

Stand 831
Speciality & Fine Food Fair
11-12 September 2023
London Olympia

Show Contact: Hanan Samara
T: 020 8661 9695
E: info@terra-rossa.com
W: www.terra-rossa.com

Exquisite Jars of Sunshine

Great taste is key to Terra Rossa's authentic Arabian sauces and 74 Great Taste Awards over 18 years demonstrates that proof of the pudding is in the eating. Now fans of flavour are in for a treat as the company launches three new sauces at the forthcoming 2023 Speciality & Fine Food Fair.

Hand-made in small batches in the UK, these three brand new Arabian inspired sauces - which incidentally make perfect foodie gifts - are not only made from the finest natural Levantine ingredients and the best of fresh UK produce, but are vegetarian and vegan friendly too.

Take **Taratour Tahini Sauce & Dressing**.

Completely non-dairy yet delicious and creamy and the precursor for making Houmous with its rich sesame taste and is the quintessential condiment for Middle Eastern street foods such as Falafel, Shawarma and kebabs.

This sauce adds lavishness to many other dishes especially when mixed with fresh herbs and served as a dip and drizzled over grilled vegetables and salads. Not only does it add great flavour and texture but it also provides an interesting twist to hot dishes such as Koftah meatballs, fish Sayadieh and chicken Fatteh.



Zaatar & Tomato Ketchup is not just any traditional tomato ketchup. Yes it is rich and sweet with a fresh tomato taste, but the similarity stops there.

This very grown up condiment is packed with fragrant thyme, zesty sumac and nutty sesame seeds, plus a touch of chilli to pack a punch. It can certainly be eaten like a traditional tomato ketchup with fish & chips, burgers and BBQ's and adds pizzazz for dipping onion rings, French fries, Haloumi sticks and chicken nuggets; but that's just the start of this diverse condiment.

It can be used as a base with other ingredients for marinades and stir fries; is great mixed with mayonnaise or Taratour as a dressing for wraps, jacket potatoes and egg dishes. It adds an edge to fresh dips from Houmous to guacamole – and makes great home-made baked beans by simply adding haricot beans.

Finally, Terra Rossa's **Plum tomatoes with Herby Zaatar and Extra Virgin Olive Oil** will not only prove a hit with the entire family, but are high in fibre and packed with antioxidants, vitamins and minerals too.

Deliciously sweet, these herby Zaatar flavoured baby plum tomatoes are the perfect accompaniment for any dish including risottos, pasta and new potatoes and add a luscious sweetness to salads, couscous and grains such as bulgar wheat and Freekeh.

They are scrumptious served on bread, pizza, paninis and focaccias – and can actually be used to add flavour when baking bread. In fact, being so versatile they are worth having to hand in the cupboard to add to marinades and sauces or for when an otherwise unexciting meal needs an added burst of flavour.



The sauces come in jars of 170g each and are packed in cases of 6 or 12 jars with an introductory trade price of £2.50 for the Taratour Tahini Sauce & Dressing and the Plum tomatoes with Herby Zaatar. The Zaatar & Tomato Ketchup trade price is £2. These prices are valid until the 1st of November '23 and will rise thereafter.

Terra Rossa distributes its entire range directly to retailers, farm shops, delis and fulfilment centres.

If you are visiting the Speciality & Fine Food Fair at London Olympia in September, be sure to come and visit Terra Rossa on stand 831 and taste these three great new sauces first hand.

-Ends-

About Terra Rossa:

For more than 18 years, Terra Rossa has been introducing exquisite Arabian cuisine to the UK and offers premium flavours of award-winning Arabian Olive Oils, authentic herb and spice mixes and delicious sauces which form part of the Levantine staple diet. It has won 74 Great Taste Awards for its exquisite range every year since 2005. For more information and high resolution images contact Christine Scippo – info@k-communications.co.uk or call +44 7841 404340.