



HONEYTOP IS THE FINEST CHOICE FOR TESCO

Tesco has selected the UK's leading producer of ethnic bread, Honeytop Speciality Foods, to produce a brand new range of naan bread for its exclusive *Finest* label.

The quality range of naan bread features typical peshwari, as well as the more exotic mango and fresh chilli and fresh garlic and coriander varieties, and is selling very well since hitting the shelves of the UK's largest supermarket chain.

Tesco selected Honeytop to produce its full range of Finest Naan breads in recognition of its high quality standards – the company prides itself on using the finest ingredients and traditional tandoori cooking techniques to create fresh and authentic products.

The *Finest* range is synonymous with quality and has proved increasingly popular with customers looking for a more distinctive and superior product, and with over 20 years of dedicated experience, Honeytop brings that extra something special.

The company has successfully recreated traditional baking methods in order to bring true quality and authenticity to its products. Using fresh ingredients, hand-shaping the dough, and using bespoke clay tandoor ovens, ensures a superior product, to replicate that of restaurant quality naan bread.

Charles Eid, joint managing director of Honeytop, comments:

“The food market is affected by many trends, and new products often need to be relevant, interesting, and of a high quality to attract and satisfy today's consumer.

“With improvement in the taste and texture of our naan bread, we're delighted to be producing for the Tesco *Finest* brand; not only is this a significant achievement for Honeytop, but it is also a credit to our ongoing pursuit of quality ethnic baking, and it endorses our position as an innovative market leader.”

