

Dina

Mediterranean food at its best...

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Dina Foods cracks the QR code

Mediterranean foods supplier Dina Foods has introduced smart QR codes on new look packaging for its Paninette® flatbreads range, with two new Paninette® variants also launched - sourdough and oregano.

The new QR codes allow Dina Foods to share ideas with customers about how they can use its best-selling soft Lebanese two-layered flatbreads, linking through to a website with ideas for easy, varied and accessible recipes based on the Paninette®.

Project Director Wilda Haddad explains: “We wanted to do this as there are so many exciting ways to serve Paninette®. They can be filled, with sweet or savoury fillings, used as a wrap or topped like a pizza, and eaten at any time of day.”

In preparation for the introduction of the QR codes, Dina Foods has created new recipes with stunning photography as well as building a new micro site within the website which is exclusive to customers who scan the QR code. The packaging has also been refreshed.

Wilda Haddad comments: “This has been a sizeable project, but a great investment to allow us to offer our customers and consumers inspiration and ideas, and to give added-value.”

The QR codes also give international supplier Dina Foods insights into consumer behaviour, as they indicate what regions particular products are being scanned in and how often.

All labelling requirements for the Paninette® speciality breads, which are baked in Dina Foods’ traditional stone ovens, are found on the packaging itself.

Dina Foods recently launched oregano Paninette® in QR coded packaging following requests from consumers. Oregano is widely used in Lebanese and Mediterranean cuisine as a marinade or flavouring.

Alongside the oregano, Dina Foods has launched a sourdough Paninette®. The health benefits associated with sourdough in areas such as gut health are well documented, and the new launch reflects growing public interest in sourdough.

Both the new oregano and the new sourdough Paninette® are available in packs of five and make key health claims: Rich in Vitamin D; Low in fat; Low in sugar; No artificial colours or flavours and a Source of protein. The oregano and sourdough Paninette® are available as a Dina Foods branded bakery item in Morrisons, and via foodservice, as well as own-label customers.

With QR codes and two new Paninette® variants now launched, Dina Foods continues to work on new ideas to bring its authentic Mediterranean products to an ever-wider audience.

Ends



Dina Foods QR code



Oregano Paninette® flatbreads from Dina Foods

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NOTES FOR EDITORS:

A QR (quick response) code is a machine-scannable image that can be read using a Smartphone camera. QR codes are used to redirect users to websites and other online content.

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.

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.