



9 January 2019

Authentic sweet pastry treats from Dina Foods at ISM

Authentic Mediterranean food specialist Dina Foods will be exhibiting at the ISM Exhibition in Cologne, Germany, on 27-30 January 2019 in hall 5.2 stand I-009.

Dina Foods is famed for its premium and exceptional Baklawa confectionery range, handmade to an authentic and traditional Mediterranean recipe to give exceptional taste and texture. Dina Foods, signature "Baklawa" is made of a generous portion of high quality nuts garnished in special light syrup and sandwiched in between 42 equally split leaf – thin layers of filo pastry.

"Our range is constantly expanding and as we look forward to attending the important ISM Exhibition, I am proud to say that ongoing work from our New Product Development team has already introduced low sugar infused flavours and fruit options to the Dina Foods Baklawa range under the "Filo Delight" brand," said Managing Director, Mr Suheil Haddad.

Alongside its established and best-selling luxury Baklawa selection, visitors to the show will be able to sample the company's new sweet pastry "Filo-Delight". Inspired by the Dina Chefs, "Filo-Delight" was launched in Paris in October 2018.

"The "Filo-Delight" brand is a range of various sweet filo pastries which are light and refreshing, and perfect for serving all year-round with a tea/coffee in the morning, after lunch, or as an accompaniment after dinner. They will add value to any menu and are the perfect sweet pastry to serve anytime, anywhere," said Mr Haddad.

“This is the result of the hard work of our creative formulators and New Product Designers who have developed this innovative product utilising our know-how and successfully tried and tested baklawa manufacturing capabilities,” continued Mr Haddad.

Handcrafted “Filo-Delight” features layer over layer of leaf-thin filo pastry, creatively shaped and filled with specially chosen high-quality ingredients such as mint, cashew and chocolate chip, mincemeat, orange zest and almond or walnut and ginger and finished to an authentic Mediterranean recipe in Dina Foods dedicated manufacturing facilities.

In addition to its unique Lebanese Baklawa selection, Dina Foods is also a pioneer in manufacturing a wide range of authentic Eastern Mediterranean bread including the popular Paninette brand, selling under the Dina portfolio in foodservice outlets across 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,” concluded Mr Haddad.

Dina Foods looks forward to welcoming you at the ISM Exhibition in Cologne, Germany on 27-30 January 2019, in hall 5.2 stand I-009.

For more information, visit Dina Foods at www.dinafoods.com.

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