

Centre for Knowledge Transfer

Project Snapshot

Company: Veetee Foods
Business: Manufacturer of ready-to-eat microwavable rice products.

Project: To optimise thermal preservation processes and to develop new food products.

Food and Technology

Nice rice comes at a price!

Creating a variety of delicious Japanese style, healthy ready meals that suit a European palate is no easy task for food manufacturers, Veetee Foods. After investing heavily in the latest technology that enables production of high quality steamed rice, Veetee still only have a small share of the market. Veetee now needs to realise its potential and increase production volumes through process optimisation and develop a wider range of products in order to gain a competitive advantage.

Currently Veetee provides a limited range of products comprising of mainly plain rice and only a few lightly flavoured varieties. The KTP project with LSBU is set to change all this and enable the company to develop new products such as cooked noodles and pasta which will add to their product range and help increase their place in the market.

Moni Varma, the man behind the brand, the father and founder of Veetee says "this KTP project with LSBU is essential to the company's strategic growth and will give the company a technological advantage over our competitors."

Through production optimisation and new product range Veetee predicts an increase in sales in both the UK and Europe and a market expansion in Africa, the Middle East and the USA. Dr Ken Spears, head of the London Food

Centre at LSBU says "this partnership will allow Veetee to customise processing parameters for the European palate and enable the company to develop its own IP around the process."

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