

INTRODUCING HARMONY FOODS

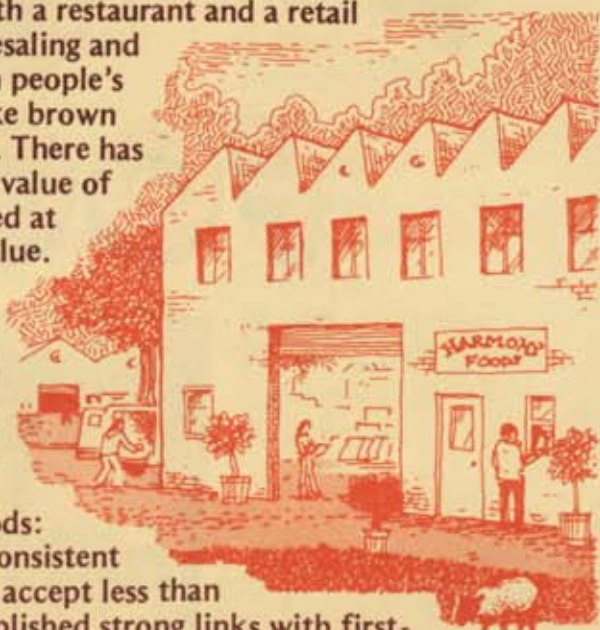


**THE SELECTION OF NATURAL FOODS
THAT COMBINES
QUALITY, FLAVOUR, AND VALUE**

WHY CHOOSE HARMONY

Harmony Foods have been specializing in natural foods for twelve years. From beginnings with a restaurant and a retail shop we soon began wholesaling and have seen a great change in people's attitudes towards foods like brown rice, wholewheat bread and muesli. There has been a growing appreciation of the value of good food, food that can be enjoyed at the table and that is rich in food value. "You are what you eat" is hardly a new phrase, but its meaning is more widely appreciated now than ever before. Gastronomy and good nutrition are finding a common ground, and at Harmony Foods we are aiding the process. Of course, there are problems with natural foods: mainly maintaining freshness and consistent quality. Today's consumer will not accept less than the best. At Harmony we have established strong links with first-rate suppliers, to obtain consistent supplies of the level of quality our customers expect. This sort of expertise is not gained overnight and it is one of our most valuable assets. After all, we eat our products — so we know good quality when we see it. Reputations are not made overnight. Harmony Foods is probably the best-known name for natural foods, people have seen and tried our products and they know that they're good. Harmony's prices are competitive too, we believe that natural foods should be neither expensive nor exclusive.

If you like good food, get to know the Harmony range — it measures up to the highest standards of deliciousness, nutrition and good value.



The HARMONY range of natural foods products is available throughout the British Isles and Eire, as well as from suppliers in Holland, Germany, Belgium, France, Switzerland, Austria, Iceland, Sweden, Norway, Denmark and Finland.

HARMONY

For details of delivery and terms:
Harmony Foods
Cobbold Road
London NW10
Tel 01-451-3111
TELEX 883727

HARMONY



BROWN RICE

At Harmony Foods we've been eating brown rice for fifteen years and packing it for ten. That's the kind of unique experience that counts for a lot. Whether we import direct from farmers or through rice millers, we know what to look for.

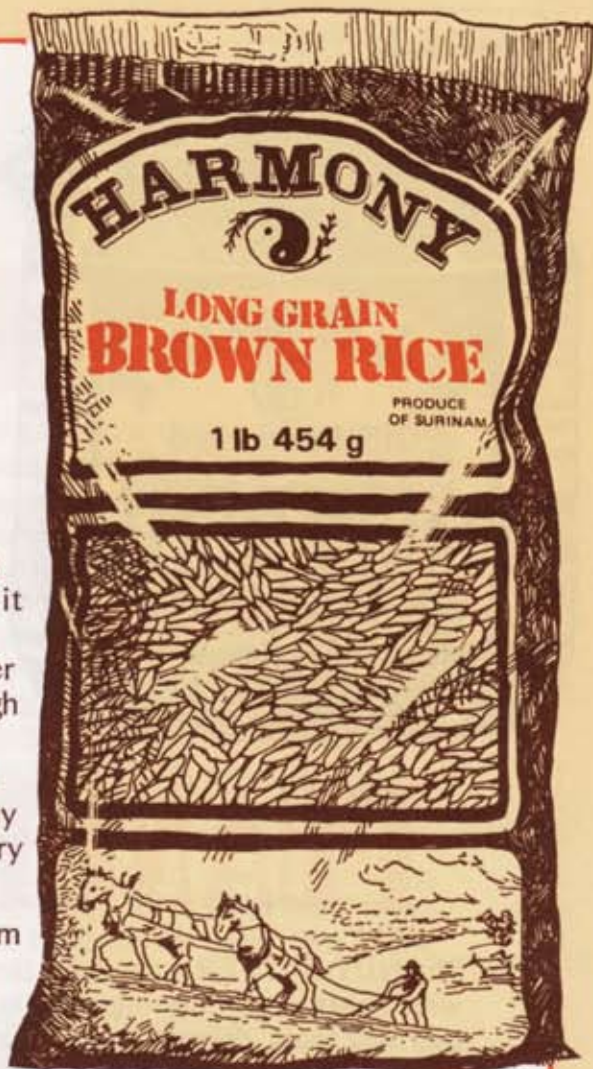
This experience is appreciated by the consumer — it means that when Harmony Brown Rice goes on the boil a satisfactory result is guaranteed.

Sales of brown rice have benefited from the increasing demand for high-fibre foods — brown rice is the whole grain of rice before the bran and germ are removed when it is polished into white rice. So brown rice retains all the minerals and B-Vitamins and bran that is missing from the white rice. Not just nutritive elements are saved with brown rice — most of the delicious nutty flavour of the grain is in the bran and germ of brown rice. At Harmony we want this flavour to reach the consumer intact — so we have it dehusked on rubber rollers to avoid scratching the grain and letting flavour escape, and we pack it fresh into cellophane bags that keep it in good condition.

Our LONG GRAIN Brown Rice is the most popular variety — it cooks up light and fluffy and appeals to people who are new to using brown rice. It is ideal with stews, curries, and casseroles. 20 x 11b per case.



Harmony SHORT GRAIN Brown Rice appeals to the consumer who eats a lot of brown rice, is value-conscious, and prefers the somewhat closer texture of short grain rice when cooked. It is of course also perfect for puddings. 20 x 11b per case. It's no wonder that when people think of brown rice, they think of Harmony Foods.





HARMONY

PEANUT BUTTER

PEANUT BUTTER is an "any time" food. Ideal for snacks, delicious with sweet or savoury ingredients in sandwiches, and popular on morning toast, there is rarely a day that a jar of peanut butter in a household doesn't get opened at least once. Each jar of **HARMONY Old-Fashioned PEANUT BUTTER** contains **TWO** jars of whole roasted American peanuts. In our peanut butter there's no room left for any emulsifiers and sugar, and the full flavour of the protein-rich Virginian peanuts comes through undiluted. The savoury flavour appeals to everyone who likes peanuts, children and grownups alike. The price is competitive with the market leaders, and the sales even surprise us!

We get more fan mail from customers about our peanut butter than any other product in our range — we even get letters from the States asking whether we have any outlets there.

Because Old-Fashioned peanut butter doesn't contain emulsifiers there is sometimes a little natural oil separation — although the Harmony brand rarely stays on the shelf long enough for this to occur.

Available in Crunchy or Fine texture.
In 11oz and 23oz jars, 12 per case.





HARMONY



BEANS

Nowadays, protein from vegetable sources is becoming increasingly important. Harmony's range of beans is always of the cleanest best grades available. They are always from the latest crop, to ensure easy cooking and good digestibility. Our **RED KIDNEY BEANS** are a perennial favourite – their lightly spicy flavour enhances many

different recipes from Mexican chili to hearty bean stews. **ADUKI BEANS** are known as the 'King of the Beans' in China, where they are the most widely used bean. Quick cooking, versatile, and rich in proteins, they are rapidly attaining the same status here. We also mix several favourite beans with barley and lentils for a **SOUP MIX** that's becoming as popular in the South as it has been for some time in the North.

We also pack Puy-type green lentils, split red lentils, soy beans, chickpeas, haricot beans. 20 x 11b bags per case.

HARMONY



SESAME SEEDS

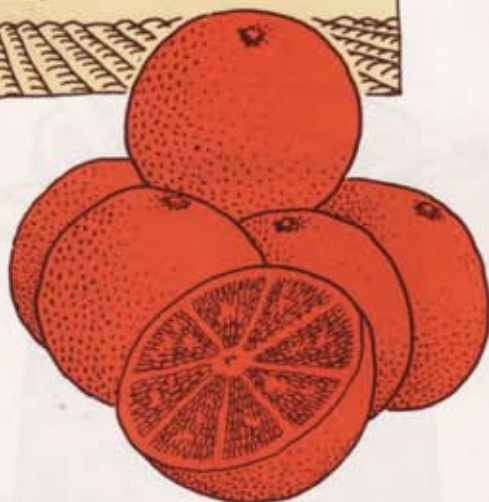
SUNFLOWER SEEDS



Seeds are full of concentrated nutrition. Our **SESAME SEEDS** are sought after by the home baker for the extra flavour and zest they add to baked goods. **SUNFLOWER SEEDS**, lightly roasted are delicious sprinkled over vegetable dishes and casseroles. Their nutty taste also makes them a popular natural snack. In 8 oz packs, 20 per case.



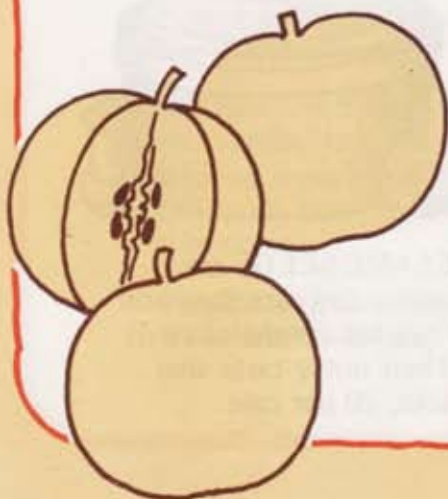
JAMS AND MARMALADES



With the Whole Earth range a new concept in jam making has been successfully introduced. Most jams claim to be rich in fruit, ours are **100% fruit**. The only source of sweetness is grape, apple or pear juice, combined with whole fruit. Even the pectin we use to ensure a firm set is derived from limes. The full fruity flavour of Whole Earth jams is incomparable, and yet the calorie content is as low as half that of ordinary jams. In today's calorie-conscious atmosphere the absence of sugar or glucose (or artificial sweeteners) combined with full flavour, appeals to slimmers and the health conscious alike. Legislation demands that jams and marmalades have a high sugar content, so a clarifying note on the label not only keeps Whole Earth jams and marmalade on the right side of the rules, but also emphasizes the low-calorie, sugar-free nature of the product.

ORANGE MARMALADE : Made with nothing but Seville Oranges, White Grape Juice, and lime pectin, Whole Earth marmalade has a very high peel content, and a rich flavour that rivals the best of the alternatives. 12oz jars, 12 per case.

MIXED BERRY JAM: Made with a special variety of Concord Grape Juice that is pressed from table grapes rather than wine varieties. This juice, blended with raspberries, blackcurrant juice, gooseberries, and blackberries combines to produce a jam that is full of flavour and has a thick fruity texture. 12oz jars, 12 per case.



PEAR AND APPLE JAM : Made for us in Belgium, this traditional spread of the Low Countries is made by slowly cooking the juices of apples and pears until, aided by their natural pectin content, they set into a thick dark jam that is rich in natural fruit sugars.

1lb tubs, 6 per case.



HARMONY BREAD

is something special. The whole wheat and rye grains are very coarsely ground at the bakery, moments before they are mixed into dough. A slow yeast fermentation brings out all the natural sweetness of the grains before it is baked very slowly at low heat for several hours. The finished product is sliced fine and packed in airtight cellophane. Fresh — baked weekly, with a 'pumpernickel' flavour, a long shelf-life, and very much less expensive than the imported equivalents, it's no wonder our bakery is working hard to keep up. 8oz packs, 24 per case.

HARMONY

POPCORN

is a 'fun food'. But it's even more fun when all the kernels pop. A bowl of popcorn costs only a few pence — yet it is a filling and balanced snack that everyone enjoys. We only pack the highest expansion ratio (that's the measure of how much the original grains increase in volume) and the recipe on the pack guarantees perfect results — and repeat purchases. Here again freshness and quality means customer satisfaction and that's were the Harmony product scores 20 x 11b bags per case.



The increasing popularity of sea salt highlights the growing awareness of the importance of tiny amounts of trace minerals to a balanced diet.

HARMONY CRYSTAL SALT

Harmony NATURAL CRYSTAL SALT is derived from mineral sources and is completely unrefined. It has all the trace minerals of sea salt, except it's lower in lead and phosphates — (there wasn't any pollution when the deposits from which it is extracted were laid down).

In 500g bags, 20 per case, at a price that compares well to ordinary salt.



THE HARMONY RANGE OF NATURAL FOODS INCLUDES:-

Brown Rice	Sesame seeds	Crystal Salt
Millet	Sunflower seeds	Tahini
Whole Wheat	Lentils	Peanut butter
Rye	Red lentils	Soya sauce
Barley	Blackeye beans	Soya puree
Oats	Chickpeas	Seaweeds
Popcorn	Haricot beans	Apple juice
Bulgur	Soup mix	Ginseng
Rice Flour	Soybeans	Bread
Buckwheat	Aduki beans	Whole Earth Jams
Buckwheat Flour	Red Kidney beans	Cold-pressed Oils
Buckwheat Spaghetti	Tiger nuts	Green tea

And we supply all our cased items in Bulk sizes as well as:-

Lima beans	Muesli	Raisins, Muscatel
Mung beans	Wholewheat spaghetti	Raisins, Afghan
Pinto beans	Wholewheat macaroni	Raisins, seeded
Field beans	Alfalfa seeds	Almonds
Yellow split peas	Pumpkin seeds	Brazils
Green split peas	Cider vinegar	Cashews
Marrowfat peas	Barley malt vinegar	Coconut
Wholewheat flour	Grape juice concentrate	Peanuts
Rye flour	Honey	CAST-Iron
Barley flour	Malt	Grain Grinders
Maize meal	Dried apricots	Seed Sprouters
Oatflakes	Apple rings	
Brown Rice flakes	Currants	
Wheat flakes	Raisins Dates	
Barley flakes	Sultanas Figs	
Rye flakes	Peaches, dried	
Crunchy grain cereal	Prunes	

FOR YOUR NEAREST STOCKIST CONTACT
HARMONY FOODS, COBOLD ROAD,
LONDON NW10. TEL 01 - 451 3111

