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Tanmiah launches new breaded chicken range in Saudi Arabia

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Tanmiah Food Company, a market-leading provider of fresh and processed poultry and other meat products, animal feed and health products, and a food brand franchise operator, announced the launch of its new Frozen Breaded Chicken range for retail and foodservice channels. The range is made entirely from 100 per cent FRESH SAUDI CHICKEN, setting a new benchmark for innovation, value addition, and superior quality and taste within the frozen processed meats category.

The launch of the new product range reinforces Tanmiah's commitment to locally sourced ingredients in a category long dominated by relying on imported frozen chicken breast as raw material. This initiative closely aligns with the Kingdom's food security objectives, supporting national efforts to enhance local production, promote self-sufficiency, and build a more resilient food system.

The introduction of Tanmiah's new line took place at the Ministry of Environment, Water and Agriculture (MEWA) building in Riyadh and was attended by Dr Ali Mohammed Al-Shaikhi, Assistant Deputy Minister for Livestock and Fisheries at the Ministry, along with other Ministry representatives. The new products were showcased and sampled to allow visitors try and explore more about the range.

"This launch represents a meaningful milestone for Tanmiah and for the Kingdom's food ecosystem. By being made entirely from 100 per cent fresh Saudi chicken, we are proudly contributing to Vision 2030's food security objectives, strengthening local production, increasing self-reliance and local content," said Zulfiqar Hamadani, Group CEO of Tanmiah Food Company.

Backed by over 60 years of poultry expertise, Tanmiah's new breaded chicken range was developed through a robust, consumer-led product development process and market research to understand evolving needs, consumption habits, and usage occasions, shaped by today's busy routines and the increasing number of working households. The range also reflects the growing interest in products that offer clear transparency around the ingredients used.

This new line reinforces Tanmiah's focus on portfolio diversification by leveraging its vertically integrated model and continued new product development within value-added categories. The range introduced includes several products and variants

of nuggets, strips, fillets, and burgers in different flavours. A unique innovation within the range is the PLUS line, featuring a veggie-infused coating that delivers the equivalent of two-thirds of a cup of vegetables per pack. Another notable addition is a product inspired by bold, trending KOREAN cuisine.