



**Hall 8, Stand F-9406**

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### **Petrow Food Group brings new nut butters to PLMA**

**Petrow Food Group**, under its **Quality Kernels** brand, is showcasing its latest products at the PLMA Trade Show at the RAI Europa Complex in Amsterdam on May 21-22.



This is the leading UK specialist ingredient supplier's first time exhibiting at the "World of Private Label" International Trade Show, on stand **F-9406, in Hall 8**.

Petrow Food Group will be highlighting its new nut butter processing facility to visitors and will also be offering on-stand tasting of its latest products, including its new Almond Delight smooth nut butter, which has been selected into the **PLMA's New Product Expo**.

"We are delighted that our newly launched Smooth Almond Delight nut butter has been selected into the PLMA's prestigious New Product Expo. This is the latest in our successful range of nut butters, demonstrating our experience and innovation in this increasingly important and popular category. This vegan butter features added rose water and is palm oil, gluten, dairy and peanut free," says Commercial Director, Fatma Akalin McGee.

Petrow Food Group's new cutting-edge nut butter processing facility, at its multimillion-pound peanut-free plant at Haverhill in Suffolk, is capable of packing nut butters into sachets, jars and tubs as well as bulk containers. The multifunctional machine can pack different configurations of a variety of product shapes and sizes and has been fully operational since January 2018.



Armed with this latest technology, Petrow is producing and supplying a range of nut butters, excluding peanut butter, unique in scope and nutritional qualities – throwing open major branding opportunities to customers.

By adding the nut butter line to its existing state-of-the-art technology, Petrow is responding to strong

customer demand for the healthiest alternative ingredients. According to figures from market research company Kantar Worldpanel published in January 2018, sales of nut butters increased by nearly a fifth last year to almost £94 million.

Petrow Food Group successfully occupies specialist positioning among food industry suppliers with expertise and investment in a wide range of ingredients including processed nuts and dried fruit, such as coconut and dates.

The company responds to a huge demand for new food ingredients, driven by consumers' desire for new products, tastes and experiences, and flavours from all around the world. With plants in Suffolk and Perivale, London, the business is growing as a specialist ingredient supplier thanks to the right market knowledge and experience and more recently, huge investment in technology and production.



Recent investments of £1.2m at the Haverhill plant includes a state-of-the-art Tomra laser scanning and automatic packaging technology for nut and dried fruit product, plus a Niverplast case erecting, lining and sealing machine. A new high-tech fruit processing line incorporates the latest technology including an X-ray, flame unit, laser, throat metal detector and automatic packing unit.

The benefit of all these technological investments for Petrow customers, including independent and multinational food manufacturers, is more consistency in their packaged products, much faster turnaround of orders, and more competitive prices.

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### **About Petrow Food Group**

Petrow Food Group incorporates Petrow Food Industries and Quality Kernels. The company specialises in supplying a wide range of dried fruit products, dates, nuts, seeds and coconuts to a broad range of customers from global blue-chip food manufacturers to producers of artisan products. [www.petrowfoodgroup.com](http://www.petrowfoodgroup.com).

### **About the PMLA Trade Show**

The annual PLMA show aims to bring retailers together with manufacturers to help them find new products, make new contacts, and discover new ideas that will help their private label programmes succeed and grow.

### **More information**

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