



Wattle Valley soft wraps and wrap kits are proving successful in the market, with the brand responsible for more than 20 per cent of the entire growth of the segment. The wrap kits were developed to simplify the cooking process, making it easy to prepare meals at home. Available in Greek Souvlaki, Portuguese Peri Peri and Indian Tandoori, each kit contains wraps, sauce seasoning and meat seasoning – with meat and fresh salad the only ingredients to be added. Many independent retailers have cross-promoted and positioned Wattle Valley soft wraps alongside ready-roast chickens with a display of fresh tomatoes, lettuce and mayonnaise to provide customers with an easy meal solution.

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According to Mr Kouzoukas, shopper trends are showing customers are moving away from block breads to wraps, with traditional breads such as Middle Eastern in decline.

“These trends can be attributed to trends within QSR, where wraps have now become a part of the everyday menu offer,” Mr Kouzoukas said. “Other reasons for this trend are the steady rise in consumers looking healthier, and lighter alternatives.”

Noting the importance of observing and reacting to trends and, more significantly, starting new ones, Menora Foods’ research and development team is currently working on new products that are planned to be launched later this year. ♦

