



PRESS RELEASE

FOR IMMEDIATE PUBLICATION

11th February 2019



New strapline and motif unveiled by Top 3 UK rice brand



Laila Basmati launches 'Love Laila Naturally' strapline – as it continues to roll out global, multi-million pound rebrand to attract new consumers to the brand.

The move comes as Laila adds more than £3m YOY to the rice category with sales growth of 34.6% during the last year. (Nielsen 2018) With annual sales now edging toward £12m, Laila has achieved the biggest branded growth among the Top 3 UK dry rice brands for the second year running. Laila owners Surya Foods has also seen a return of its Salaam rice brand to the UK Top 10.

The transformational rebrand kicked off with the introduction of 100% recyclable packaging across its entire range of smaller bags last November. Now, Laila is building on its brand positioning with an update to its strapline, replacing 'Love Rice, Love Laila' with 'Love Laila Naturally'. The evolution of the brand's signature heart into a butterfly motif, reflects the transformation of the brand as it doubles efforts to attract a mainstream audience while celebrating its 'natural, environmentally friendly' credentials. The motif will start appearing on packs from **DATE**.



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The new brand positioning also brings in Laila's heritage of over two decades of expertise in the rice industry, each pack 'aged to perfection', combined with its continued commitment to premium, healthy, aromatic rice, which is both affordable, packaged in an environmentally friendly way and nutritious. The new strapline and motif are being unveiled next week at Gulfood, Dubai 2019. (17th Feb, 2019).

Sleek new, fully recyclable packaging, featuring the brand's signature hearts, new butterfly and decorative rice paddy ears, is just one element of the brand's new look and feel - feeding into a brand identity focused on 'nature and authenticity'.

Laila's latest campaign is making the most of existing consumer trends, including; the consumer's growing desire to eliminate single use plastics; increasingly adventurous UK tastes; gluten free diet/healthy eating trends and the demand for premium quality at affordable prices.

Harry Dulai, Surya Foods Managing Director, said: "Laila Rice was established in 1996 to bring high quality, 'authentic' basmati rice to the rice-eating Asian community of the UK who were in search of aromatic, delicious rice that tasted as good as *they* knew it should. As UK tastes have evolved mainstream consumers have similarly come to appreciate authentic flavours much more.

"As such, Laila continues to grow exponentially year on year and drive category growth. 2018 was another remarkable year for Laila, however, we remain ambitious with our growth targets and this rebrand is very much about taking Laila to a mainstream audience."

A 360 degree integrated marketing campaign, reinforcing the personality of the Laila brand, is underway in support of the launch and includes TV advertising, tactical radio campaigns, PR & Print advertising, shopper promotions and events,



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sampling, merchandising, as well as activity across Laila's digital and social media platforms.

The rebrand also highlights the brand's CSR initiatives, further reflected by its affiliation with World Food Aid - *a UK charity playing its part in tackling world hunger.*

The full Laila brand is currently worth over £40m and is a leading presence at both national and independent retail. This is the first major rebrand since the brand was launched in 1996.

The Laila brand now offers specialty rices from every corner of the globe from basmati for the Asian market, to easy cook for the Caribbean, to Sona Masoori for the Egyptian and Persian market, to Tosyo rice for the Turkish to name a few. Its aim is to bring a world of authentic flavour to the doorsteps of UK consumers and make exploring new cuisines easy and accessible for all – with an educational offering across 17 varieties of rice, super grains, spices and condiments.

- ENDS -

For more details please contact: pr@suryafoods.com

Note to Editors

- **Flying Trade Group** operates across several sectors of the UK food and leisure industry - its main subsidiary businesses including **Surya Foods**, one of the largest suppliers of authentic world foods in the UK, and **Surya Hotels Ltd**. Under the directorship of brothers Harry and Suki Dulai, the rapidly expanding, family run, business boasts an annual UK turnover in excess of £132M, operating in over 30 countries. Impressive growth during the last year has seen FTG enter the 2018 Sunday Times Top Track 250 league tables.
- [Surya Foods](#) is one of the largest suppliers of authentic world foods to the UK food sector. Its unrivalled, extensive world food ranges has seen it become the biggest supplier of world food lines into supermarket giants Tesco, Asda, Sainsbury's and Morrisons, with extensive independent retail accounts across the UK. The company's leading, authentic Laila basmati features in the UK's top three dry rice brands (2018 Nielsen data).