interested in creating and manufacturing 'yet another Indian alternative product', but rather, our heart lies at the forefront of introducing new and exciting tastes of India... many that are yet to be savoured. Those who have tried our latest products have flooded our inbox with a steady stream of generous comments and praise for keeping the Indian food market alive with real, home made authenticity.

Looking ahead, we're all ready to meet the challenges facing our industry in these difficult times of change and cost cutting. In an ambient Indian foods market worth £179 million, no doubt Simtom will play it's role in taking more market share through our reputation for creating and producing high provenance Indian foods.

Finally, let me take this opportunity of wishing you all a very peaceful and restful summer break. I shall look forward to hearing from you and also to be commenting in our autumn issue of Tasty Bites.

Best wishes and have a great holiday,



Annual Shutdown

Don't forget, we'll be closed for the summer holidays as follows:

**Factory closes:
Friday 16 July 2010**

**Open for business again on:
Monday 2 August 2010**



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