

## Spice up your Culinary Experience with Terra Rossa's Zhoug

*- now with Enhanced Recipe and Longer Shelf Life*

Connoisseurs who celebrated the launch of Terra Rossa's fabulous fresh and fiery Zhoug at the 2011 Speciality & Fine Food Fair, will be delighted to learn that the recipe has been improved giving this delicious condiment a shelf life of at least six months - instead of six weeks.

Zhoug, which is often referred to as 'The Green Harissa' is hand-made from freshly cut ingredients such as coriander, parsley, chillies, garlic and Terra Rossa's Jordanian first cold-pressed extra virgin olive oil. Whilst the product received rave reviews when Terra Rossa initially introduced it, the recipe required refrigeration which made it inconvenient to stock.



Hanan Samara of Terra Rossa explains: "Traditionally, Zhoug is uncooked, but we have spent the last year improving the recipe so that it can be heated without losing its unique fresh flavour to create an ambient product which doesn't require refrigeration until opened. We are delighted with the result. We have added fresh ginger and a few other 'secret' ingredients which have enhanced the flavour and the new longer shelf life makes it a desirable stock item for food outlets including delicatessens, farm shops as well as restaurants wishing to add it to their menus."

Zhoug is a delicious spicy hot condiment originally from the Arabian Peninsula and is believed to have many health benefits, as well as one of the basic ingredients to flavour soups and stews in many Arabian dishes. It is commonly eaten as a condiment to grilled or barbequed meat, fish and vegetables or simply mixed with olive oil and dunked into with fresh bread.

Now available to the UK market, British people can enjoy Zhoug's many uses from folding into pasta, as a dressing for salads, new potatoes and avocados - to topping dips such as Houmous and Greek yoghurt. It makes a fabulous marinade for fish and chicken and is great as a filling for tortillas, burgers and falafel. Hanan adds: "Zhoug is extremely versatile and easy to cook with and if you love fiery food, its fresh aromatic flavour adds rich spice to any dish you cook adding a definitive lift to every meal."

Zhoug has an RRP of £4.50 for a 170gm jar and is distributed directly to food outlets by Terra Rossa. For further information please contact Hanan Samara on 020 8661 9695 [info@terra-rossa.com](mailto:info@terra-rossa.com)

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