



Behind Rola Wala's phenomenal success lies a simple ethos: no compromise

At Leeds Trinity Kitchen, two hours before the start of lunch service, Rola Wala's Operations Director, Danny Vilela, is on the prowl. As sacks of fresh carrots arrive, then boxes of cauliflowers and lemons, prep is underway. Chicken is marinating, sauce bottles are filled, dhal is slowly bubbling on the hob. His team is in control, but Danny likes to be sure.

Such avid attention to detail has helped Rola Wala to develop from their street food stall beginnings in London to a growing estate of fixed locations in Spitalfields, Birmingham and Leeds. Earlier this year they signed a franchise deal to open shops in the Middle East.

"Street Food is a great way to get started," says Danny, "but we always had the ambition to move on to permanent spaces. They're easier to manage and deliver a consistent customer experience."

At the heart of that experience is the food. Incredible ingredients sourced from small range of high quality local, national, and international suppliers – a balanced, healthy meal – fuelled by spice. Diners choose from a range of

authentically spiced fillings laden with fresh salads and bursting with flavour, sharp pickles, herbs and greens, fresh chutneys, and crunch. Danny explains: "With up to 43 different ingredients in every roll, every single one of them must be the very best. We are incredibly proud of our food, we like to work with the producers, suppliers, and manufacturers that take the same level of care and attention to their products that we take to our cooking."



“Working with Butt Foods has been amazing. They helped us a lot and were really patient through a very long process. I was looking for perfection and ten months down the line, they’ve given us just that.”

Danny Vilela, Operations Director, Rola Wala

Danny describes his food as ‘recipes from around India combined with Mediterranean cooking techniques – the best of British produce plus Indian spicing all rolled into one.’

best texture and the best flavour. That means there’s no need to add in any additives or raising agents, so it’s a pure, natural product.

“As soon as we launched it, the results were pretty immense and sales went through the roof. Our customers love this sourdough naan.”

“Butt Foods have replicated a tandoor to give us a really good scorched effect at the bottom of the naan and bubbling at the top. Then, to take it up another notch, we used a corn sugar to make it a vegan product as well. So that gave us a super-healthy, tasty, really light and bubbly, vegan-friendly naan that’s the first of its kind.

For David Williams of Butt Foods, this is a perfect example of what Butt Foods are exceptional at – providing insight-led bakery solutions that exceed customer expectations. “We’re delighted to work with Rola Wala,” Williams comments, “we share their passion for perfection and ambition to create the best possible products for consumers. Developing the sourdough naan wasn’t easy, but by adopting a spirit of ‘no compromise’ we’ve created a product we’re both really proud of.”

He explains how working with Butt Foods has helped him make the Rola Wala offer the best it can be: “The naan was the last piece of the puzzle to make this the most epic street food you can have. So we approached Butt Foods and talked to them about developing a sourdough naan – the first in the world, in fact. Because it’s a live-cultured naan, there’s a long fermentation process to achieve the





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Call us on 0115 985 0009 or [email us sales@buttfoods.co.uk](mailto:sales@buttfoods.co.uk).

Butt Foods Ltd, Bakery & Head Office, The Midway, Nottingham, NG7 2TS