

# World Cuisine Scores this Summer

Submitted by: Morris & Company

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Wing Yip predicts a summer surge in al fresco and experimental eating ahead of sport season.

As experts claim summer 2014 is 'likely to be the hottest on record\*', the team at Wing Yip are forecasting a hot and spicy season of BBQs against the backdrop of the World Cup, as well as an increase in experimental eating.

Brian Yip, director from Wing Yip said:

"When the World Cup kicks off in Rio in June and crowds get together from across the globe to support their home countries, it will create the perfect occasion for families and friends to get together.

"This time of year BBQs and alfresco dining is order of the day, and set against the global backdrop of the World Cup, more and more consumers will be looking to experiment and try new world foods and unusual ingredients.

"Programmes such as MasterChef and The Taste have inspired a new generation of 'have a go chefs', who like to 'snap and share' their creations, suppers and pose for selfies in their favourite restaurants or with celebrity chefs. More and more people are sharing 'spectacle dishes' through social media as food lovers are looking for that unique or authentic ingredient to give that added wow factor.

"Foods from Brazil and regions worldwide will inspire all, whilst Asian-inspired fusion dishes incorporating noodles, chillies and rice as well as meat marinades for the BBQ will become even more popular. New world cuisines including Vietnamese and Korean are starting to grow in popularity with many of the premium supermarkets stocking a range of dishes from these countries. In our stores we now stock a range of Korean and Vietnamese ingredients.

"Our chances of winning the World Cup are uncertain but what is definite is that our love of world cuisine and experimentation in the UK will continue to score."

Visit the Wing Yip YouTube channel, [www.youtube.com/wingyipstore](http://www.youtube.com/wingyipstore), for BBQ recipe tutorials or for a full range of seasonal recipes visit [www.wingyipstore.co.uk](http://www.wingyipstore.co.uk).

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For further information, images, product requests or to arrange an interview, contact Seal on 01743 234 224.

\*The weather is being linked to the El Niño pattern, which occurs when waters on the Pacific equator are unusually warm, which can lead to disruptive changes in ocean and wind currents across the world. Source: [www.independent.co.uk/news/uk/home-news/weather-summer-2014-to-be-hottest-on-record-9122575.html](http://www.independent.co.uk/news/uk/home-news/weather-summer-2014-to-be-hottest-on-record-9122575.html)