

Cofresh & WFC offer new products the MicVac way at ASDA, UK

Mölnådal, Sweden – October 18, 2011

Cofresh and Worldfoods Frozen & Chilled, has launched a new range of chilled ready meals, under the brand of “Aisha’s”. The range was launched at ASDA mid-September 2011. The meals are produced by MicVac customer, S&R Foods in the UK.

In September S&R Foods started producing a range of meals for Cofresh and Worldfoods Frozen & Chilled, which will supply ASDA with a range of 6 products to sit with their Worldfood range.

Dinesh Patel, of Cofresh and Worldfoods Frozen & Chilled, says: “We are delighted to be working in partnership with S&R Foods to create the new innovative range of Ready Meals under our “Aisha” brand. This product, even though very new to the market, was nominated for the “Best Packaging Award 2011” by the World Food Awards. With the current success achieved, we are already looking at expanding the range further”.



“We at S&R Foods feel that ready meal market has stood still for the last decade. We have spotted a huge gap in the market and an opportunity to introduce a totally new approach to manufacturing ready meals to the highest quality”, said Asad Hussain, Commercial Director at S&R Foods.

“Our unique method of in-pack microwave cooking and pasteurisation really starts to take off in our key market UK. The MicVac method secures highest quality, taste and freshness of chilled ready meals and it will be easier for consumers, since the patented valve on the package makes a whistling sound when the meal reaches eating temperature at home. Now taste has a sound!”, ends Håkan Pettersson, Managing Director at MicVac AB.



S&R Foods is a family run business and has one goal in mind; to revolutionise the chilled food market. S&R Foods is currently manufacturing the most exciting, innovative chilled meals the food industry has seen in recent years using brand new cooking technology that originates from Scandinavia.

Read more at www.sandrfoods.co.uk.

MicVac – a better way of offering chilled ready meals. MicVac is the modern solution for food producers aiming at satisfying today’s demanding consumers looking for a fresh and tasty meal. The unique in-pack microwave cooking and pasteurisation method gives the final product a better taste, a higher quality and nutritional values at a longer shelf life - appreciated by brand-owners, retailers and consumers. Find more information at www.micvac.com

