

Tasty Bites

Traditionally the hot favourites

Get ready for the great summer sensation!

Simtom have created a real **summer sensation** with the launch of their '**Indian Exotic**' range of chutneys. These superb, gourmet chutneys are a new creation by the Simtom NPD team and branded under their premium '**Restaurant Style**' label. Each Restaurant Style product has been meticulously developed by a team of champion chef's working tirelessly to replicate that authentic Indian **restaurant experience**, with all the aroma's, tastes and flavours you'd come to expect from a fine Indian meal. **More summer sensations inside!**

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



Let the
customers
decide!

“I had to write to say how much we love your Restaurant style Onion Chutney that we bought from our local Aldi. We loved it so much, we returned and bought all they had left (4 jars) and then tried the Leominster Aldi too, but they only had 3 jars! We are well and truly hooked on it - it's gorgeous with cheese or pate - trouble is, I'm having to ration it now as we haven't much left - can you tell me please where the nearest stockist is so we can get some more soon! It really is the best we have ever had, so tasty!

Kind regards ☺☺ Diane Jennings

Used with kind permission

What's Cooking?

The Simtom NPD team have been busy creating and developing some exciting new products to hit the summer BBQ market. New products like **Spicy Grillers™** and **BBQ Marinades** are set to become 'hot favourites' with British 'curryholics' and also internationally where demand for this product has grown.

NEW
PRODUCT
LAUNCH

Spicy

Grillers™

A handy sized seasoning mix in three mouthwatering flavours; Tandoori, Tikka and Spicy Mango. Simple to use and requiring very little preparation. ENJOY!



These delicious outdoor flavourings have been carefully prepared to capture the full flavour of an Indian restaurant meal without the hassle of cooking with herbs and spices. Everything you will ever need is contained in one jar and the application is so easy. Simply marinate your meat or vegetables and leave overnight for a 'full on' flavour, that captures all the rich and spicy tastes of Indian cooking.

Simtom **BBQ Marinades** are now stocked in key leading outlets in the UK and are set to becoming a popular summertime accompaniment to any outdoor 'food fest'.

BBQ Marinades

NEW
PRODUCT
LAUNCH



“My customers are the life and soul of my business, which is based on taste, quality and price. A competitor brand simply won't do, as all my speciality creations include some, or parts of Simtom's fine Indian pastes which have been created with a truly authentic flavour. I'll have to go a long way to find a better product...” Shamim Syed

Used with kind permission

The following comments are all GENUINE testimonials received from a selection of our customers.

“Just to say how much we enjoyed your Tikka Masala sauce recently. We usually make our own curries, but occasionally buy a jar of sauce - generally Patak's. We really enjoyed the depth of flavour and the fact that it was not too rich or overpowering. Just thought you would like to know!” Mrs Sandra Reed

Used with kind permission

“Fantastic! What a product!!!

I have travelled to India many times and I would say that this is the most delicious authentic tasting Lime Pickle in the UK today. Well done. My next question is -Where can I buy some more?...”

Stewart Selkirk Used with kind permission

These comments were received in response to the launch of the **Restaurant Style** and **Catering brands**. We know that the only true measure of success has to be taken from the comments made by our loyal customers. If they're not happy, we've got it wrong. Happily, the above comments show that Simtom are destined to become the popular brand.

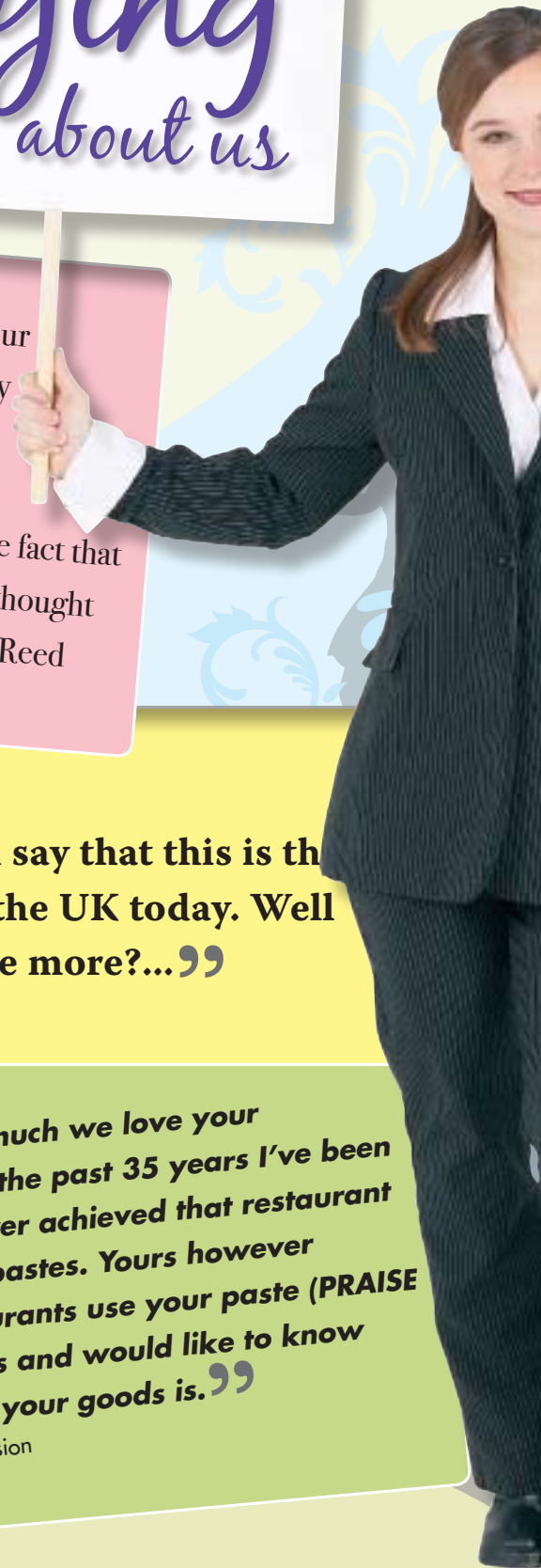
“I had to write to say how much we love your Restaurant Style products. For the past 35 years I've been an avid curry fan and I've never achieved that restaurant taste from off the shelf curry pastes. Yours however sounds different in that restaurants use your paste (PRAISE INDEED). I live in Bolton, Lancs and would like to know where the nearest retailer of your goods is.”

Mr Woodcock Used with kind permission

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.

OUR LOVELY CUSTOMERS!

What they're
saying
about us





Food Service gets a new look



The new Simtom **Restaurant Style Food Service** range has been redesigned and repackaged in a handy size 2.7 kg* plastic 'easy grip' jar. The Food Service range is now **growing in popularity** amongst some of the bigger catering institutions like the NHS and the MOD.

*Balti Sauce comes in a 2.65kg Jar

A new marketing team driving forward success



Jai Chandarana
Managing Director

Bhavin Chandarana
Business Development

Andy Coomar
Communications & PR

Managing Director **Jai Chandarana** has set apart his new marketing team to drive forward the Simtom sales and marketing machine with force and determination through this year and into 2010. The company has set clear targets in respect of sales achievements working in tandem with product quality and a whole new range of products to roll out to a market that's saturated with a lot of predictable and bland Indian foods on offer. Jai comments, "after winning the regional Great Taste Award last year, we seem to have got a second wind for success. This is no idle hope, as many of our new products (particularly, our Restaurant Style offering), have scored a real 'bulls eye' with customers and also many of our valued customers." Business Development Director **Bhavin Chandarana** has been the driving force for change and brings with his academic credentials 'a natural energy' for change and progress.

PLMA 2009

The **RAI Exhibition Centre** in Amsterdam will be buzzing with expectation as exhibitors lay out their various 'stalls' in the hope of attracting new business. This year, Simtom have a veritable armoury of high worth products, developed and created for excellence. Check out our stand at the exhibition if you plan to go - **Stand No: 4801 - 26 - 27 May 2009.**



Simtom Food Products
Unit 17, Merry Lees Industrial Estate,
Leaside, Merry Lees, Near Desford
Leicestershire LE9 9FS

T: +44 (0) 01530 230776 F: +44 (0) 01530 230018
E: info@simtom.co.uk W: www.simtom.co.uk