



Catering for Demand

REHA Milk's grilling cheese offering satisfies both retail and consumer appetites

Provenance and quality are high on the list of customer demands when they're standing at the cheese counter of an independent fine food retailer – and when a product offers these while simultaneously perfectly catering for a growing trend, everyone is poised to succeed.

This is just the scenario that REHA Milk finds itself at present: bringing a premium grilling cheese product range into a British market which is hungry for just that. The versatility of grilling cheese is just one of the reasons behind its success, with demand continuing to grow across retail and food service as consumers increasingly appreciate showcasing cheese as the centrepiece of a dish.

Global cuisine trends also play a role, with shoppers travelling

to destinations where grilling cheese is an important part of the menu and wanting to recreate the experience at home.

Thankfully, for 45 years REHA Milk has been producing a range of grilling cheeses that are sure to please cheese lovers – from traditional Halloumi to Crispy Fried Halloumi and Sliced Burger Grill Cheese, an innovation 18 months in the making, under its Cyproloumi and Reha brands. Even better: all of the cheeses are suitable for vegetarians, so everyone can enjoy their delicious taste and versatility.

"Grilling cheese is no longer niche – it's a core category," agrees Alpaslan Karabalut, director at Erech, REHA Milk's UK distributor, which also provides grilling cheese under its Anastasia and Limos brands. "Supply consistency is now the key differentiator." Indeed, REHA Milk offer consistency and scale with style having mastered the art of producing and distributing traditional 'Hellim' since its founding by Mustafa Kaynar in 1981.

Sector-spanning quality Erech's range of cheeses, both through its own Anastasia and Limos brands and from REHA Milk, deliver the product performance demanded by today's consumers and businesses, offering consistent texture, structure and grilling performance, and both professionals and at-home cooks are catered for with the foodservice

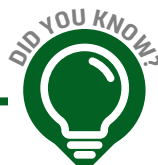
sector being supplied with 1kg blocks and 200g blocks being available to retail as well as smaller foodservice operators.

A worldwide proposition

REHA Milk is truly an international player, operating across multiple

production facilities in Northern Cyprus and Turkey and an EU-compliant site in Poland run in partnership with Ali Kaynar, but its UK audience – managed by UK distributor Erech – is a key driver for the business's future plans. Across its portfolio, REHA Milk's range is renowned for its quality, consistency and suitability for both large and small-scale usage – making a strong case for retailers and wholesalers who are looking to evolve their grilling cheese selection to collaborate with the business.

A deliciously versatile range which satisfies the growing appetite for grilling cheese? It's a winning formula.



UK sales of grilling cheese including Halloumi are set to boom, with a projected market value of 72.5 million USD in 2030

AHDB



EXPERT VIEW



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ALPASLAN KARABALUT
EREC



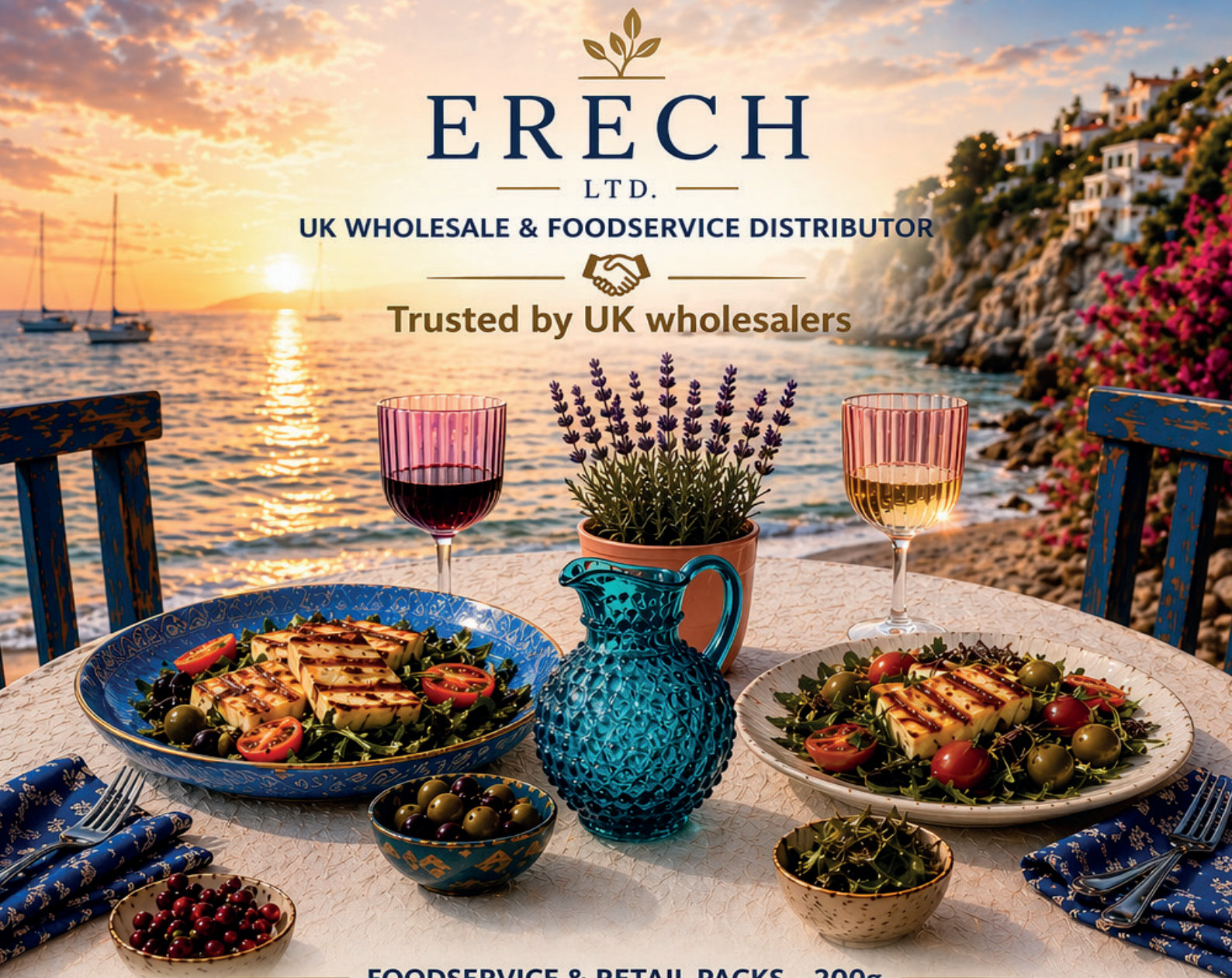
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UK WHOLESALE & FOODSERVICE DISTRIBUTOR



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FOODSERVICE BLOCKS – 1kg



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Excellent texture, golden grill and great taste.



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HORECA FOCUSED FORMATS

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