



Laila

Evolving Face of The Brand
from Rice to Range, Naturally!

ETHNIC RICE BRAND WITH QUALITY-SOURCING CREDENTIALS.

SINCE 1996

Established in 1996 to initially bring high quality Basmati Rice to the rice-eating Asian community in the UK, the past seventeen years has seen the Laila Rice brand grow in popularity and reach to become one of the country's best selling Basmati rice brands.



LOYAL LAILA CUSTOMER EVOLVES IN THE LAST 25 YEARS

Generation X

- ≈ Ethnic groups emotionally connected to the country of their origin.
- ≈ Culture and customs more aligned with origins
- ≈ Unsure of their new identity
- ≈ Adapting to new country and customs is slow but steady
- ≈ Larger Families, Eat together, Cautious and Employed or in business.



Millennials

- ≈ 80% of our loyal customers now considers themselves to be 'British' more than any other religious group
- ≈ Culture and customs more aligned with new country
- ≈ More comfortable of their new identity
- ≈ Adapting to new country and customs is on steady rise
- ≈ Nuclear Families, Socially connected
- ≈ More discerning, Qualified Professional and hard working.



NEW POSITION REFLECTING MILLENNIAL ASPIRATION

LOVE LAILA, NATURALLY!

Because its 'evolved me' - contemporary, modern yet rooted in the values of love, family bonds and socially responsible

This gives us the flexibility to bring the entire range under the single umbrella – pulses, grains, spices... with natural credentials

LAILA TRANSFORMATION

Laila

LOVE LAILA NATURALLY!

