



tiffinbites

The Story so far...

When Jamal Hirani and Jonathan Marks launched Tiffinbites in 2003 it was key to the young entrepreneurs to find business partners who shared their passion for creating food.

Tiffinbites is the UK's first Indian food brand. The concept is based on Indian "streetfood" offering fast food with a home cooked appeal to inspire the jaded appetites of the traditional sandwich.

There are over 100 items on the menu and Tiffinbites put a time limit of 90-120 seconds to reheat main dishes which are packed in plastic carry-out replicas of the traditional three-layered Indian lunch box known as a 'Tiffin'. The range is chilled and can be heated on site, at home, or microwaved in the office.

"We needed an accelerated cooking system with a quick turnaround to achieve the high volumes of meals we serve over the lunch period," explains Jamal.

"Currently a single store satisfies more than 300 customers between 12-2pm each day. I believe Merrychef offer the most reliable products on the market and the support service they offer is second to none."

"The Merrychef team has been involved with us from day one, working on menu development, timings and staff training. All our ovens are pre-programmed with doors that pop-up as soon as a dish is ready, so they are very user-friendly."

The Tiffinbites stores operate Merrychef HD1925 microwaves for reheating dishes and Mealstream EC401 combination ovens to effectively heat and crisp snacks including bhajis and samosas. All ovens are stamped with the

Tiffinbites logo at the Merrychef factory to reinforce the brand image, and the modern, streamlined oven design fits in to the overall fresh and clean store image.

Tiffinbites plan to open more than 50 stores within five years, operating in every major UK city. "Merrychef products have become an integral part of our brand,"



The Menu

- Tiffin Boxes
- Samosas
- Bhajis
- Savoury & Sweet Naan Breads



Key Benefits

- Increased product range
- Consistent operational delivery
- Consistent high quality
- Speed of service
- Reduced number of lost sales
- Reduced waste
- Ease of operation

Many development chefs use our development kitchens to work on new food solutions.

If you would like to see how we can improve results and speed up cook times OR for more information on our products and services or would like a copy of our corporate DVD please call Carol Thompson on 01252 553718 or visit www.merrychef.com

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