



Why “Loukoumi” Turkish Delight ??

From a retailers point of view there needs to be points of difference to sell any product that doesn't fit the buyers “perception” . Our delight in its many flavours blows away the average purchasers idea or experience of “Turkish Delight ” . Most base their experience either on historic visits to Turkey as part of their OE , perhaps 40 years or more ago or the product sold in supermarkets . Perhaps more accurately what we make reflects Turkish Delight as it was , indeed our own experience taking the procdct to Istanbul for locals to taste confirmed that what we make is indeed how older folk remember it from their childhood , not that which is currently made on high speed machinery with artificial everything . You can safely tell your customers that what we make is traditional ,natural and essentially as pure as we can make it from a raw materials point of view . It contains no gelatine or other artificial setting agents , no preservatives , no products with “E” numbers and if it says honey and fig or whatever then that is where the flavour comes from . A number of our flavours , particularly the Gourmet ones , are Kosher which is in itself an undeniable standard of food purity , not so well recognised here in New Zealand but certainly overseas .

Because of the lack of artificial “improvements” the process we have is long and labour intensive , this in turn increases prices . However , we know from experience that once buyers try our product they are mostly convinced of the value regardless of the price . We all know and expect to pay for quality and when it comes to Loukoumi , the difference in taste , texture and freshness is something buyers can judge on a tangible basis for themselves . We can say that our export customers recieve no special pricing when it comes to their orders , whether we make a dozen for the local market or a pallet for export it takes the same amount of time per box and it is largely time that is the cost .

On a commercial basis the flavour range is large and in many cases unique , featuring New Zealand Manuka and Blue Borage honeys , hazelnuts , blackcurrants figs and quinces – the recent packaging update has been well recieved both here and overseas and it does have shelf appeal – we will support retailers with tasting product which undoubtedly converts potential into actual sales and product pricing is such that it will slot in at the a price point for quality chocolates and so offer a fat free alternative luxury confection .

Please feel free to ask for more information or clarification , we will assist if we can .

Loukoumi

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