

22 October 2018

Dina Foods to launch Filo-Delight at SIAL

Mediterranean foods specialist Dina Foods will be launching a new sweet pastry, “Filo-Delight” at SIAL in Paris this month. Filo-Delight is an extension to Dina Foods established and best-selling luxury Baklawa selection.

Launched to complement the popular Lebanese style Baklawa selection, “Filo-Delight” is a range of four sweet filo pastries which are light and refreshing and perfect for serving with a coffee in the morning or after lunch, or an accompaniment after dinner. They will add value to any menu; as a coffee shop offering or as a gift. “The perfect sweet pastry to serve anytime, anywhere,” said Dina Foods Managing Director, Suheil Haddad.

“Our creative formulators and new product designers have developed this new innovative product which utilises our know-how and technical capabilities. Successfully tried and tested alongside our Baklawa production and using similar processing techniques, the result is the new and exciting Filo-Delight,” continued Mr. Haddad.

Handmade “Filo-Delight” features layer over layer of leaf-thin filo pastry, creatively shaped and filled with specially chosen high-quality ingredients such as cranberries, dark chocolate, mint, mincemeat and apricots, and finished to an authentic Mediterranean recipe in Dina Food’s dedicated manufacturing facilities. The variants can be served year-round, with the mincemeat and cranberry being ideal for the festive period.

In addition to its unique Lebanese Baklawa selection, Dina Foods has over a quarter of a century of experience as a pioneering manufacturer of authentic Eastern Mediterranean bread and is known for its range of flatbreads including the Paninette, selling under the Dina brand in retailers and food service outlets in the UK and Europe.

“Our privately-owned family business has been sharing its baking expertise for 25 years and now exports to a dozen European and Scandinavian countries. Dina Foods is constantly creating unique high-quality products with a twist.

“At our stand in Hall 5a – Stand G225 – visitors will find a large selection of our bakery and confectionery products as well as some of our popular savoury items. Visitors will also have the chance to taste some of our traditional Baklawa assortments,” concluded Mr Haddad.

Visit Dina Foods at SIAL, Hall number 5a, Stand G225 or visit www.dinafoods.com for more information.

Ends



Filo-Delight Baklawa

For further information, please contact:

Vicky Huxford

Suzanne Howe Communications

Tel: +44 (0)2034 680923

Email: vicky@suzannehowe.com

Twitter: [@suzannehowecomm](https://twitter.com/suzannehowecomm)

Web: www.suzannehowe.com

NOTES FOR EDITORS:

About Dina Foods

Established in 1993, Dina Foods, the authentic handmade Mediterranean foods specialist, is an artisan bakery, privately owned by three Haddad brothers who are steeped in the traditions of authentic Mediterranean food. The company has built international success with its authentic Mediterranean Kobhez and is famous for its signature Baklawa, 'The 42'.

www.dinafoods.com

About SIAL

Held this year from 21 to 25 October, SIAL is the world's largest food innovation exhibition. 7,020 companies from more than 109 countries will be presenting their products to retail and foodservice professionals at SIAL, which began in 1964.