

Dina

Mediterranean food at its best...

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The future's green for Dina Foods

The future is looking very green for West London based food company Dina Foods. The authentic Mediterranean foods supplier has been selected to take part in London's Better Futures+ programme, which will help it fast-track its environmental ambitions and progress towards planning for a net zero target by 2030.

Dina Foods was awarded one of only 12 places available across the food, hospitality, film and creative sectors for the new scheme, which is run by business group West London Business and funded by the London Mayor's Green New Deal Fund. The 12 companies receive Green Innovation Vouchers worth £5000.

Assistant General Manager Wilda Haddad says: "Dina Foods is acutely aware of its social, environmental and corporate responsibility to be a more sustainable and greener business. That is at the forefront of our minds and is a priority in the evolution of the company. When this wonderful Better Futures+ opportunity arose, we applied immediately."

Over recent years Dina Foods had already put in place various measures to reduce energy consumption, produce less waste and increase recycling, she says.

The Better Futures+ educational and consultancy programme will help assess what more can be done across its bakery, savoury, and confectionery business.

Better Futures+ includes a training programme with the Leonardo Centre at Imperial Business College as well as an environmental consultancy service, to help small and medium-sized enterprises to measure their carbon footprint.

Dina Foods has already been matched up to its consultants, Think Hospitality and the Sustainable Restaurant Association, who will help to look at areas where the carbon footprint can be reduced. There are plenty of aspects to consider as Dina Foods sources a vast array of raw materials for its authentic ranges from around the globe, manufactures across three factories and delivers fresh produce locally, nationally and across the EU, using third party hauliers.

Wilda Haddad says: “We are only at the very start of an exciting journey with Better Futures+, which will equip us with the tools to assess our carbon footprint, and through the educational input and work with our consultants we will look at ways in which we can reduce it.”

Ends



Selection of baklava and nuts from Dina Foods

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NOTES FOR EDITORS:

West London Business is the voice of business in North-West London, covering seven local authority areas. It is owned and led by the private sector.

In 2021, as a next step in the development of its existing Better Futures programme, an expansion was funded by the Mayor's Green New Deal Fund.

This expansion programme, Better Futures+, allows increased activity and diversification to ensure that London's transition to net zero advances despite the COVID-19 pandemic.

Companies will help showcase national efforts ahead of the UK hosting the 26th UN Climate Change Conference of the Parties (COP26) in the Autumn.

About Dina Foods

Established in 1992, Dina Foods, the handmade Mediterranean foods specialist, is privately owned by three Haddad brothers who are steeped in the traditions of authentic Mediterranean food.

www.dinafoods.com