



GOLD again and again..!

It's official! Simtom have picked up two more GOLD awards for their excellent Tandoori Paste and Brinjal Pickle products.

This is great news for Simtom and follows hard on the heels of a GOLD award last year for our Sweet Lime Pickle and SILVER and BRONZE awards for Gor

Keri and Sweet Mango Chutney products respectively, at the 2005 awards ceremony. The 'Great Taste Awards' are run by the Guild of Fine Foods and are highly coveted in the industry for the prestige and the value added effect it can have for the recipients. Simtom have consistently been award winners in the field and this year is no exception.

MD Jai Chandarana said, "*these awards have really boosted confidence and created a renewed interest in our quality products*".



PLMA 2007



Simtom were 'hot favourites' again at

PLMA 2007, Amsterdam. The high impact display stand was designed by Watford based Design Consultancy, Prototype Design and attracted many comments of praise. The stand was manned by MD Jai Chandarana, Business Development Manager Bhavin Chandarana and Marketing Consultant Andy Coomar. This year was an unparalleled success story with many 'own label' order enquiries and the placing of one very substantial order for Iceland.



Judging by the numerous visitors to the Simtom stand and the favourable comments given to us after each 'tasting experience', MD Jai Chandarana commented, "our brand is gaining more and more awareness and this kind of international exposure has confirmed our long held view that Simtom is gaining crucial ground from its competitors in the Indian food market".

The exhibition ran for two days and was well attended by a growing international audience.



The Hot Favourites!



It's Kosher!



Rabbi Abraham Mellul (representing the Kosher Federation) is pictured here with MD Jai Chandarana and partner C D Chandarana officiating over the stringent production processes required to attain 'Official Kosher Supervised Status'. Many of Simtom products now enjoy Kosher Supervised status when carrying the Kosher label and are readily available for distribution.

The new boy on the block

Simtom have appointed **Bhavin Chandarana** as their Business Development Manager. He is the latest addition to the Marketing and Communications department at a time when the company is poised for substantial growth from within the ethnic foods sector. Bhavin is the eldest son of Jai Chandarana and comes to the business having graduated from Aston University with a degree in Business Computing and IT. His primary role will be to develop new business and follow up on all leads and sales enquiries.



Wholesaler of the year award 2007



MD Jai Chandarana was awarded the 'Asian Wholesaler of the year 2007' award by the Ugandan Asians in Britain organisation. These awards are exclusive to those who have had to start new businesses or make good after the 'asian expulsions' carried out by the late Idi Amin during the 70's. The ceremony was well attended and very moving in parts as many worthy recipients retold their stories of hardship and struggle to re-build families and livelihoods from scratch. A fitting attainment for those who have demonstrated true courage and timeless endurance.