

VEETEE[®] VOICE

SPRING EDITION - MARCH 2025

WE ARE DETERMINED

Dear Teammates,

With 2024 behind us, I wanted to take a moment to reflect on the past year and to extend my heartfelt gratitude once again to everyone who drove the business forward with amazing enthusiasm.

Our transition to a branded global food business continues apace as we scale down our private label and 3rd party business and drive growth behind our branded businesses across dry rice, ready to heat rice and our new ambient foods offerings under the Veetee, Badshah and HungryHeads ranges.

2025 is in full flow and it's time to be bold and brave and to back ourselves and our teammates to reach new horizons. I have full faith that the Veetee family will carry on progressing leaps and bounds.

In the UK we've seen a strong start to the year with our Veetee steam filtered range across our key retail partners driven by investment in visibility and promotions with initiatives like the 900 ASDA roll-back shippers. We're also starting to see the roll-out of the HungryHeads into new retailers like Sainsbury's, more high street locations like Tesco Express and even on trial in



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vending machines. The Commercial Team is leaving no stone unturned to drive the availability of our brands.

In the US we are upskilling and increasing our investment ready for when the US factory opens so expect a steady stream of news from the other side of the Atlantic this year...

India too has kicked off the year with a drive to grow distribution nationally and across key export markets with exciting initiatives like the Gulf Food trade show.

The competitive challenges ahead are considerable, but we have assembled a great team, we produce products that are going to be winning a lot of awards this year and we are really investing behind our brands to turn them into household names!

I hope you enjoy the newsletter.

Rajiv