



**NATIONAL
CURRY
WEEK**

2ND - 8TH OCTOBER 2023

25TH YEAR

A GUIDE TO SPICY SUCCESS

IN PARTNERSHIP WITH **KINGFISHER**[®]



WELCOME TO NATIONAL CURRY WEEK

Celebrating 25 years of curry success

Shaun Goode, Chief Operating Officer for Kingfisher Beer Europe

As we embark on another year of National Curry Week, I'd like to extend a warm (or spicy!) welcome to all the curry houses across the country. This year is particularly special as we celebrate a milestone - 25 years of this cherished tradition.

At Kingfisher Beer Europe, we recognize and appreciate the immense value of the British Curry Channel, and our dedication remains unwavering to help this channel grow. Our endeavours, from our recent Kingfisher brand refresh to introducing new products like Bombay Bicycle IPA, Peacock Cider and 5 Walla Chai Cream Liqueur, are all focused on supporting curry houses in expanding their bar offerings and increasing their profits. We are proud to continue our commitment to the industry and initiatives like National Curry Week are our way of helping to get more customers through your doors.

Undoubtedly, the past few years have been challenging, with the impacts of COVID-19, supply chain disruptions, and rising living costs affecting trade. We are mindful of the harsh reality that two curry houses are closing every week and the Asian Catering Federation predicts that 50% of traditional curry houses may shut down in the next 10 years. While these figures are concerning, it is crucial to remember the significance of the curry channel to the UK consumer, with curry consistently ranking in the top 3 in polls for the nation's favourite dish.

The data serves as a wake-up call for all of us in the industry. It highlights the need for us to come together and strive for success, ensuring the continued prosperity of the Curry Channel. When National Curry Week was founded 25 years ago by the late Peter Grove, it was with the intent of celebrating the essence of the curry channel. Let us seize this opportunity to



showcase the incredible diversity and richness of this amazing industry to the nation.

We encourage all curry houses to shout from the rooftops this National Curry Week and entice customers into your restaurants. For those of you familiar with me, you know that I do not view Kingfisher merely a supplier of drinks to your restaurants; I consider ourselves your partners in arms. Our success is intertwined with yours, and we are here to offer unwavering support.

Within this guide, you will find invaluable tips from us and industry experts on how to make the most of this week. Moreover, we are excited to introduce some new tools, such as ProfitPal, aimed at helping you navigate these challenging times by building your bar to drive revenue. Always remember, we are here to help.

While the insights for the future might be concerning, let us not see them as a foregone conclusion. Together, we can adapt, grow, and thrive in the face of adversity. National Curry Week is the perfect occasion to reaffirm our passion for the culinary artistry, flavours, and traditions that make the curry channel so cherished.

I wish you all a very happy and fruitful National Curry Week. Let us stand united, celebrate heritage and tradition, and look forward to a brighter future for the curry industry. Cheers!

HOW IT ALL STARTED

A history of National Curry Week

National Curry Week is an annual event that takes place in the UK every October. Founded in 1998 by the late Peter Grove, the event aims to drive awareness and appreciation of the Indian restaurant industry. The event has grown in popularity over the years, with many restaurants, chefs, and foodies participating in the celebration of curry. National Curry Week has a simple objective: to honour the nation's favourite cuisine and support the Indian restaurant industry.

The history of curry in Britain goes back centuries. By the 18th century, East India Company men returning home from India wanted to recreate a slice of their time spent in India. The first British cookery book containing an Indian recipe was 'The Art of Cookery Made Plain & Easy' by Hannah Glasse, published in 1747. The first purely Indian restaurant was the Hindoostanee Coffee House which opened in 1810 at 34 George Street near Portman Square, Mayfair.

Today, curry is an integral part of British cuisine and culture. National Curry Week is a testament to its popularity and enduring appeal. It's a week-long celebration of all things curry, with events and activities taking place across the country. So why not join in the fun and spice up your life with some delicious curry this October?



Peter Grove, Founder of National Curry Week





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MEET OUR BRAND AMASSADORS

Meet the faces behind this year's National Curry Week...



Dipna Anand

Dipna Anand is a celebrity chef and restaurateur known for her expertise in Indian cuisine. She is the owner of the famous London restaurant “Brilliant,” which specialises in Punjabi and South Indian cuisine. With over 50k followers on Instagram and regular appearance on British TV, Dipna has gained recognition for her culinary skills and her efforts to promote Indian cuisine in the UK.

For more information on Dipna visit dipna.co.uk

Rajesh Suri

Rajesh Suri, a stalwart of the curry industry for four decades, is celebrated for pioneering one of London's early curry houses. With unwavering commitment to quality and excellence, Suri has become a revered figure in the culinary world. His enduring passion and dedication continue to tantalize taste buds, making him a true icon of the curry scene.



Mridula Baljekar

Mridula Baljekar, a renowned Indian-born British chef, food writer, and cookbook author, has left an indelible mark on the world of culinary arts. With over four decades of dedication, she's not only mastered the art of Indian cuisine but also penned influential cookbooks like “Great Indian Feasts” and “Complete Indian Cooking.” Mridula's culinary prowess and literary contributions continue to elevate the appreciation of Indian gastronomy, solidifying her status as an iconic figure in the culinary realm.

To read Mridula's recipes and order her latest cookbook visit mridula.co.uk





Ashwani Kumar

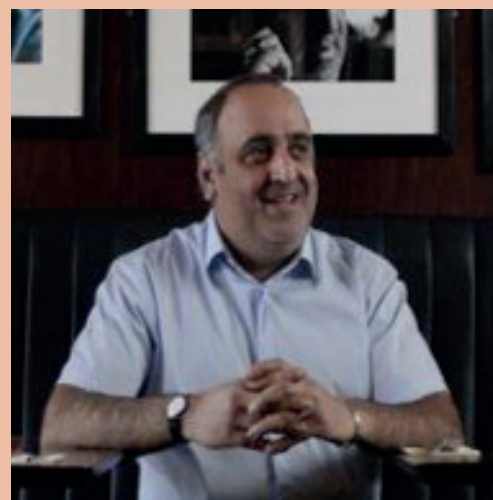
Ashwani Kumar, a decorated culinary maestro, has rewritten the rules of traditional cuisine with his inventive flair, earning him numerous awards. He clinched the coveted title of Asian Chef of the Year at the prestigious Asian and Oriental Chef Awards. His acclaimed restaurant, Mango Lounge in Windsor, remains a revered destination, drawing eager patrons seeking his delectable creations. A trailblazer in the world of flavour, Kumar's artistry defines the essence of innovation in curry.

To book a table at Mango Lounge visit mangoloungewindsor.co.uk

Monir Mohammed

Monir Mohammed, the visionary behind Scotland's beloved Mother India restaurant, has redefined Indian cuisine in the region. With innovation and tradition as his guiding principle, he's garnered acclaim for his culinary prowess. Monir's establishment has earned numerous awards, a testament to his dedication to authentic and high-quality Indian fare. A pioneer in Scotland's culinary landscape, he continues to delight palates, making Mother India a cherished dining destination.

To book a table at Mother India visit motherindia.co.uk



The Singh Brothers

The Pakora Bar in Edinburgh is a culinary gem owned by the Singh Brothers. Rooted in their mother's cherished Punjabi recipes, the restaurant masterfully blends tradition with modern flavours. Driven by a commitment to community and a personal touch, the Singh family pours heart and soul into their business, delivering contemporary twists on timeless dishes.

To book a table at the Pakora Bar please visit thepakorabar.co.uk



HOW TO THRIVE IN THE MARKET



1. Understand your target market

The target market for Indian restaurants is fairly broad because most people love Indian food. However, there are nuances to this market as not everyone loves the same type of Indian food. Ask yourself, who is coming to your restaurant? Young people? Families? Once you've established this, research this market and tailor your offering accordingly.

2. Create a unique identity

Finding your unique identity is vital in a world brimming with culinary delights. Dig into your roots for a cuisine you understand and relate to, and pepper it with a little bit of the local culture to make it more relatable. What is your niche? Do you specialise in a certain dish or celebrate a certain region? In a busy market, standing out is crucial.



3. Hire the right talent

Whether it is in the kitchen or front of house, make sure you hire the right team to bring your vision to life. Remember the waiting staff are the faces of your business, empower them to build relationships with your customers so that they want to keep coming back.

4. Presentation is key

People eat with their eyes, inhale fragrances, and experience touch before tasting the food. Good presentable food not only tantalizes taste buds but also dazzles the eyes. The same goes for the restaurant's ambiance.



5. Market yourself

Make sure you are shouting about your business from the rooftops! Whether it be through social media or placing ads in local papers, don't miss an opportunity to show the world what you're all about. Try building an email database so you can send existing customers exclusive offers to make them feel valued and encourage loyalty.

HOW TO PREP FOR NATIONAL CURRY WEEK



National Curry Week is a great opportunity for restaurants to showcase their cuisine and attract new customers. How can you prepare your restaurant for this week?

Create a special menu

Introduce new recipes or offer a selection of special curries to celebrate the week.

Host a tasting menu

Do you have regular customers who order their favourite dishes each time they visit? Why not offer a tasting menu to encourage them to sample new options and broaden their taste buds?

Promote yourself during National Curry Week

Make sure to promote National Curry Week on your website, social media and other marketing channels. You could also create flyers or posters to display in your restaurant. Scan the QR code to download our National Curry Week marketing resources.

Decorate your restaurant

Create a celebratory atmosphere with our National Curry Week Posters and tent cards to tell your loyal customers all about the week! All of this can be found by scanning the QR code on this page.

Partner with local businesses

Consider partnering with local businesses to offer special deals or promotions during National Curry Week. Perhaps offer a big local office a discount to all of their employees?



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EMBRACING AUTHENTICITY WITH AN INNOVATIVE FLAIR

By Ashwani Kumar

In the enchanting world of gastronomy, authenticity holds an irreplaceable significance. For me, embracing the essence of authenticity has been the very essence of my culinary journey. Through my cooking, I seek to celebrate the heritage of Indian culinary art while infusing it with a unique twist that adds a touch of innovation.

Authenticity is the heart and soul of any culinary tradition. It is a tribute to the time-honoured recipes and cooking techniques that have been passed down through generations. My passion for authenticity stems from my belief in the intrinsic value of preserving these treasures that encapsulate the essence of our culture.

As a chef, I am devoted to using traditional ingredients sourced locally and responsibly. I honour the hard work of farmers, artisans, and producers, who dedicate themselves to cultivating the finest produce and spices. By respecting these age-old ingredients, I am paying homage to the resilience and craftsmanship of the local communities that shape our heritage.

Yet, my culinary voyage is not confined solely to preserving tradition. I believe that true innovation lies in finding creative ways to pay tribute to authenticity. My unique twist emerges from my curiosity to experiment with diverse flavour profiles and ingredients while staying true to the essence of Indian cooking.

I take inspiration from the diverse landscapes and regional flavors of India. Each region boasts a distinct culinary identity, and I endeavour to showcase its richness on a single plate. By artfully blending regional spices and ingredients, I create harmonious symphonies of flavors that intrigue and delight the palate.



While some might view innovation as a departure from authenticity, I see it as an opportunity to expand the horizons of Indian cuisine. By experimenting with complementary tastes and textures, I can weave an intricate tapestry of culinary experiences that captivate diners and transport them to the heart of India.

For instance, I often draw inspiration from classic Indian dishes and reimagine them in a contemporary manner. By deconstructing and reconstructing familiar recipes, I offer a fresh perspective that challenges conventional boundaries without compromising authenticity. In February 2023, I crafted the “Three Ways Seafood Jewels” for the Asian Oriental Chef of the Year competition, fusing traditional Indian Punjabi flavours with an oriental twist.

By skilfully blending locally sourced fish, prawns, aubergine, lobster, and basil, I showcased the importance of embracing authenticity while daringly exploring innovative culinary boundaries. Winning the prestigious title affirmed the power of innovation in preserving tradition and redefining Indian cuisine’s limitless potential. The dish’s symphony of flavours exemplified the harmonious coexistence of cultural heritage and creative novelty, leaving a lasting impression on judges and diners alike.



However, my approach to authenticity is not just limited to the culinary aspects of my creations. It extends to the relationships I cultivate with local communities and artisans. By directly sourcing my ingredients from them, I not only support sustainable practices but also develop a deeper understanding of the cultural significance of each element in my dishes.



As I reflect on my culinary odyssey, I am reminded of the significance of occasions like National Curry Week. It is a time when we come together to honour the heritage of Indian cuisine and the influence it has had on the global culinary scene. National Curry Week not only provides an opportunity to celebrate the diversity of flavours, spices, and ingredients that define Indian cooking but also encourages chefs and food enthusiasts to infuse their creativity into this rich culinary tapestry.

During National Curry Week, I find myself inspired by the shared passion for authentic Indian flavours and the unyielding dedication of those who have contributed to the growth of this beloved cuisine. It is a time when we can collectively champion the importance of preserving culinary traditions while embracing the evolving nature of gastronomy.

As we participate in the festivities of National Curry Week, let us take a moment to appreciate the depth of flavours that each dish embodies and the stories they tell of the people and cultures that have shaped them. Let us raise our ladles and forks to toast the remarkable journey of Indian cuisine and the culinary geniuses who continue to breathe new life into its timeless allure.

So, in the spirit of National Curry Week and beyond, let us all continue to savour the beauty of authenticity and embark on a culinary adventure that knows no bounds. Together, we can preserve the legacy of Indian cuisine while adding our unique flair, crafting a future where the magic of tradition and innovation coexist in harmony on our plates and our hearts.



FROM PIONEERING TO PERSEVERING

National Curry Week and the Enduring Spirit of the Restaurant Industry

By Rajesh Suri

As we gather to celebrate yet another National Curry Week, it fills me with immense pride and joy to witness the growth of this culinary tradition in the UK over the past four decades. Having been a part of the restaurant industry for almost 40 years and being one of the first curry houses in London, I can confidently assert that National Curry Week holds a special place in the hearts of both restaurateurs and curry lovers alike. In this article, I would like to emphasize the importance of National Curry Week to the restaurant industry and delve into the challenges we've faced, particularly during recent times of closures, COVID-19, and supply chain issues.

My journey in the restaurant industry began at a time when curry was relatively unknown to the British palate. It was a bold move to introduce these exotic flavours to a country that had a limited understanding of Indian cuisine. However, as pioneers, we persevered and worked hard to showcase the diverse and rich tapestry of Indian flavours. With time, the nation's appreciation for curry blossomed, and it has now become an integral part of the UK's culinary landscape.

National Curry Week emerged as a celebration of the vibrant and eclectic Indian culinary tradition, gaining momentum year after year. The event not only allows curry enthusiasts to indulge in their favourite dishes but also presents an opportunity for restaurants to showcase their finest offerings. Beyond the culinary aspect, National Curry Week has been pivotal in fostering cultural exchange, building bridges between communities, and supporting charitable causes.

Our industry, like any other, has faced its share of challenges. In recent years, we've witnessed closures of beloved curry houses, a trend exacerbated by the COVID-19 pandemic. The pandemic hit the hospitality sector hard, leading to temporary shutdowns and financial strain on many businesses. As industry veterans, it has been heart-wrenching to see some establishments that have been serving loyal customers for years, forced to shut their doors.

However, it is in times of adversity that we truly discover the strength and adaptability of our community. Many restaurants embraced innovative solutions during the pandemic, such as offering takeaway and delivery services and implementing strict safety measures

to protect both staff and patrons. The resilience and determination displayed by curry operators across the nation were nothing short of inspiring.

Moreover, the restaurant industry faced additional hurdles caused by supply chain disruptions. The unprecedented global events impacted the sourcing and availability of essential ingredients, making it challenging for restaurants to maintain their signature tastes and quality. Despite these supply chain hurdles, the spirit of the curry industry remained unwavering, with chefs creatively adapting to the situation and still serving delightful culinary experiences.

In the face of such obstacles, National Curry Week assumes even greater significance. It has become a symbol of hope, resilience, and unity in our industry. This annual celebration not only highlights the diverse flavours of curry but also serves as a reminder of the importance of supporting local businesses and preserving the cultural heritage embedded in our dishes.

National Curry Week encourages diners to explore new flavours and experiences, motivating them to step out of their culinary comfort zones and support local restaurants. By doing so, patrons play an active role in preserving the livelihoods of skilled chefs, kitchen staff, and waitstaff who work tirelessly to deliver exceptional dining experiences.

As I reflect on my long tenure in the restaurant industry and witness the ever-changing landscape, I am filled with gratitude for the growth and acceptance of curry in the UK. National Curry Week stands as a testament to the enduring spirit of our industry, emphasizing the importance of celebrating our traditions, promoting cultural diversity, and supporting local businesses. Let us use this week not only to savour the delectable flavours of curry but also to come together as a community and demonstrate our solidarity with the restaurant industry.

As the curtains rise on yet another National Curry Week, let us raise our glasses to the indomitable spirit that has made curry an integral part of British cuisine. Cheers to the joyous festivities and the continued success of our beloved restaurant industry

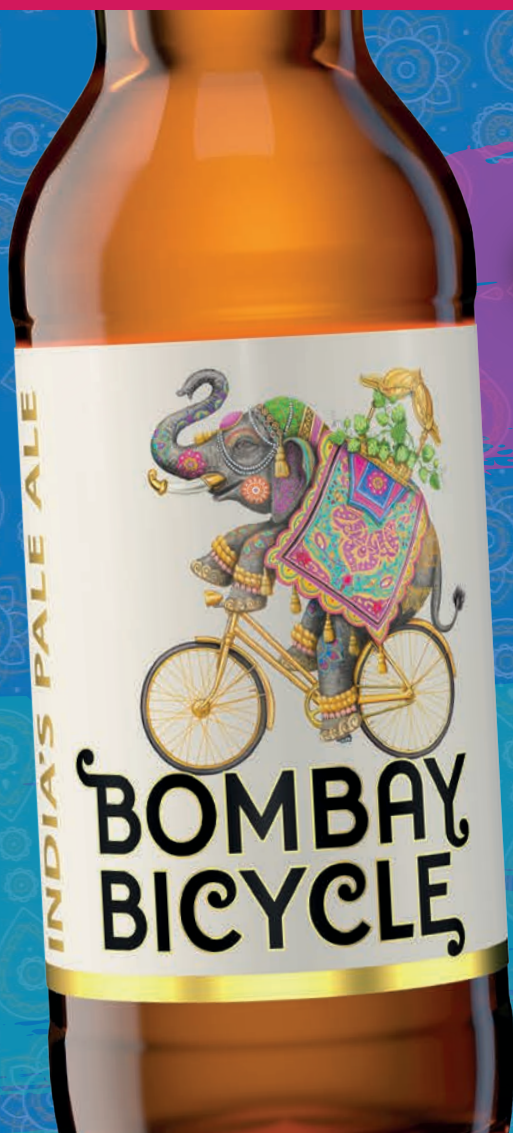
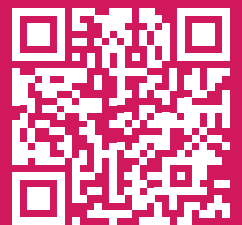


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MODERNISING THE DINING EXPERIENCE

By The Singh Brothers, The Pakora Bar Edinburgh

In an era where culinary trends are ever-evolving and diners seek unique experiences, the journey of running a successful restaurant has taken a delightful twist. As proprietors of the Pakora Bar in the heart of Edinburgh, we have discovered that embracing change and innovation is the secret to not only surviving but thriving in the restaurant industry. Our menu is a testament to the power of modernisation, culinary creativity, and fostering a sense of family among our staff.

Our cherished The Pakora Bar is rooted in tradition while offering a contemporary touch to cater to the discerning palates of aspirational consumers. Modernisation isn't about discarding traditions; it's about infusing them with innovation. From revitalising our interiors with a sleek and inviting ambiance to incorporating the convenience of online ordering, we created an atmosphere that appeals to both traditionalists and modern enthusiasts.

Our modernisation journey also extended to our menu. While we hold our traditional pakoras close to our hearts, introducing fusion dishes allowed us to captivate adventurous foodies. A standout innovation, the Haggis Pakora, marries the essence of Scotland with our expertise in Indian cuisine. This unexpected yet harmonious fusion has turned heads and delighted taste buds, showcasing our dedication to crafting memorable dining experiences that honour both our roots and the ever-evolving desires of our patrons.

As any successful restaurateur knows, the magic that unfolds in the dining area is a reflection of the camaraderie behind the scenes. At The Pakora Bar, we pride ourselves on treating our staff like family. We firmly believe that a content team translates to satisfied customers. When our staff feel valued and



part of a tight-knit unit, they radiate positivity and passion, elevating every aspect of our restaurant.

Our kitchen crew and front-of-house staff come



together to share stories, ideas, and laughter. This fosters a strong sense of belonging, which is ultimately reflected in the service they provide. A familial bond allows us to communicate openly, learn from each other, and grow collectively. We're not just a team; we're a family that thrives on creativity, unity, and the joy of serving exceptional food.

The hospitality landscape is a canvas for innovation and reinvention, and the Pakora Bar stands as a testament to the rewards that embracing this evolution can bring. Modernisation isn't about losing one's essence; it's about finding novel ways to express it. By catering to the aspirations of a diverse clientele,



innovating with tantalising dishes, and nurturing a familial atmosphere, we've not only ensured our place in the dynamic world of dining but also elevated it.

As the spice of modernisation continues to infuse new flavours into our culinary journey, we invite fellow restaurateurs to embark on their quests for reinvention. Let tradition be the foundation on which innovation thrives and let the joy of dining out be a blend of cherished memories and exciting new experiences. After all, the recipe for success is a fusion of the old and the new, the familiar and the unexpected—a blend that continues to entice and delight the palates and hearts of all.

60 CURRIES IN 60 MINUTES!

Creating dishes for local food shelters, against the clock!

In a whirlwind of spice and culinary prowess, Dipna Anand, renowned chef and curry aficionado, took on the ultimate challenge: cooking 60 curries in just 60 minutes. The result? An astonishing feat completed in a mere 54 minutes. This cooking marathon unfolded as part of National Curry Week's commitment to celebrating the rich tapestry of flavours that curries from around the world offer.

Dipna's remarkable achievement not only showcased her exceptional culinary skills but also demonstrated the power of compassion in the world of gastronomy. Every single dish she whipped up with lightning speed was destined for a local food shelter, ensuring that those less fortunate could savour the flavours of her expertise.

The video of this culinary spectacle, available on National Curry Week's Instagram (@nationalcurryweek_), is a testament to the dedication and talent that Dipna Anand brings to the kitchen. Beyond the spectacle, Dipna's charitable gesture shines brightly. This initiative embodies the spirit of giving back, reminding us all that the joy of cooking and sharing delicious food can make a difference in the lives of those in need.

Dipna Anand's 60 Curries in 60 Minutes challenge is not only a celebration of culinary excellence but also a heartwarming reminder of the profound impact that a single individual can have on their community. It serves as an inspiration for us all to use our talents and passions to make the world a better place, one flavourful dish at a time.







THE TIMELESS ALLURE OF INDIAN CUISINE

A Journey of Flavours and Traditions

By Mridula Baljekar

As the aromas of spices fill the air and the sizzling symphony of ingredients in a curry pan resonates, it's no secret that Indian cuisine has become an integral part of British culture. From bustling curry houses to home kitchens, the love affair between the British palate and Indian flavours continues to flourish, transcending time and generations. But what is it about Indian food that has woven its way into the heart of Britain?

My own connection with Indian cuisine began in my hometown of Shillong, where the streets came alive with the bustling energy of vendors selling vibrant spices and the freshest produce. This connection flourished and matured as I moved to the UK, a country where cultures converge, and flavours mingle in delightful harmony. Drawing inspiration from both my Indian roots and my British surroundings, I embarked on a culinary adventure that led to the creation of cookbooks that aimed to introduce the timeless allure of Indian cuisine to the British audience.

Through books like "Curry Lover's Cookbook," "Indian Food and Cooking," and "The Complete Indian Regional Cookbook," I endeavoured to showcase the diversity of Indian cuisine. These books weren't just about recipes; they were windows into the history, traditions, and regional nuances that make Indian cooking so rich and fascinating. I firmly believe that understanding the roots of cuisine is crucial to truly appreciating its depth and complexity. By weaving history into every recipe, I hoped to offer a gateway to the soul of India's culinary heritage.

So, why does Indian food endure and resonate so deeply with the British people? The answer lies in the profound connection between cultures that has unfolded over centuries. India's spices, brought to British shores through trade routes and colonial history, transformed the British culinary landscape forever. The aromatic symphony of cumin, coriander, turmeric, and cardamom became an inseparable part of British cuisine, leading to the birth of dishes that are a delightful fusion of Indian and British influences.

Beyond the flavours, Indian food embodies a sense of community and togetherness. Just as the British cherish their Sunday roasts and afternoon teas, the Indian dining experience is built upon shared meals, where families and friends gather to celebrate life's moments. The British embrace of this communal spirit is reflected in the popularity of curry nights and the shared appreciation of a well-spiced meal.

Indian cuisine's ability to adapt and evolve is another key to its enduring popularity. From the traditional recipes that have been passed down through generations to the contemporary fusions that cater to changing tastes, Indian cuisine is constantly evolving without losing its essence. It's this dynamic nature that ensures its relevance in a fast-paced world, where culinary trends come and go.

As National Curry Week approaches, let us celebrate not just the flavours, but the stories, traditions, and shared experiences that Indian cuisine brings to our lives. It's a journey that I've been privileged to be a part of through my cookbooks, and I'm honoured to witness the continued love affair between British hearts and Indian flavours. So, whether you're savouring a classic Chicken Tikka Masala or experimenting with a modern twist on a traditional dish, remember that every bite is a tribute to the enduring magic of Indian cuisine.

In the end, the fusion of cultures and flavours is a testament to the incredible power of food to transcend boundaries and bring people together. Through every page of my cookbooks and every simmering pot of curry, I hope to inspire a deeper appreciation for the tapestry of tastes that define Indian cuisine in the hearts of the British people.

Let the flavours remind us of the threads that bind us and let our shared love for Indian cuisine continue to flourish for generations to come.



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2ND - 8TH OCT

Prize consists of 12 x cases of 24 bottles of Kingfisher 330ml bottles fulfilled in one delivery. National Curry Week is a brand owned by Kingfisher Beer Europe Ltd, who reserve the right to remove or amend any offer or competition at any time without prior notice. Winner will be chosen from submissions on 8th October 2023. In the instance of a tie for the "longest straight face", the winner will be chosen at random.

ELEVATING THE DINING EXPERIENCE

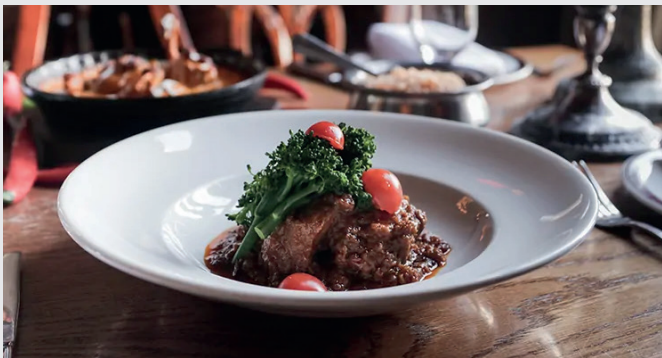
The Art of Premium Quality in the Culinary World

By Monir Mohammed, Founder of The Mother India Group

In the vibrant tapestry of the culinary world, where flavours, aromas, and cultures intertwine, the pursuit of excellence is a sacred endeavour. As we celebrate National Curry Week, it's an opportune moment to reflect upon the significance of offering customers something truly premium, an experience that transcends the ordinary and leaves an indelible mark on their palates and memories. At Mother India, we've always believed that quality isn't just a benchmark; it's a commitment that shapes every aspect of our journey.

Dining is a sensory symphony that engages not only our taste buds but also our emotions, memories, and desires. As restaurateurs, our duty is to orchestrate this symphony, creating an unforgettable harmony that resonates with our patrons. This harmony is born from the symphony of premium ingredients, skilled craftsmanship, and the artful presentation that elevates a meal into a remarkable experience.

Quality is the cornerstone upon which the culinary world stands. It's the embodiment of the passion, effort, and expertise that chefs pour into their creations. At Mother India, we've always been ardent proponents of sourcing the finest ingredients, ensuring that each spice, each vegetable, and each cut of meat is chosen with meticulous care. This commitment to quality isn't just about appeasing the discerning palate; it's a tribute to the artisans who cultivate, harvest, and produce these ingredients with unparalleled dedication.



In today's fast-paced world, where experiences can be fleeting, the premium dining experience stands as a testament to the enduring value of moments that resonate. Premium experiences are the stories we tell, the memories we cherish, and the conversations that flow freely. They're the result of blending culinary mastery with a deep understanding of our guests' desires. By weaving together, the threads of



authenticity, and luxury, we create an experience that lingers long after the plates have been cleared.

As the custodians of culinary culture, we must recognize that premium quality isn't just an aspiration; it's an investment. It's an investment in the skills of our chefs, the integrity of our ingredients, and the trust of our patrons. While it's true that offering a premium experience entails higher costs, it's equally true that discerning diners are more than willing to invest in the promise of excellence. The demand for quality isn't a mere trend; it's a fundamental shift in the dining landscape.

The pursuit of premium quality isn't limited to what's plated; it extends to the entire dining ecosystem. From the ambience of the restaurant to the warmth of the service, every touchpoint contributes to the overarching experience. This holistic approach requires alignment across all facets of the establishment, ensuring that the promise of quality is consistently delivered at every turn.

In conclusion, the importance of offering customers a premium experience cannot be overstated. Quality isn't just a buzzword; it's the soul of the culinary journey. As restaurateurs, we have the privilege of crafting moments that linger in the hearts and palates of our guests. By upholding the principles of premium quality, we transcend mere sustenance and step into the realm of inspiration, creativity, and transformation.

As we celebrate National Curry Week, let us raise our sights to the pursuit of excellence, the symphony of senses, and the enduring legacy of premium experiences. After all, in the world of gastronomy, every dish is a chapter in a culinary story waiting to be savoured.



THE RIGHT CHOICE: A CHEF'S JOURNEY

By Dipna Anand

From a young age, I knew exactly what I wanted to do. I was inspired by my parents, who worked hard in the restaurant business. My father, a chef, taught me the importance of being able to adapt to any situation. Whether it was jumping in as a chef, waiter, or even a dishwasher for the day, I learned that this was how you grow your business. But it wasn't just about hard work and adaptability. I stress the importance of enjoying what you do and having a passion for the industry.

We were fortunate to have a strong starting point, with my grandfather starting the concept and my father laying the foundation for our successful restaurant business. Education also played a crucial role in my journey as a chef. I was able to study food and hospitality at college and University, earning a first-class degree and even being offered a master's scholarship. I have been able to apply the theory I learned in school to my work in the restaurant.

But it's not just about formal education. I emphasize that it's important to find where your passion lies, even if it means changing professions in the middle of your career. It's never too late to make the right choice for yourself.

My father continues to inspire me to this day. He is a role model who never shies away from hard work, whether it's helping the staff team chop onions or tackling any challenge that comes his way. His positive mindset and determination to get the job done are qualities that I admire and work for. But it's not just

about hard work. I talk about changing people's mindsets when it comes to cooking. I believe that cooking can be easy and enjoyable if you approach it with the right attitude. By doing some preparation beforehand, such as chopping onions and garlic, you can have a whole meal ready in just 30 minutes.

I encourage people to try new things and not be afraid of failure. Whether it's cooking for a large group of people or taking on a DIY project, I believe that it's important to have a go at it and learn from the experience. In addition to my work in the restaurant business, I am also an accomplished author, with two cookbooks and currently working on the third book, which is set to be released before Christmas. This new cookbook will feature recipes that we wrote during lockdown and are very close to my heart. My success extends beyond my restaurant business and cookbooks. Our Somerset House restaurant is doing well, and we are opening a new restaurant in Milton Keynes in September in partnership with the Compass Group.

In conclusion, my journey as a chef is one of hard work, adaptability, passion, education, and determination. I continue to be inspired by my father and strive to change people's mindsets when it comes to cooking. My success in the restaurant business, as an author, and as an entrepreneur should serve as an inspiration for anyone looking to pursue their dreams, and what is better than trying to do so during this National Curry Week?

Lager (Kingfisher)

Since 2019, while other beer category sales have dropped, Kingfisher's category has **grown by over 40%**, highlighting that customers' will spend more on quality brands.

*CGA - Premium 4% Category

Craft Beer (Bombay Bicycle)

Over 36% of beer drinkers* are craft drinkers with over 52% of those being IPA drinkers*. Not stocking a craft brand is to alienate these customers and will decrease your profit-line.

*CGA, ^SIBA



Cider (Peacock)

79%* of cider drinkers prefer quality brands and are looking for something different to mainstream brands. Listing a brand like Peacock cider appeals to the curious drinker, who will likely be prepared to pay more for their drink.

*CGA



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Cream Liqueur (5 Walla)

Consumers are becoming more invested in cream-liqueurs, with the category **growing over 60%*** and being **worth over £100m** YTD. Our cream liqueur, 5 Walla, appeals to this customer while being very unique to Asian dining.

*CGA

KBE Drinks Unveils Innovative "ProfitPal" App

Revolutionising Bar Management and Profit Forecasting for Curry Houses

KBE Drinks, team behind the Kingfisher Beer, is thrilled to announce the launch of its groundbreaking application, ProfitPal. Designed exclusively for curry houses, ProfitPal aims to transform the way bars are managed and profits are forecasted, bolstering KBE Drinks' commitment to elevating the curry industry.

The user-friendly interface is simple; Restaurant owners simply have to add the product they'd like to stock on their bar, insert buy/sell pricing and weekly volumes to be given a forecast of their potential profits.

Andy Sunnucks, Senior Brand Manager for KBE Drinks, expressed his enthusiasm for this revolutionary development, stating, "ProfitPal is more than just an app; it's a pivotal advancement in our dedication to uplifting

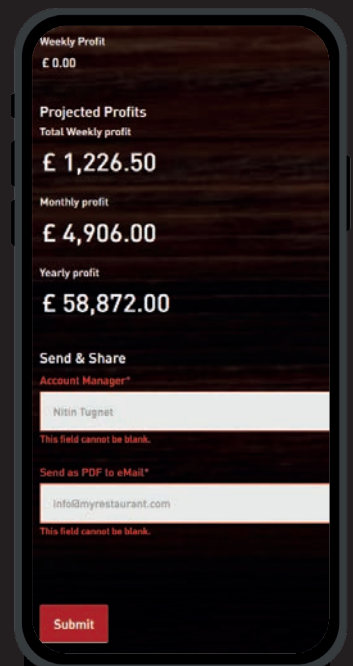
the curry industry. As a company deeply rooted in providing high-quality beverages, we understand the intricacies of the hospitality sector. ProfitPal reflects our commitment to offering comprehensive solutions that cater to the unique needs of curry houses."

As the hospitality landscape continues to evolve, KBE Drinks remains at the forefront of innovation, consistently delivering solutions that empower businesses to thrive in dynamic markets. ProfitPal stands as a testament to the company's commitment to supporting its partners and fostering enduring success.

Curry houses eager to unlock their potential of ProfitPal can begin their journey by visiting kbeprofitpal.co.uk.



ProfitPal From KBE Drinks



Social Media

TOP TIPS

WHERE IS IT HAPPENING?

Make sure you're putting your business in the right places



Instagram
2.35 billion users



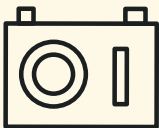
Facebook
2.99 billion users



TikTok
1.7 billion users



Twitter
450 million users



WHAT TO POST

Being a food outlet means you should have access to **lots of food pics!**

Everyone secretly has #FoodEnvy. Make sure you have a steady stream of images ready to post. Be sure to capture people enjoying their experience at your restaurant and encourage people to follow you or leave a review online.

Running competitions and advertising deals will help drive footfall to your door.



WHEN TO POST

When you post is crucial if you want people to see your content!

Around 12pm-3pm & 6pm-9pm is the best time to post as this is when most people are online. Make sure you post at least twice a week to keep people engaged.



THE POWER OF THE HASHTAG

Never underestimate the power of the hashtag!

In order to reach new people, make sure you hashtag your content with relevant tags. Picking trending topics will also help keep your content current.

Think **#NationalCurryWeek** and **#NationalCurryWeek2023**



KEEPING UP THE CONVO

To make sure your audience feels heard, be sure you engage with those who take the time to comment on your content.

To avoid frustration, resolve any queries within a few hours.

THINK YOU CAN SOLVE IT?



The orange squares are the space between 2 words for the same question

Across

6. Name of the chai cream liqueur inspired by the humble 'chaiwalla' that blends five spices together (1,5)
7. Name of the city that was crowned the Curry Capital of Britain six times in a row (8)
9. Spice mix that consists of five or more spices such as cinnamon, cloves, cardamom, and nutmeg (5,6)
10. Thin flatbread made from whole wheat flour (7)
12. India's number 1 beer (10)
13. Milk-based dessert flavoured with saffron and pistachios (5)
14. Condiment made from fruits or vegetables cooked with sugar, vinegar, and spices (7)

Down

1. Creamy tomato-based curry with butter and fenugreek leaves (6, 7)
2. Spice that gives curry its yellow colour (8)
3. Fried onion fritter often served as a snack or appetizer (6)
4. Cinnamon, Clove, Cardamom, Ginger & ... What is the 5th spice in the 5 Walla Chai Cream Liqueur? (7)
5. Rice dish cooked with meat or vegetables and spices (7)
8. Cylindrical clay pot used to cook biryani and other dishes (5)
11. Last name of the National Curry Week founder (5)
15. Clay oven used to cook tandoori chicken (7)



foggie

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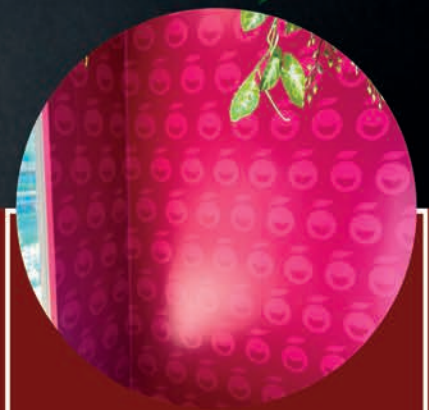
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SHOW ME THE CURRY (HOUSES)

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We urge you to show your support your local, dine in or takeaway!



Visit nationalcurryweek.co.uk to view our curry map.

Not on there? Simply email info@kbedrinks.com and we'll add you!



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