

A true taste of the Orient

As the UK's leading Chinese grocer, Wing Yip has provided inspiration for chefs and food enthusiasts for more than 30 years. Now, six truly authentic sauces are available from Nisa-Today's Central Distribution, offering members the ideal opportunity to maximise sales as the popularity of this authentic premium brand increases.

The stir fry sauces, which have been developed over many years, do not contain hydrogenated fats and the company's extensive recipe library, available on its online shopping service, includes low fat recipes and ingredients with nutritional benefits.

Wing Yip prides itself on quality, traditional products and the company's own brand sauces offer a competitive price per portion, when used traditionally in stir fry methods. A little goes a long way, providing excellent value for money with three to four servings per jar.

Delicious healthy stir fry meals can be created in 8-10 minutes. Select your favourite vegetables and meat, just add one of Wing Yip's stir fry sauces and no further seasonings or flavourings are required to prepare a fast nutritious meal.

The listing includes the company's **Original Chinese Curry Concentrate**, plus **Mushroom**, **Sweet Chilli**, **Hoi Sin**, **Spicy Szechuan** and **Sweet & Sour** sauces. This range is ideal for stir frying, as a core ingredient in meat or vegetable dishes, or as condiments. The sauces have been developed over many years to produce the special authenticity and taste the British have come to expect from their Chinese food.

Convenient Oriental sauces available from Wing Yip have made a valuable contribution to the popularity of Oriental food in the UK. Top TV Chefs such as BBC 2's Heston Blumenthal have also been recommending these sauces as part of their recipes and recently viewers may have seen the company's **Mushroom sauce** featured on the 'In Search of Perfection' programme.

Wing Yip's versatile **Sweet Chilli sauce** can be used for dipping savoury appetisers, or as a sauce ingredient to add spiciness and zest. And the distinctive **Hoi Sin sauce** offers a smooth and sweet accompaniment for dishes such as pork and roast duck. The range also includes **Spicy Szechuan sauce**, plus **Sweet & Sour** - one of the best known Chinese sauces. Wing Yip's **Original Chinese Curry Concentrate** is used for stir frying or as a pour over sauce. This comes as a paste which is mixed with water to produce a quick and tasty sauce.

Wing Yip says the upturn in its sales can be attributed to the fact that many travellers return from exotic holidays with the desire to recreate the flavour profiles and tastes they have experienced. Oriental food enthusiasts in the UK in general are becoming more experimental and adventurous in their cooking, looking for that 'restaurant' taste at home.

Created by Mr Wing Yip, who has made such a massive contribution to the popularity of Oriental food in the UK, these sauces give the independent retail sector the opportunity to offer customers products which are ideal for creating authentic Chinese food at home.



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