

CELEBRATE CHINESE NEW YEAR WITH WING YIP

Submitted by: Morris & Company

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Chinese New Year of the Ox begins on 26 January and Mr Wing Yip, the man behind the UK's leading Chinese grocery empire, will be available for interview or comment.

Wing Yip supplies authentic Chinese produce to the restaurant trade, as well as catering for domestic shoppers via four popular superstores in Birmingham, Manchester, Cricklewood (London) and Croydon.

Please contact the Wing Yip press office if you are interested in finding out more about:

- The history of the UK's leading Oriental grocer
- Wing Yip stores and products
- Chinese New Year traditions
- Traditional recipe ideas
- Banqueting on a budget

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* During the Christmas holiday period, please contact the Wing Yip press office via e-mail at wingyip@sealcommunications.co.uk.

Wing Yip fact file

- Mr Wing Yip arrived from Hong Kong on a boat in 1959 and has since become one of the UK's most successful Chinese businessmen
- Eighteen months later Wing and a business partner opened their first Chinese restaurant in Clacton-on-Sea. Due to its success, this was quickly followed by the opening of three other restaurants and two takeaways in East Anglia
- In 1970 Wing Yip and his brother Sammy opened the UK's first specialist Chinese grocer in the heartland of Birmingham to supply Chinese products to local Chinese families, restaurants and takeaways
- Now, Wing Yip has four superstores in Birmingham, Manchester, Cricklewood (London) and Croydon which are landmarks in their local communities. Further stores are planned for Nottingham and Cardiff
- Wing Yip imports directly from the Far East, with each store stocking more than 2,500 authentic Chinese foods and products
- The centre of Birmingham hosts a Chinese pagoda, a gift from Wing Yip and his brothers as a thank you to the city which enabled their business to become so successful. The pagoda is hand carved from solid

granite and stands 40 ft high. Created in China, it was shipped over to the UK in sections and assembled on site

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