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Contact: Lesley Waldsmith
RMD Advertising
614.794.2008

Waldsmith@RMDadvertising.com

Indian Cuisine Leader Adds Yin to Traditional Yang Vegetarian Meals

Tandoor Chef Focuses On Balancing Health and Flavor With New-to-Market 'Balanced Vegetarian' Restaurant-Quality Indian Cuisine

UNION, N.J. (January 12, 2011) – Tandoor Chef, the leading manufacturer of restaurant quality, all natural frozen Indian cuisine, is pleased to announce its new line of better-for-you vegetarian meals, *Balanced Vegetarian*. The first-to-industry products will be available nationally beginning early 2011. *Balanced Vegetarian* meals, which appear in a Yin Yang style design, have been created to provide vegetarian consumers with smarter and healthier at-home dining options.

Balanced Vegetarian offers complete Indian meals with lower sodium, higher protein and fiber, and no trans fats. All five vegetarian varieties in *Balanced Vegetarian* are made with olive oil and select dishes are also vegan and gluten-free. The Tandoor Chef-branded line will launch will be available for \$3.99 (SRP).



Tandoor Chef's *Balanced Vegetarian* product line offers a choice of five healthy Indian cuisine meals including: Kofta Curry with Channa Masala & Spinach Basmati Pilaf, Mutter Paneer with Dal Palak & Cumin-Infused Basmati Rice, Palak Paneer with Dal Makhani & Turmeric-Infused Basmati Rice, Paneer Tikka Masala with Rajma Dal & Onion Basmati Rice, and Vegetable Korma with Dal Rajasthani & Cumin-Infused Basmati Rice. Each dish offers multiple nutrients that are particularly beneficial for those following a meatless diet.

"Vegetarian consumers make up a large percentage of both the Indian and American population, yet truly healthy vegetarian dining options remain limited – especially when it comes to eating at home," says Mike Ryan, Vice President Sales and Marketing, Tandoor Chef. "That's why we've introduced *Balanced Vegetarian*, a better-for-you initiative and an industry first. We're proud to share this with the vegetarian community as way of letting them know that we have their best health and interests in mind."

Tandoor Chef, produced by Deep Foods, is a second-generation family owned and operated leading 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.

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