

VISIT THE NEW HOME OF FRESH FOOD AT NATOORA.CO.UK

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Gourmet enthusiasts, lovers of fresh food and professional chefs can now take advantage of a selection of some of the best foods including rare, unusual and premium quality items, all available online thanks to the launch of Natoora's new web site – www.natoora.co.uk.

Established in 2001, Natoora is a dedicated one-stop shop for the finest ingredients and works with exclusive suppliers to source the best French, Italian and local food produce (<http://www.natoora.co.uk/shop>) and groceries for next day home delivery.

With a brand new look, the web site now features produce split into seven groups for easier navigation, emphasising the fresh food with which Natoora is renowned for: BUTCHER & FISHMONGER; CHEESEMONGER & DAIRY; GREENGROCER; DELI COUNTER; BAKERY & PATISSERIE; WINE CELLAR; and STORE CUPBOARD.

The appearance of the web site evolves as the seasons change from Spring through to Summer, Autumn and Winter, highlighting the importance of seasonal foods (<http://www.natoora.co.uk/shop/about.ep>)

A host of new features will be included on the web site such as an extensive recipe database with many simple and classic recipes, high quality photography, and a Natoora blog. An intuitive search facility allows customers to choose produce according to their own tastes and preferences. For example, customers browsing the BUTCHER will be able to filter their choice according to the type of meat, cut, ageing method and choose between organic and free range options (where available). Additionally customers can inform their choice based on Natoora's recommendations, for example, customers again in the BUTCHER can filter down their choices depending on the occasion e.g. for the BBQ, dinner parties, something quick and easy (grill/pan) or Slow and easy (oven).

New and rare culinary discoveries are available on www.natoora.co.uk such as the Arzagot Fraises Des Bois (Woodland strawberries with a distinct flavour and aroma), sweet fresh peas from Campania near Naples, delicious yoghurts from Touraine in France, and Irish dry aged black angus beef including Picanha and Butterfly fillet cuts from more commonly found in Brazil and Argentina.

Each product has tips on how to get the best out of it and is accompanied by a detailed description, ingredients and nutritional info, origin information and how it has been produced.

Natoora supplies high-profile restaurants such as Theo Randall and The River Café as well as private customers in and around London.

About Natoora Delivery: Minimum order £40. Delivery within London is £4.90 (free above £80). Two delivery slots outside London: premium - 8am to 12pm. standard - 9am to 6pm.

For further press information, images or samples, please email Anika Birchall at anika@g-love.co.uk or call Tel: 07710 196 459.