

Relish the taste of fiery Zhoug

A fresh, spicy condiment frequently referred to as 'The Green Harissa' called Zhoug will be launched by international award-winning Arabian speciality producer, Terra Rossa, at the Olympia Speciality & Fine Food Fair, promising an exciting culinary experience for visitors to the show.

Made from all freshly cut ingredients such as coriander, chillies, garlic, Terra Rossa herb mixes and its Jordanian first cold-pressed extra virgin olive oil, this condiment is traditionally enjoyed by mixing a little Zhoug with olive oil and eaten with fresh bread as an aperitif.

Zhoug is a delicious fiery hot relish originally from the Arabian Peninsula and Yemenites in particular believe in its health benefits and eat it daily to keep illness away and enhance their well being.

It is also used as one of the basic ingredients to flavour soups and stews in many Arabian dishes and is commonly eaten as a condiment to grilled or barbequed meat, fish and vegetables.

Zhoug has many uses, from mixing it with olive oil and folding it into pasta, salads, to topping dips such as houmous, Greek yoghurt and avocados, and as a dressing for new potatoes and zucchini. It is fabulous as a marinade for fish and chicken and great as a filling for tortillas, burgers and falafel, and when mixed with white cheese it makes a fantastic topping for pizzas. It is extremely easy to cook with and adds that definitive lift to any meal - simply fry some onion and garlic, and once softened add the vegetables, meat or fish of your choice, and stir in a tablespoon of Zhoug and enjoy with couscous or rice!

If you love fiery food, Zhoug's fantastic aromatic flavour can add rich spicy flavour to any dish you cook with.

Visit the Terra Rossa stand to sample other Anglo Jordanian speciality dips and sauces including Dukka Coriander Harissa, Zaatar and Pine Nut Sauce and the company's Great Taste Award winning Zaatar Passata.

Terra Rossa hopes to attract buyers from delicatessens, farm shops and garden centres with fine food sections, gift retailers, as well as pub/bars and restaurants who wish to incorporate the sauces, oils and herbs into their menu and serve it as a starter or appetiser.

Zhoug retails for £3.50 for 85g and can be purchased directly from Terra Rossa.

- Ends -

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