

# intouch

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## 30 YEARS ON and the marriage is stronger than ever!

It's hard to believe that Simtom have achieved 30 years of consistency and quality in developing and manufacturing fine quality Indian foods. It's a far cry from those early days of 'hard slog' and knocking on doors. Today the Simtom name is widely recognised as a quality brand with a string of accolades and awards to confirm the consumer's vote of confidence in taste and choice. Simtom have now achieved 'pearl' status (a pearl wedding equates to 30 years of marriage), with a strong national UK presence and also with many growing international accounts. Our current marketing strategy is aimed at making some very serious inroads into the mainstream markets and to establish Simtom as a 'big player' and contend with the market leaders.



## HIGH PRAISE FOR SIMTOM'S WINNING STREAK

Following on the success achieved at the 'Great Taste Awards 2006' held in London, the Simtom brand has attracted great interest from both national and overseas accounts. This is a very real boost to the company's confidence in maintaining consistently high standards in production and manufacture. Other exciting products are being developed to coincide with a regional TV promotion scheduled to roll out during 2007 and into 2008.

**Watch this space!**

**GOLD  
AWARD**  
2006

**SILVER  
AWARD**  
2005

**BRONZE  
AWARD**  
2005



Check out our website at [www.simtom.co.uk](http://www.simtom.co.uk)