

Dina

Mediterranean food at its best...

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Dina Foods announces nationwide Ocado Retail partnership expanding its presence across major UK supermarkets

Mediterranean food specialist, Dina Foods, has secured a nationwide listing with Ocado Retail, further expanding the reach of its authentic bakery and confectionery products.

From April 13, Ocado.com will carry a selection of Dina Foods' best-selling artisan flatbreads and premium handcrafted Baklawa, available to customers across England and Wales. The Ocado Retail deal further accelerates Dina Foods' expansion, adding to its strong presence across major UK supermarkets, food service and wholesale customers.

"We are delighted to be working with Ocado Retail," said Wilda Haddad, Project Director at Dina Foods. "Demand continues to grow for our authentic Mediterranean foods, whether that's our artisanal flatbreads, our savouries or our handcrafted Baklawa and confectionery ranges. Our partnership with Ocado Retail will enable us to bring our products to new customers across the country."

The Ocado.com range will include White, Wholemeal, and Large White variants of Dina Foods' signature Paninette® range. Paninette® is a two-layer flatbread, which Dina Foods stone-bakes using a bespoke milled flour mix.

Ocado.com has also listed Dina Foods' Tasty Goodness Sourdough Toasty Pittas. These pittas are baked with a 50/50 wholemeal-white blend, following a natural fermentation process, which supports the growing consumer demand for foods with gut health and functional benefits.

The Ocado.com product range includes Dina Foods' Handmade Classic Baklava in 200g selection packs. These are made using traditional recipes handed down through the generations, with premium ingredients such as crushed nuts, filo pastry and sugar syrup.

The Ocado Retail announcement comes as Dina Foods prepares to meet customers current and new as it returns to the Food & Drink Expo (NEC Birmingham, 13th-15th April) this year.

Dina Foods will showcase its full range of flatbreads, savouries, and confectionery at the show Stand W91, Hall 20, and discuss retail, wholesale and foodservice opportunities with visitors.

<https://www.dinafoods.com/>



The Dina Foods team showcasing the product range now available on Ocado.com



The Haddad brothers with the product range available on Ocado.com



Dina Foods selection of flatbreads and Baklava now on Ocado.com

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NOTES FOR EDITORS:

The Ocado.com range comprises:

- Dina Foods Large White Paninette® Traditional Lebanese Flat Bread
- Dina Foods Paninette® Traditional Lebanese Flat Bread White
- Dina Foods Paninette® Traditional Lebanese Flat Bread Wholemeal
- Dina Foods Tasty Goodness Sourdough Toasty Pitta Bread
- Dina Foods Handmade Classic Baklava Selection 200g

Dina Foods will be on stand W91 at The Food & Drink Expo on 13th-15th April at The NEC, Birmingham. Food & Drink Expo brings together around 600 exhibitors and thousands of buyers from across the UK food and drink sector.

About Dina Foods

Dina Foods is a family-run company and supplier of authentic, Mediterranean foods, including a wide selection of artisanal flatbreads, savouries and confectionery.

Dina Foods works with major retailers including Asda, Co-op, Morrisons, Tesco and Sainsbury's as well as leading foodservice companies, wholesalers, HORECA (Hotel, Restaurant, and Café/Catering industry) customers and food manufacturers.

Dina Foods' manufacturing facilities in Park Royal, London, operate to the highest safety standards, audited by BRC, IFS and third parties. The company proudly holds the highest accreditation for food safety including BRCAA+, IFS Higher Level and is Sedex Registered.

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

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

About Ocado Retail

Ocado.com (operated by Ocado Retail) is the world's largest dedicated online supermarket, and is a joint venture between Marks & Spencer Group and Ocado Group.

Reaching 80% of the UK population, more than 1.2 million active customers benefit from an unbeatable range of around 47,000 products (including big-name brands, around 7,000 items from M&S and Ocado's Own-Range), unbeatable service with next-to-no substitutions. Every order is carefully packed in one of seven distribution centres using world-leading software and technology. Shopping is then delivered directly to customers using a network of regional spokes and fleet of delivery vans.

Ocado developed the first grocery shopping app in 2010 and continues to innovate, offering customers the best possible experience. Ocado Retail is also responsible for Zoom by Ocado, its rapid grocery delivery service.

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