

Dina

Mediterranean food at its best...

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Dina Foods celebrates its 30th anniversary at IFE 2022

Mediterranean food supplier Dina Foods will be in the party mood as it showcases its range of authentic breads, savouries and confectionery at the upcoming International Food & Drink Event, IFE, taking place from 21-23 March, 2022 at the ExCeL centre in London.

London-based Dina Foods, **on stand 3828**, is looking forward to meeting customers and making new contacts at the Show, as well as celebrating the company's 30th birthday. Some of its best-selling ranges will be showcased to visitors at IFE, including its traditional artisanal flatbreads, ranging from Pitta to its signature Paninette® wraps and Lavash bread. Its vegan savouries, including a wide range of Falafel, such as the popular sweet potato version, and hummus and dips, will be on display.

Dina will also bring its premium layered Filo pastry Baklawa, which are in high demand. The traditional Baklawa assortments will be available to sample in food-safe individually packaged portions.

Dina Foods has come a long way since the family brought Lebanese food to the UK in the 1970s, says Wilda Haddad, Assistant General Manager. The brothers Fadi, Samir, and Wilda's father Suheil Haddad, (the Managing Director of Dina Foods) and the fourth brother, the highly talented chef Amin Haddad, who has sadly since passed away, initially set up one of the first Lebanese restaurants in the country, Fakhreldine, in London's Mayfair in the 1980s.

The brothers' original 220-cover Fakhreldine soon became a destination restaurant in London, with queues for tables every night. A second site was then opened, the seafood-specialist venue Lucullus.

It was from here that Dina Foods was born in 1992, originally launching in Hackney, before moving to the Park Royal area in north west London twenty years ago, when it outgrew the original site.

From the start the company was the leading supplier of Mediterranean flatbreads in the UK. In fact, Dina Foods launched the UK's first Lebanese flatbread with a major high street retailer.

The company is now BRC AA+ certified with a multimillion-pound turnover supplying foodservice businesses and national and international retailers, and employs some 160 people.

It has been full steam ahead since then. As Dina Foods celebrates its 30th birthday at IFE, the scale may have changed, but the family values and focus on quality, service and integrity never will.

Dina Foods is focused on building its firm foundations, meeting new customers, working towards its latest goal of a zero-carbon footprint by 2030 and sharing its authentic Mediterranean products with an ever-wider audience.

Ends



Mr. Suheil Haddad and brothers Fadi and Samir Haddad

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NOTES FOR EDITORS:

Dina Foods will be on stand 3828 at IFE, represented by Managing Director Suheil Haddad, Project Director Wilda Haddad and National Account Manager Warren Liffmann.

About Dina Foods

Dina Foods specialises in authentic handmade Mediterranean foods, including a wide selection of artisan wholemeal, white and seeded flatbreads, as well as savouries and confectionery.

The London-based company, established in 1992, is privately owned and operated by the three Haddad brothers and is based in London.

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