



**For Immediate Release**  
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## **Indian Cuisine Innovator Awarded National Certification** *Deep Foods Granted Exclusive AVA Vegetarian and Vegan Distinction*

**UNION, N.J. (April 1, 2011)** – Deep Foods, the leading producer of restaurant quality frozen Indian cuisine, announces its vegetarian and vegan qualification by the prestigious American Vegetarian Association™ (AVA) this month. As part of their commitment to producing only the highest quality Indian cuisine, Deep Foods is pleased to take this next step forward in achieving nationally recognized vegetarian and vegan food certification.

The AVA was created to promote the interests and concerns of individuals and organizations involved in the preservation, propagation, and distribution of vegetarian ideas and products. The primary goal of the AVA is to provide a widely recognized certification program that will enable vegetarian-minded people to make accurate food choices, being certain they can be confident in their selection and that of the manufacturer's claims.



“As consumers become more and more health conscious, it’s our responsibility to offer a diverse range of restaurant quality Indian cuisine that is 100% safe for vegetarians and vegans, and for those with allergies,” said Mike Ryan, VP Marketing, Deep Foods. “For that reason, Deep Foods and Tandoor Chef are proud to manufacture products that are AVA vegetarian and vegan certified.”

The AVA-certified logo will be clearly displayed on a total of 53 Deep Foods and Tandoor Chef products, denoting either vegetarian or vegan certification. The Deep Foods product line offers 19 vegetarian and 16 vegan options. The Tandoor Chef product line offers 11 vegetarian and seven vegan options.

*Since 1977, Deep Foods has been an industry leader and manufacturer of frozen Indian cuisine. Committed to producing restaurant quality, all natural frozen Indian food, Deep Foods is a second-generation family owned and operated company. A quality innovation leader, Deep Foods provides exotic flavors and meal experiences, rooted in the convenience of the frozen food category.*

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