

RUCI

TASTE OF SRI LANKA

great
taste

2017

great
taste

2018



How it all started...

The Ruci family is a group of dedicated foodies with over 30 years of combined experience in commercial food preparation. We set out to create a range of truly authentic Sri Lankan food products, and have brought to you, **Ruci – Taste of Sri Lanka.**

All our key ingredients are sourced locally in Sri Lanka where the products are handmade and packaged. We make every effort to ethically source our ingredients, specially selected and blended in our ISO 22000 certified factory in Sri Lanka to create the best authentic flavours.

All our products are made with simple **natural ingredients**. We don't use any **artificial preservatives, colours or flavours**. All our products are **wheat and dairy free**. No animal based ingredients are used in any of our products and are **suitable for vegans**.

We have stopped using palm oil in our recipes and have replaced it with coconut oil.

We have three Great Taste Award winners in our range.

Our team has come together not just because of our passion to spread the goodness of Sri Lankan cuisine, but to promote our campaign for ethical, chemical free farming and to guarantee sustainable price for Sri Lankan farmers.

Our vision is to buy all our ingredients directly from growers at fair price. We have just sown the seeds, and we need your support to sell lots more Ruci products to make this a reality.

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Sri Lankan Cuisine

Due to their proximity, it is often assumed that the cuisine of Sri Lanka and India is similar. But to make this assumption is to disregard the wholly different and intricate ways people across India and Sri Lanka weave together spices to create unique blends and flavours.

There are a number of factors that distinguish Sri Lankan cuisine. The influence of the Dutch, Portuguese and British Colonial heritage on the Serendib Island is greatly reflected in its culinary culture, causing a beautiful amalgamation of flavours to make one distinct cuisine. It's perhaps one of the richest when it comes to the way in which it uses spices. Pungent chill and spicy pepper, aromatic cinnamon, sweet cardamoms and deep smoky cloves are essential ingredients of the Sri Lankan larder.

We offer Ruci range of Cooking pastes, Chutneys, Sambols, Sauces, Snacks and a Hopper Mix to help create a Sri Lankan culinary experience in quick and easy steps. Through our range we hope to take you on a journey to explore staple Sri Lankan dishes and to share with you the innovative ways of using Ruci curry pastes and condiments to add a spicy twist to your favourite dishes.



Concentrated Spice Blends

Ruci's Spice blends contain traditionally roasted herbs and spices used to make Sri Lankan curries and combines them into a richly aromatic concentrated paste.

This locks in the flavours allowing anyone to make a full flavoured traditional Sri Lankan curry in their own home; and versatile to use as a spice marinade.



SKU	Chicken Curry Paste	Lamb Curry Paste	Fish Curry Paste	Buriyani Paste	Rasam Paste
DESCRIPTION	Concentrated curry base	Concentrated curry base	Concentrated curry base	Concentrated rice flavouring	Concentrated clear soup base
INGREDIENTS TO ADD WHEN COOKING	Water, Protein, Onions, Coconut milk, Oil	Water, Protein, Onions, Coconut milk, Oil	Water, Protein, Coconut milk	Cooked rice, Onions, Oil	Water
WEIGHT	250g	250g	250g	250g	250g
SERVINGS	12 - 15	12 - 15	15 - 18	6 - 8	6 - 8

**MAKE AN
INNOVATIVE ADDITION
TO YOUR MENU.**

OUR CURRY PASTES ARE AVAILABLE IN
CATERING PACKS FOR RESTAURANTS AND
COMMERCIAL FOOD PREPARATION.

Chutneys

Base fruits used in our chutneys, Mangoes, Tamarind & Lime are all foraged as these trees are naturally grown in selected parts of the country and are seasonal, so preserving them as chutneys is part of the heritage.

Once the base fruit has been collected it is combined and cooked with select fine herbs and spices to create some truly wonderful flavour combinations.

Our Chutneys can be enjoyed as condiments on the side of a dish or can become an integral part of a meal - being used to flavour meat or as the base of a sauce.



SKU	Mango & Chilli Chutney	Spicy Tamarind Chutney	Spicy Lime Chutney
WEIGHT	250g	250g	250g
SERVINGS	12 - 15	12 - 15	12 - 15

Sambols

Sambols are an iconic Sri Lankan relishes, chili based with the addition coconut or onions and blended with ingredients like lime juice, ginger, cinnamon and curry leaves. They are served on the side to complement the main dish.

They are traditionally eaten at breakfast. Sambols are very versatile and inspirational foodies can use them in many ways to spice up their dishes, used on the side or as a sprinkle on crackers, salads and wraps.



SKU	Red Coconut Sambol	Green Coconut Sambol	Seeni Sambol	Katta Sambol
WEIGHT	250g	250g	250g	250g
SERVINGS	12 - 15	12 - 15	12 - 15	12 - 15

“ ”

“We’ve noticed customers’ tastes evolve from the go to brands of Indian curry sauce available in most shops. This range of truly authentic curry pastes, sambols and chutneys is delicious. I’ve found myself putting green coconut sambol on almost everything at home recently!”

Tom Newey, CEO Cobbs Farm Shop, Hungerford, Berks, U.K.
Best Brands – Best Emerging Brand Award 2016-17, Guild of Fine Foods

Snacks

Ceylon Mix is our special take on an age old traditional Sri Lankan street snack, made from chickpea flour noodles and a variety of roasted lentils and nuts.

Spicy Lentils are yet another popular street snack.

For those a little more aware of their protein intake it is a tasty source of vegan protein with each pack containing 7g of protein.

Ruci snacks are ideally packed in pocket sizes to enjoy the spicy kick on the go.



SKU	Ceylon Mix	Spicy Lentils
WEIGHT	30g	30g
SERVINGS	1	1
PACKAGING	10 sachets packed in counter-top display boxes	

Hoppers

The Sri Lankan Hoppers are pancakes often eaten for breakfast or as a snack, they are becoming increasingly popular in London – You can make them at home too with our Hopper Mix and Pan.

Hoppers are made with a fermented batter using rice flour, coconut milk and yeast as rising agent, its wheat and dairy free.



SKU	Hopper Mix	Hopper Pan
SIZE/WEIGHT	350g	400g
SERVINGS	10	-

New Product Development

Since we launched in the UK market in 2016 we have been invited to various food shows, tasting events and demonstrations around the country. We have listened to our customer feedback and have developed our new range – the single serve kits

The kits will contain essential ingredients and recipe cards to make dishes of 2 – 4 servings in quick and simple steps




Ruci – Retail Advantage

- ✓ Smart pricing & margins
- ✓ Introductory offers
- ✓ In-store sampling and promotions
- ✓ Social media engagement and promotions
- ✓ National and local PR coverage
- ✓ Marketing - Participation in consumer fairs and tasting events (BBC Good Food shows, Taste London, Foodies Festival, Home & Garden shows)

Ruci – Unique Selling Points

We were featured on Tatler and recognised as an emerging brand by Best Brands of Guild of Fine Foods 2017.

- ✓ **Lonely Planet** – Sri Lanka top travel destination 2019
- ✓ Sri Lankan cuisine topped the list on BBC Good Food's selection of **15 food trends for 2019**
- ✓ **Great Taste Awards** – Three Awards (2017 & 2018)
- ✓ **Authentic** - Made in Sri Lanka to traditional recipes with locally sourced fresh ingredients
- ✓ **All natural** – No Artificial preservatives, colours or flavouring
- ✓ **Responsible**
 - New recipe replacing Palm oil with Coconut oil
 - Ingredients are freshly sourced from local growers
 - Traceability of ingredients
- ✓ **Certification** – Made in FSSC22000 certified factory
- ✓ **Vegans, Vegetarians and Flexitarians**
 - Could become a popular choice of as lentil (dhal) and vegetable curries are a common feature of Sri Lankan cuisine
- ✓ **Sugar & Dairy free** – Curry pastes & Meal kits
- ✓ **Quick & Convenient** – 20-30 minutes cooking time



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