

SINCE 1980



THE UK & EUROPE'S LEADING ETHNIC FROZEN FOOD BRAND



# THE HEART OF TAJ FOODS

**FAMILY FAVOURITES. RETAIL POWERHOUSES. FOR OVER 40 YEARS.**

**SINCE 1980**



**FOR MORE THAN FOUR DECADES, TAJ HAS SET THE BENCHMARK IN ETHNIC FROZEN FOODS, TRUSTED BY GENERATIONS OF FAMILIES AND RELIED UPON BY LEADING RETAILERS.**

**OUR PRODUCTS DON'T JUST DELIVER AUTHENTICITY — THEY DELIVER CONSISTENT SELL-THROUGH, REPEAT PURCHASE, AND LONG-TERM CATEGORY GROWTH.**

## THE TASTE RETAILERS CAN TRUST

At TAJ, food is more than flavour — it's heritage, care, and credibility.

As the leading ethnic frozen brand across UK and Europe we combine traditional expertise with modern retail thinking.

## OUR PRODUCTS – DESIGNED TO SELL

Since 1980, we've specialised in perfectly portioned, premium frozen ethnic foods that remove complexity for shoppers and reduce friction for retailers.

The result: products that overperform in both mainstream and specialist retail environments.

## DISTRIBUTION YOU CAN DEPEND ON

Our centrally located UK and European distribution hub enables:

Next-day delivery across mainland UK and Europe with an expanding footprint across Europe and international markets, TAJ is a partner built for today — and ready for tomorrow.





**TAJ FOODS COVERS EVERY KEY ETHNIC FROZEN FOOD SUB-CATEGORY, MAKING US THE SMART, SIMPLIFIED CHOICE FOR RETAILERS LOOKING TO MAXIMISE FREEZER PERFORMANCE.**

## **WHY TAJ WINS IN THE FREEZER**

- TAJ doesn't just participate in the category — we help define it.
- Award-winning 40+ years of category expertise.
- Proven demand across multiple shopper demographics.
- Retail-ready ranges that are easy to shop and easy to range.
- We treat your frozen aisle as if it were our own — driving value, visibility, and velocity.

## **A PRODUCT RANGE BUILT FOR REAL SHOPPERS**



### **BREADS**

Crispy, fluffy & layered Flatbreads



### **ROOT VEGETABLES**

Gluten free & nutrient rich root vegetables



### **CRISPS**

Moreish vegetable crisps



### **EXOTIC VEGETABLES**

Freshly frozen exotic vegetables



### **HERBS**

Perfectly portioned herbs



### **PASTRY**

Versatile & Vegan friendly



### **STREET FOOD**

Aromatic & authentic flavours



### **SEAFOOD & HALAL**

Sustainably sourced gourmet range

**✓ ONE BRAND. ✓ ONE SUPPLIER. ✓ TOTAL FREEZER CONFIDENCE.**



- ✓ **Inspirational, high-rotation product ranges**
- ✓ **Excellent value without cutting corners**
- ✓ **Strong service levels retailers can rely on**
- ✓ **Investment-led mindset focussed on growth**
- ✓ **Ranges designed to lead, not copy**

# RETAIL SUCCESS STARTS WITH AWARD-WINNING TAJ FOODS

## FOODBEV MEDIA

Partner content

### Driving the future of frozen world foods: Taj Foods celebrates milestone win at the Asian Achievers Awards



Taj Foods proudly celebrated a historic milestone at the prestigious Asian Achievers Awards 2025 – an event where the combined net worth in the room exceeded £30 billion.



International Food & Drink Event

PART OF  
Food Drink & Hospitality Week  
20-21 September 2025 London

### Taj Foods crowned Entrepreneur of the Year at the Asian Achievers Awards 2025



Co-Directors Jimal, Nishal and Devik Solanki of Taj Foods, an exhibitor at IFE 2026, have been awarded the title of Entrepreneur of the Year at the prestigious Asian Achievers Awards 2025, held at the London Hilton on Park Lane.

## SPECIALITY FOOD

### Huge milestone for Taj Foods founders

17 OCTOBER 2025, 10:00 AM  
INSPIRATIONS

PARTNER CONTENT

> Award honours family-run, pioneering frozen food business



The Taj Foods team were honoured recently to rub shoulders with some of the most respected names and voices in the Asian community—from global music pioneer Rishi Rich to National Theatre artistic director, Indhu Rubasingham MBE - at the 23rd Asian Achievers Awards.



### TAJ FOODS TRIO CROWNED ENTREPRENEUR OF THE YEAR 2025 – CONTINUING A FAMILY LEGACY



## GroceryTrader

### Neerja Birla, Rishi Rich and Taj Foods win big at Asian Achievers Awards in London

Winners included Neerja Birla (founder and chairperson for the Aditya Birla Education Trust), Indhu Rubasingham MBE (artistic director of the National Theatre), and Gill Singh (the first British South Asian referee in the Premier League) and Prof Selva Pankaj (Co-founder and CEO, Regent Global). For building the Taj Foods brand, Jimal, Nishal and Devik Solanki also won, alongside Syed Muhammad Faisal Sani for his humanitarian work. Neerja Birla won after a successful bid of the leading High Street brand Sainsbury's, with Gill Singh winning for her diverse contribution to media and Maulik Dargi for his leadership in head and cancer treatments in the NHS.



## ASIA PACIFIC Entrepreneur

### Neerja Birla, Music Producer Rishi Rich and Taj Foods win big at Asian Achievers Awards in London

The trio secured more than 100 nominations from across the UK and the ceremony took place at the event's position as the most prestigious and respected South Asian Awards in the UK.

Neerja Birla (founder and chairperson for the Aditya Birla Education Trust), Indhu Rubasingham MBE (artistic director of the National Theatre), Gill Singh (the first British South Asian referee in the Premier League) and Prof Selva Pankaj (Co-founder and CEO, Regent Global). For building the Taj Foods brand, Jimal, Nishal and Devik Solanki also won, alongside Syed Muhammad Faisal Sani for his humanitarian work. Neerja Birla won after a successful bid of the leading High Street brand Sainsbury's, with Gill Singh winning for her diverse contribution to media and Maulik Dargi for his leadership in head and cancer treatments in the NHS.

Entrepreneur of the Year: Jimal, Nishal and Devik Solanki

23<sup>rd</sup> ASIAN ACHIEVERS AWARDS  
The people's choice awards



# SOCIAL MEDIA AND INFLUENCER POWER FAR BEYOND OUR COMPETITION

OVER 30K ENGAGED FOLLOWERS



WITH 2.5× HIGHER ENGAGEMENT THAN LEADING  
SOUTH ASIAN FROZEN BRANDS

500K+

VIEWS ON HIGH-PERFORMING COOKING & SERVING CONTENT,  
DRIVING STRONG BRAND RECALL AND PURCHASE INTENT

PROVEN RETAIL VELOCITY, COMMANDING SIGNIFICANT  
FREEZER SHARE IN FLAGSHIP INDEPENDENT AND MAINSTREAM RETAILERS



Influencer ID: nabz\_malik  
Followers: 382 K  
Our Post View Insights: 672 K



Influencer ID: nadiascoking  
Followers: 79.7 K  
Our Post View Insights: 33.4 K



Influencer ID: alina.homecook  
Followers: 63.5 K  
Our Post View Insights: 22.7 K



Influencer ID: minsha\_my.uk.journal  
Followers: 31.3 K  
Our Post View Insights: 49.8 K



Influencer ID: hungryhijabi  
Followers: 234 K  
Our Post View Insights: 92.4 K



Influencer ID: yallamommy  
Followers: 48.1 K  
Our Post View Insights: 22.4 K








Influencer ID: sazrecipes  
Followers: 51.2 K  
Our Post View Insights: 44.7 K



Influencer ID: a\_blend\_of\_tastes  
Followers: 17.5 K  
Our Post View Insights: 18.8 K

# TAJ RETAIL ACTIVATION UNMATCHED

-  **World Foods frozen** activation that delivers
-  **One of the largest national sampling programmes** in World Foods frozen, executed at scale
-  **Proven to convert at freezer**, driving immediate uplift and faster stock rotation
-  **Queue-led engagement** that increases dwell time and creates in-aisle theatre
-  **Focused on high-repeat SKUs**, delivering sustained sales beyond the event
-  **Backed by trusted Halal and BRC certification**, removing barriers to purchase



**TAJ** SINCE 1980 23 YEARS AWARDS

THE UK & EUROPE'S LEADING ETHNIC FROZEN FOOD BRAND

JOIN US FOR AN EXCLUSIVE **Diwali Sampling Session**

27<sup>th</sup> September 2025, Saturday  
11:00 AM – 07:00 PM

AVAILABLE AT: **TARIQ HALAL**  
There is only one Ilford Branch  
48 Ilford Ln, Ilford IG1 2JY, United Kingdom

Experience the true flavours of tradition with:  
TAJ STUFFED PARATHA | TAJ FAMILY PACK PARATHA | TAJ TANDOORI NAAN  
TAJ SOYA SAMOSA | TAJ SOYA SPRINGROLLS



**TAJ** SINCE 1980 23 YEARS AWARDS

THE UK & EUROPE'S LEADING ETHNIC FROZEN FOOD BRAND

JOIN US FOR AN EXCLUSIVE **Christmas Sampling Session**

19<sup>th</sup> December 2025, Saturday  
10:00 AM – 07:00 PM

AVAILABLE AT: **SAVERWAYS**  
102 Beddington Ln, Croydon CR0 4YX, UK.

Experience the true flavours of tradition with:  
TAJ HALAL RANGE | TAJ JUMBO PUNJABI SAMOSA | TAJ ALOO TIKKI



**TAJ** SINCE 1980 23 YEARS AWARDS

THE UK & EUROPE'S LEADING ETHNIC FROZEN FOOD BRAND

JOIN US FOR AN EXCLUSIVE **Ramadan Sampling Session**

8<sup>th</sup> January 2026, Thursday  
09:00 AM – 05:00 PM

AVAILABLE AT: **BESTWAY WHOLESALE**  
2 Abbey Rd, London NW10 7BW, United Kingdom

Ready to savour the Superior taste of  
TAJ FAMILY PACK PARATHA  
TAJ 20 PUNJABI SAMOSA



**TAJ**

**Saverways Supermarket**

**31st May 2025**



**TAJ**

**Diwali Sampling Session**

**Bestway Barking**

**8th September**



**TAJ**

**Diwali Sampling Session**

**LIONCROFT**

**ASTON** 15th October  
**SMETHWICK** 16th October





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# THE PARATHA RANGE THAT RAISES THE BAR

*Flaky • Authentic • Unmatched*



Over 40 years of flavour innovation

Over 30K+ food lovers engaging





### FAMILY PACK ORIGINAL PARATHA

400G | 5 PCS & 1440G



### ONION PARATHA

400G | 5 PCS



### FAMILY PACK CHAPATTI

900G | 20 PCS



### ALOO PARATHA

400G | 4 PCS



### GOBI PARATHA

400G | 4 PCS



### MASALA PARATHA

340G | 4 PCS



### MIXED VEG PARATHA

400G | 4 PCS



### MULI PARATHA

400G | 4 PCS



### METHI THEPLA

300G | 5 PCS



### MALABAR PARATHA

400G | 5 PCS



### HOME STYLE PARATHA

300G | 5 PCS



### ALOO PALAK PARATHA

400G | 4 PCS





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# 2026: FLAVOURS REDEFINED BY TAJ

*Naan So **Authentic**,  
It Sets a **New Standard**.*



Over 40 years of flavour innovation

Over 30K+ food lovers engaging





## **GARLIC NAAN**

300G | 4 PCS



## **CHILLI CORIANDER NAAN**

300G | 4 PCS



## **TANDOORI NAAN**

300G | 4 PCS





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# 2026: FLAVOURS REDEFINED BY TAJ



- ✓ Premium cassava.
- ✓ Zero prep.
- ✓ Maximum demand.

**A CATEGORY GAME-CHANGER.**



Over 40 years of flavour innovation

Over 30K+ food lovers engaging





**CASSAVA CHUNKS**

1 KG



**MOGO CHIPS**

1 KG



**QUICK COOK MOGO CHIPS**

750G





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# 2026: FLAVOURS REDEFINED BY TAJ

✓ *Superior Taste.*

✓ *Superior Freshness.*

**THE EXOTIC VEG RANGE THAT LEADS THE CATEGORY.**



Over 40 years of flavour innovation

Over 30K+ food lovers engaging







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**THE UK & EUROPE'S LEADING ETHNIC FROZEN FOOD BRAND**

# 2026: FLAVOURS REDEFINED BY TAJ

✓ *Finer Cut.*

✓ *Bigger Demand.*

*The Coconut Upgrade  
Shoppers Look For.*



**Over 40 years of flavour innovation**

**Over 30K+ food lovers engaging**







**CUT OKRA**

300G | 1KG



**WHOLE OKRA**

300G | 900G



**KARELA**

300G | 1KG



**TOOVAR LILVA**

300g



**CHOLIYA**

300G



**GREEN GOOVAR**

300G | 1KG



**TINDORA**

300G | 1KG



**SHREDDED COCONUT**

300G



**GRATED COCONUT**

300G



**CHOPPED METHI**

300g



**CHOPPED SPINACH**

450G



**LEAF SPINACH**

450G

**EXOTIC VEGETABLES**



**CURRY LEAVES**

100G



**UNDHIO MIX**

300G



**VALOR LILVA**

300G



**VAL PAPDI**

300G



**PUNJABI TINDA**

300G



**Surti PAPDI**

300G



**DRUMSTICK**

300G



**Surti PAPDI LILVA**

300G



**SURAN**

300G





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# GREEN PROTEIN





## PIGEON PEAS

500G



## GREEN CHICKPEAS

500G



## VAL BEANS

500G



## BLACK EYE BEANS

500G





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# 2026: FLAVOURS REDEFINED BY TAJ

✓ *Fresher Aroma.*

✓ *Stronger Flavour.*

*Herbs That Outperform The Rest Every Time.*



Over 40 years of flavour innovation

Over 30K+ food lovers engaging







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# 2026: FLAVOURS REDEFINED BY TAJ

✓ *Cleaner Cuts.*

✓ *Fresher Flavour.*



*Diced Herbs  
That Lead the  
Category.*

Over 40 years of flavour innovation

Over 30K+ food lovers engaging







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# 2026: FLAVOURS REDEFINED BY TAJ



**WHERE INNOVATION  
FILLS THE RANGE GAP**  
*Exclusively from TAJ Foods.*



**Over 40 years of flavour innovation**

**Over 30K+ food lovers engaging**







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# 2026: FLAVOURS REDEFINED BY TAJ

*IT'S TIME TO LEVEL UP YOUR HERBS GAME*



Over 40 years of flavour innovation

Over 30K+ food lovers engaging







**CRUSHED GARLIC & GINGER MIX**  
400G



**CRUSHED GARLIC**  
400G



**CRUSHED GINGER**  
400g



**CRUSHED GREEN CHILLI**  
400g



**GARLIC CLOVES**  
400G



**CRUSHED TURMERIC**  
200G



**DICED GARLIC**  
200G



**CURRY BASE MIX**  
400G



**DICED GINGER**  
200G



**CRUSHED SAUTEED ONION**  
400g



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# 2026: FLAVOURS REDEFINED BY TAJ

*Where Superior Cut, Strength,  
and Consistency  
Define the Best Pastry.*



Over 40 years of flavour innovation

Over 30K+ food lovers engaging







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# 2026: FLAVOURS REDEFINED BY TAJ

*Where Superior Pastry Delivers Perfect Results,  
Every Single Roll.*



Over 40 years of flavour innovation

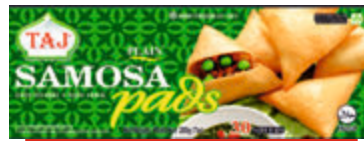
Over 30K+ food lovers engaging





### **SAMOSA PADS**

60 SHEETS



### **SAMOSA PADS**

30 SHEETS



### **SPRING ROLL PASTRY**

10" | 30 SHEETS



### **SPRING ROLL PASTRY**

8" | 40 SHEETS



### **SAMBOSA PASTRY LEAVES**

500G | 50 SHEETS (MEDIUM SIZE)



### **SAMBOSA PASTRY LEAVES**

850G | 100 SHEETS (SMALL SIZE)



### **SAMBOSA PASTRY LEAVES**

1 KG | 100 SHEETS (MEDIUM SIZE)





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# 2026: FLAVOURS REDEFINED BY TAJ

*THE PUNJABI SAMOSAS  
THAT LEAVES THE REST BEHIND.*







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# 2026: FLAVOURS REDEFINED BY TAJ



- ✓ *Exceptional Crunch.*
- ✓ *Elevated Spice.*
- ✓ *Designed to Drive Repeat Sales.*



Over 40 years of flavour innovation

Over 30K+ food lovers engaging







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**THE UK & EUROPE'S LEADING ETHNIC FROZEN FOOD BRAND**

# 2026: FLAVOURS REDEFINED BY TAJ

- ✓ *Restaurant-Level Quality.*
- ✓ *Freezer-Aisle Convenience.*



**Over 40 years of flavour innovation**

**Over 30K+ food lovers engaging**







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THE UK & EUROPE'S LEADING ETHNIC FROZEN FOOD BRAND

# 2026: FLAVOURS REDEFINED BY TAJ

EXCEPTIONAL VALUE. AUTHENTIC FLAVOUR.  
*A TRUE SAMOSA VALUE PACK*  
CRAFTED TO SUPERIOR STANDARDS



Over 40 years of flavour innovation

Over 30K+ food lovers engaging







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# 2026: FLAVOURS REDEFINED BY TAJ

*The Aloo Tikki That Redefines the Standard*



- ✓ Crisp
- ✓ Authentic
- ✓ Unmatched



Over 40 years of flavour innovation

Over 30K+ food lovers engaging





### VEGETABLE PUNJABI SAMOSAS

900G | 20 PCS



### JUMBO PUNJABI SAMOSAS

750G | 10 PCS



### MINI PUNJABI SAMOSAS

500G | 25 PCS



### ALOO TIKKI

600G | 15 PCS



### MIXED VEG SAMOSAS

875G | 25 PCS



### SOYA SPRING ROLLS

875G | 25 PCS



### SOYA SAMOSAS

875G | 25 PCS



### VEGETABLE SPRING ROLLS

20 PCS | 50 PCS



### VEGETABLE SAMOSAS

20 PCS | 50 PCS



### UNFRIED PATRA / PATRA ROLLS

900G



### GREEN PEAS KACHORI

600G | 20 PCS



### MOONGDAL KACHORI

600G | 20 PCS





## MASALA FRIES

500G



## VEGGIE BURGERS

800G | 10 PCS



## VALUE PACK MINI PUNJABI SAMOSAS

1.5 KG | 75 PCS



## VALUE PACK PUNJABI SAMOSAS

1.5 KG | 20 PCS



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THE UK & EUROPE'S LEADING ETHNIC FROZEN FOOD BRAND

# Setting the Standard in HALAL EXCELLENCE



Over 40 years of flavour innovation

Over 30K+ food lovers engaging







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**THE UK & EUROPE'S LEADING ETHNIC FROZEN FOOD BRAND**

# 2026: FLAVOURS REDEFINED BY TAJ

- ✓ *Pure,*
- ✓ *Clean,*
- ✓ *Premium Tilapia*

***Quality That Customers Trust***



**Over 40 years of flavour innovation**

**Over 30K+ food lovers engaging**





## 650G | 20 PCS

650G | 20 PCS



## 630G | 18 PCS

630G | 18 PCS



## 650G | 20 PCS

650G | 20 PCS



## 630G | 18 PCS

630G | 18 PCS



## 500G

500G  
400G (Net of ice glaze)

## SEAFOOD & HALAL



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**LIGHTLY SALTED  
CASSAVA CRISPS**

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200G



**UNSALTED  
CASSAVA CRISPS**

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200G



**CHILLI & LEMON  
CASSAVA CRISPS**

---

200G





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FROZEN FOOD BRAND**



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FIND US IN THE FREEZER AISLE OF YOUR LOCAL SUPERMARKETS

**WHERE TO BUY**



**Sainsbury's**



SCAN HERE TO DISCOVER THE FUTURE OF  
FROZEN WORLD FOODS



[www.tajfoods.com](http://www.tajfoods.com)

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