

Case Study: Production & Marketing Services

Production,
Technical and
Sales & Marketing



Food and Drink Forum helps Nottingham company to launch

In a nutshell...

Nottingham importer Azzelarab El Alaoui has become one of the first companies to bring a 'magical' oil - Argan oil - to the UK food and drink market, with support from The Food and Drink Forum.

The background...

Argan oil comes from the nuts of the Argan tree which is found in the south west of Morocco. It has been dubbed the golden oil for its health, nutrition and beauty properties. Rich in essential vitamins, it's beneficial for skin and hair, and also as part of a healthy diet.

It's been used extensively in the beauty industry but Azzelarab El Alaoui, who runs Nottingham-based Alassala Olives Ltd, aimed to be one of only a handful of importers currently selling Argan oil in the UK's food sector. He wanted to sell the oil, which is suitable for dipping, drizzling, on salads and for sweets and pastries, to delis, health stores and top restaurants.

Azzelarab, who is Moroccan and moved to the UK eight or nine year ago, founded his company Alassala Olives Ltd in 2010. Alassala means originality and he supplies unusual and original products.



"I'm very grateful for the expertise of The Food and Drink Forum, which has helped me since I launched my business. Richard and others at The Forum worked hard for me. The publicity and the articles in newspapers and online have given the product and my company credibility, and have been instrumental in helping me to gain orders."

**Alassala Olives
Managing Director
Azzelarab El Alaoui**



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Food and Drink Forum support....

The Food and Drink Forum's technical manager Richard Wigley supported the launch of Organic Moroccan Argan Oil with advice on labelling, legal organic certification and shelf-life. He also helped with information about the best ways to get the product showcased to buyers, retailers and others who might be interested in Argan oil.

"Argan oil is a very interesting product, and Azzelarab is passionate about raising its profile and bringing it to the UK," said Richard Wigley. *"As a business support organisation with experience of helping companies to develop and launch new products, The Food and Drink Forum has been delighted to help him with his project."*

A press release issued about the support given by The Forum achieved coverage in local media and on national and international websites, helping to raise the profile of the product.

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**Food & Drink Forum
Technical Manager
Richard Wigley**

The result ...

Azzelarab launched Argan oil to the UK market at the end of 2011 and began gaining small orders almost immediately. Media coverage of his launch gave the product credibility and proved to be an excellent way of providing potential customers with more information about his company and the oil.

Azzelarab continues working closely with The Food and Drink Forum today.

