

Dina

Mediterranean food at its best...

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Dina Foods has Christmas Wrapped up

Dina Foods is preparing for a Christmas bounce in sales, as its confectionery, savouries and breads are in high demand during the partying and gifting season.

Hardly surprising, as from baklawa to beetroot falafel, via chocolate-dipped dates and cocktail pittas, the Dina Foods' range reads like a Christmas food wish list.

One of the top Christmas-sellers for the London-based family company is its delicious selection boxes of baklawa, prepared using traditional recipes to the highest quality standards.

Dina Foods is a leading supplier of baklawa in the UK, and these boxes make the perfect gifts all year round, but particularly at Christmas, says Assistant General Manager Wilda Haddad.

She comments: "Our baklawa, Filo Delights and sweet finger foods sell very strongly at Christmas, like most of our products these are so versatile, they can be used on a variety of occasions, they're great as canapés or party treats and much in demand as gift items."

Sweet and crunchy baklawa are traditionally offered to friends and family at times of celebration, she explains.

Dina Foods unique “Filo Delight” baklawa is an ideal product for Christmas, handcrafted “Filo-Delight” is a variant to the traditional mince pie. “Filo Delight” features layer over layer of leaf-thin filo pastry, creatively shaped and filled with specially chosen high-quality ingredients such as mincemeat, mint and chocolate chip, orange zest and almond or walnut and ginger and finished to an authentic Mediterranean recipe in Dina Foods’ dedicated manufacturing facilities. The variants can be served all year-round, with the mincemeat and chocolate with mint being ideal for the festive period.

Dina Foods also sees demand rise for its boxed range of premium Medjoul dates, including its pioneering “half dip” dates in chocolate over the Christmas season.

These Medjoul dates, the finest variety of dates, are sold in selection boxes branded “Dinalicious.” Options include marzipan stuffed dates, chocolate dipped dates or plain natural dates.

The Lebanese company also does a booming trade in party nibbles, such as mini artisan cocktail pitta breads, falafel and houmous over the party season, Haddad says.

Cocktail-pittas might be filled with one of Dina Foods’ best-selling sweet potato falafel, thinly sliced on a bed of its houmous or baba ganoush, or one of the other savoury Mediterranean delights for which Dina Foods is renowned, such as stuffed vine leaves.

Dina Foods also supplies a wide selection of wholemeal, white and seeded flatbreads and wraps and pitta breads for party platters, including its hugely popular Paninette® flatbread, which can be sliced or used as a wrap.

Without a doubt, Dina Foods has got the Christmas party food and gifting menu all wrapped up.

Ends



Dina Foods Baklawa selection for Christmas

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NOTES FOR EDITORS:

About Dina Foods

Dina Foods specialises in authentic handmade Mediterranean foods including artisan flatbreads, savouries and confectionery.

The London-based company, established in 1993, is privately owned and operated by the three Haddad brothers and is based in London.

Dina Foods is a leading supplier in the food to go market both in the UK and internationally.

Visit Dina Foods at www.dinafoods.com for more information.