



McDONALDS PROMOTES IN EUROPE WITH HONEYTOP FLATBREADS

Honeytop Speciality Foods has significantly stepped up its operation once again to produce high volumes of its specially developed naan breads and flatbreads for long-term customer McDonalds, as part of a Europe-wide promotion.

Beginning in Germany and France, and then rolling out to several other European countries, McDonalds will be premiering two new products with special promotions. To help meet the high demand for the launch, Honeytop, the UKs leading producer of ethnic breads, will be producing around 24,000 breads per hour from one of its production lines at its state-of-the-art manufacturing base in Dunstable, throughout the duration of the promotions.

The first of the new sandwiches which will launch first in Germany will have an Indian theme, with two garlic and coriander naan breads, breaded chicken, Indian sauce, lettuce and cucumber. The second will see the introduction of the 'McOriental' in France, a sandwich of two flatbreads, spiced meat pattie, yoghurt-based sauce, fresh tomatoes and onions.

Honeytop has been producing quality products for McDonalds, from pancakes to flatbreads, for several years and has established a reputation with its global customer for consistency in quality, innovation and flexibility. Dr Charles Eid, joint managing director believes that Honeytop's commitment to offering bespoke solutions for its customers is key to its success:

"Over the years, we have developed a number of speciality flatbreads specifically for McDonalds in the UK, Europe, and the Middle East, with tremendous success. Our long-standing relationship with the company allows us to work closely with their development teams to create new products which their customers find appealing and enjoyable. Our ability to develop customised machinery of course allows us to produce these bespoke products to a consistent high quality.

"As a company, we are dedicated to developing the standards of ethnic baking, and we continually invest in revolutionary technology and baking processes to deliver customer focussed solutions and high quality products. This is essential for us to maintain our reputation as leaders in innovation and product development."