



## Asian Tradition and Innovation

*Orient Plaza as a trendsetter in Asian convenience food*

■ **Wijchen/Nijmegen.** 18 years ago, Orient Plaza started out as a restaurant complex with four Asian restaurants (Thai, Indonesian, Japanese and Chinese) in one building. After years of great success, it was decided to start the production of Asian ready meals for the retail and wholesale sector.

Nowadays, the development and production of ready meals, meal components as well as Asian snacks and sauces is their core business. All the products from Orient Plaza are manufactured with the utmost respect for tradition and are tested by a wide range of guests. Only ultra fresh ingredients are used so that the products maintain their original taste, colour and structure.

Due to the large network in Asian countries, Orient Plaza have always been able to follow the latest trends in recipes and ingredients in these countries. Orient Plaza constantly concentrate on product development. Due to the continuous growth, Orient Plaza are currently increasing production in their new production plant. Orient Plaza is certified by BRC (British Retail Consortium.)



Quality is one of the most important characteristics of their products. The basics of the products – pre-boiled rice and noodles – are produced in the Drum-Type Cooking and Cooling Plant

Orient Plaza are able to fasten up their production. All the products are made of fresh ingredients of the highest quality without the addition of GMO's and colourings. Due

to the combination of a very strong R & D department and a team of specialised chief-cooks, they are able to reach the highest quality which has been an important part of their success. Quality and innovation are the key factors of their success. By focussing on retailer brands and building new partnerships with leading retailers, Orient Plaza are able to understand their needs and the needs of their customers. ■

type KODUKO / KODUKÜ and a Tiltable Cooking and Frying Kettle type KIPPKO 1200 from Berief. Due to the special features of these machines, Orient Plaza are able to fasten up their production. All the products are made of fresh ingredients of the highest quality without the addition of GMO's and colourings. Due



### Orient Plaza products

**Basic Line** (chilled meal components)  
Bami Goreng, Nasi Goreng, Mihoen Goreng, Babi Pangang, Sate.

**Specialities** (chilled meals)  
Japanese Teriyaki, Thai Curry, Indonesian Rendang and Chinese Tjap Tjap.

**Wok-It** (chilled components)  
A Wok-it meal consists of 4 components: meat / fish, vegetables, pasta / rice / noodles and sauce.

**Steam meals** (chilled components)  
Specific recipes with fresh fish and meat, fresh vegetable components and marinated fish components.

**Steam-It** (chilled components)  
The steam-it line consists of marinated meat components and marinated fish components.

**Rice tables** (chilled meals)  
The rice table gives the consumer a chance to buy a complete meal in a supermarket. This product line offers quality, freshness and convenience.

**Meals with meat substitutes** (chilled meals)  
Orient Plaza have developed several meals with meat substitutes from raw materials that had not been used in other well known meat substitutes. As meat substitute, seaweed, bamboo, soya and other vegetables are used.