

British Frozen Food Federation

2006 ANNUAL AWARDS

PRESS INFORMATION



8th June 2006

CATERING SECTOR

Catering Product of the Year

THAI RED KING PRAWN CURRY

from

KK FINE FOODS LTD.

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KK TAKE BFFF'S ULTIMATE FOODSERVICE ACCOLADE

At a Presentation Ceremony sponsored by Christian Salvesen, which was held at a Gala Dinner Dance at the London Hilton Hotel on the 8th June, the British Frozen Food Federation announced that the winner of the **Catering Product of the Year** for 2006 is **THAI RED KING PRAWN CURRY from KK FINE FOODS LTD.**

Ever since their inception, KK Fine Foods has enjoyed a reputation in the industry for innovative ideas along with high culinary values. 2006 has been no exception and the catering judges representing the Craft Guild of Chefs were absolutely bowled over with this Award winning product. One judge remarked "Very good product. Tastes like the real thing with lots of flavour. The best Thai-style dish I have tasted". Another judge remarked "Very good product. Looks as though freshly made. Prawns and sauce very good as are the vegetables and the leaves". Another judge commented "Nice flavours and colours. Very good product. Nice to see lime leaves etc – authentic".

Cont'd

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This superb product is an authentic Thai dish with King Prawns, in a traditional style sauce with red peppers, bamboo shoots, mangetout and coconut milk all complimented with kaffir lime leaves and Thai basil. KK recommend that the product is served with sticky Jasmine rice for a delicious Thai meal.

Thai food has seen the fastest growth in ethnic cuisine in the last five years but is considered a style not easily able to be prepared in the home. Therefore, more and more consumers choose the Thai option when dining out which suits KK.

KK are going from success to success, having recently unveiled new plans for a £4 million expansion that will create a further 80 jobs on Deeside, Wales. The new facility will add a further 30,000 sq feet of space. It is expected to be completed by the end of 2006 and comes only 3 years after the current factory on Deeside was opened. The move to expand from purely vegetarian foods into meat and fish dishes has proved to be a sound, strategic decision bringing a whole new range of products to Leyla Edward's ethos of service, quality, price and innovation.

CONTACTS

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