



## HONEYTOP SECURE DEAL WITH CENTRAL FOODS

Honeytop Speciality Foods, Europe's leading volume manufacturer of speciality breads, will be working in close collaboration with frozen foodservice suppliers Central Foods to distribute Honeytop's range of quality products to caterers and frozen food wholesalers across the UK.

Central Foods, a major supplier of frozen foods to the catering industry, has been working with Honeytop to develop a range of frozen speciality bread products for this market. In response to demand from customers for premium quality, Central Foods will now be supplying Honeytop's authentically-produced naan breads (plain and garlic & coriander varieties), folded flatbread, and the recently launched filled doughballs to the foodservice industry.

Dr Charles Eid, joint managing director at Honeytop, comments on the importance of developing this relationship within the foodservice sector:

"Central Foods has a great reputation in the foodservice market, and like Honeytop, is committed to excellence, quality and innovation. We are delighted to be working with a company who shares so many of our values who will provide us with another route to market."

Gordon Lauder, joint managing director for Central Foods, adds:

"At Central Foods, we work in partnership only with the best manufacturers, who either are, or have the ability to be, market leaders in their product sectors. Our current manufacturing partners all meet these criteria and Honeytop is no exception.

"We work closely with all our customers and focus on their needs, to produce the products the market wants, almost guaranteeing success from the outset. We were impressed with Honeytop's innovative approach to their entire operation - using the finest ingredients, traditional recipes and baking methods, as well as developing bespoke machinery and ground-breaking technology – to produce some of the highest quality products we've seen."

