

SeeWoo team up with Sous Chef

SeeWoo, Europe's largest Oriental supplier, have teamed up with Sous Chef, an online destination for adventurous cooks, offering ingredients, equipment, tableware and gifts inspired by leading chefs and international cuisine. This now gives the consumer the ability to purchase an array of SeeWoo products online.

Since launch, just 8 months ago, Sous Chef has supplied over five thousand customers including some of the top Michelin-starred restaurants. They are all about flavour, discovery, provenance, excitement and authority. Products such as the renowned Sichuan Dan Dan Pixian Chilli Bean Paste, Vietnamese shrimp paste, and Indonesian kecap manis are now readily available online, allowing budding chefs to experiment with a wide selection of oriental produce and condiments. Moreover, the latest trend in spirits bought to the UK by Diageo, baijiu, the Chinese white spirit is now being sold through Sous Chef.

In addition, SeeWoo and Sous Chef have collaborated to make a selection of hampers, from specific regions throughout China. These are the first hampers in the UK which specialise in the particular Chinese provinces such as Sichuan, Jiangsu and Xinjiang. The hampers will include ambient produce, condiments and cooking equipment not to mention a selection on inspired recipe cards.

Sous Chef founder Nicola Lando comments, 'SeeWoo have a tremendous breadth of experience of Oriental food and culture, and we are delighted to work together to share that with the UK consumer. Many more authentic Oriental ingredients will be available for consumers to purchase anywhere in the UK and across Europe, presented side by side with relevant knowhow, techniques, and recipes.'

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Notes to editors:

<http://www.souschef.co.uk/>

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