

## Leading Global Ingredients Supplier Launches New Website

Leading global food ingredients supplier, Newly Weds Foods are proud to announce the launch of their new European website.

Inspired by the Newly Weds Foods US site, the home page welcomes visitors with a foodie, sophisticated and comforting feel. The site is easy to navigate, loads quickly, is customer centric and extremely user friendly. The site is concise and allows visitors to access information quickly and easily based on their own choice rather than sifting through extensive content to decide what is of interest to them.

The website also incorporates links to Twitter, Facebook and an invite to join The World of Great Taste. A chef's blog will be introduced soon and will include recipe ideas, restaurant reviews, methods of food preparation and cooking, as well as a little lighthearted humour!

Dr Charlotte Baird, Newly Weds Foods EMEA Marketing Director confirms, "Our challenge was to provide our visitors with an enjoyable and informative experience. The website is just one element of our European digital marketing strategy. We are eager to embrace the digital era and begin to implement our exciting initiatives. These include; SMS marketing, e marketing and everyone's favourite, Twitter and Facebook."

The new website can be accessed at **[www.newlywedsfoods.co.uk](http://www.newlywedsfoods.co.uk)**

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