



HONEYTOP'S OVERSEAS SUCCESS AT SIAL

Europe's leading volume manufacturer of speciality breads, Honeytop Speciality Foods, exhibitors at SIAL 2006, caused quite a stir in Paris last month with its range of restaurant quality naan breads and newly launched filled dough balls at the famous event attended by over 130,000 visitors and 5,000 exhibitors from overseas.

The privately-owned ethnic bread producer has established a sizeable reputation in the European market with its high quality products selling across Europe, Canada and the USA. Strong relationships have already been built with a number of retailers and distributors, which has helped the company to double its export sales in the last 12 months. Honeytop's attendance at SIAL enabled them to cement existing relationships and develop new ones within the foreign market. New enquiries came from all over Europe, Canada, Australia and even Mauritius!

Pauline Ball, business development controller at Honeytop, explains why the company made the most of the opportunity at SIAL: "There is no doubt that the export market for our products is growing. Sales of speciality flatbreads at the premium end of the market such as our own have witnessed a more substantial growth, as the popularity of ethnic food increases and the demand for true authenticity grows. We have witnessed this growth ourselves, and we believe that there is still a great opportunity to further expand this arm of our business.

"Our range of fresh and long-life plain and filled naan breads proved very popular at SIAL, and our filled dough-balls, a very new and unique product for the European market also generated a lot of interest. We are in a unique position within the industry to be able to offer our customers speciality products, tailored to meet the needs of their specific markets, always produced to the highest quality."

As a commitment to its overseas customers and in recognition of the ongoing export opportunities for speciality breads within the European market and beyond, Honeytop has developed a multi-lingual website, at www.honeytop.co.uk, to be launched later this month.

