



FOR IMMEDIATE RELEASE
Contact: Sue Reninger
RMD Advertising
Reninger@RMDAdvertising.com
614.794.2008

Indian Cuisine Innovator Launches New App to Add Experience

Tandoor Chef's Wine Pairing App Breaks Traditional Boundaries, Encourages Consumers to experience in home dining in a new light

UNION, N.J. (March 1, 2013) Tandoor Chef, nationally recognized as the #1 frozen Indian cuisine brand, announced today the launch of their new mobile wine pairing web application. Consumers can now use their iPhone or Android phone to access the mobile web application to enhance their dining experience.

An expert in wine pairing with Indian food, Tandoor Chef has created this innovative tool to help the average consumer. Indian cuisine is considered one of the most difficult foods to pair with wine, due to the variety of spices used in flavoring. The perfect wine pairing can compliment and enhance the flavorful spices when done correct.

"Even the average wine consumers know white wine pairs with chicken, red wine with dark meats, but what about Palak Paneer?" said Tandoor Chef Vice President of Sales and Marketing Mike Ryan.

The Tandoor Chef Wine Pairing Web App breaks the white vs. red pairings out of the standard box and creates perfect matches that surprise even the most adventurous of eaters.

"A flavorful Latin Malbec pairs best with Lamb Vindaloo and dark purple to ruby shaded Cabernet compliments Chicken Tandoori with spinach" Ryan continued. "Wine consumers will be shocked by the pairings, but pleasantly surprised they took the extra step to find the perfect match for their Indian cuisine."

The mobile web app has dual functions to help users find the pairings. Options are available to choose the Tandoor Chef cuisine or the wine you have at home. Once chosen, clicking on the appropriate link will bring the user to a new page displaying the match. Visit <http://www.tandoorchef.com/winepairing.php> to test the app and create the matches that best fit your Indian cuisine and wine needs.

About Tandoor Chef

Recently recognized as the nation's #1 frozen Indian brand by independent Nielsen data, Tandoor Chef is produced by Deep Foods and is a second-generation family owned and operated manufacturer of Indian cuisine. Tandoor Chef is committed to producing restaurant quality, all natural frozen Indian food. A quality innovation leader, Tandoor Chef provides exotic flavors and meal experiences, rooted in the convenience of the frozen food category. The brand is also certified vegetarian, vegan, and touts many gluten-free products within its robust line of appetizers, entrees and naan breads.

TandoorChef.com
Facebook.com/TandoorChef
Twitter.com/TandoorChef
Pinterest.com/TandoorChef
YouTube.com/TandoorChef