



In the United States over 50% of meals are eaten outside the home. As European patterns move in the same direction, a new generation of menu is emerging to reflect changing tastes for quality ethnic cuisine. The Authentic range is now influenced by every continent as Indian food becomes increasingly regional, more Oriental countries share their cuisine, Mediterranean dishes add a variety of European flavours and America merges the food cultures of Mexico and Louisiana.



## a taste for every market

Dishes like Chicken Piri Piri, Malaysian Beef Rendang, chimichangas and burritos are becoming increasingly more familiar – along with vegetarian and healthy eating options. It doesn't even end with the connoisseur Signature range for the most discerning palates. Strong customer relationships often mean that even more meals are specially adapted or developed to suit individual preferences. The result is a new generation of innovative ideas that is predicting and influencing the menus of tomorrow.

