



Americans Getting Curried Away

Curry no longer defines Indian cuisine, but it has certainly helped bring it further into the ethnic food limelight. Indian food – which now surpasses Chinese food in popularity two to one in the U.S. – has secured a new generation of consumers intent on health and convenience, attributed mainly to its supply of exotic flavors and recent grocery store debut. Those unique, convenient flavors and health attributes stem from curry.

Today's curry is healthy, innovative and can refer to a blend of spices, sauce or complete dish. Aside from waking up your taste buds, curry wakes up your brain too. The various spices that make up curry boost memory and even prevent against Alzheimer's disease, according to numerous published health studies. Furthermore, curry powder has been used in beauty lotions and over the counter drugs for its antioxidants, which fight skin aging and act as an anti-inflammatory.

Think Sushi Curry; Curry ketchup; Grilled Chicken Curry Fingers. These are just some of the food items already popular in Europe, and are predicted to be the next big thing in American supermarkets. "In recent years, curry has made its way into a multitude of kitchens and cuisines," says Mike Ryan, Vice President Sales and Marketing, Tandoor Chef, "and has evolved to become a well-loved, familiar favor profile.

Recognizing curry's rising, widespread acceptance and favorability in today's foods, Tandoor Chef is launching *Curry In A Hurry*, a quick and easy recipe contest that will award one year of frozen Indian curry cuisine to the best entries. Consumers – from collegiates to empty-nesters – are getting curried away with making at-home Indian innovations like the recipe below. To submit your own recipe or learn more about curry, visit TandoorChef.com or [Facebook.com/TandoorChef](https://www.facebook.com/TandoorChef).

Very Veggie Curry

Ingredients

¼ C Butter

2 Tbsp Olive oil

½ Large onion, finely chopped

2 Large carrots, sliced

2 Large potatoes, peeled and cubed

2 Tbsp Curry powder

½ tsp Ground Turmeric

Salt and pepper to taste

1 Pinch Red Pepper flakes

1 Cauliflower head, broken into small florets

Heat butter and olive oil in a large skillet over medium heat. Add onions and carrots; stir until tender. Season with curry powder, turmeric, salt, pepper and red pepper flakes. Add cauliflower and potatoes to the skillet and stir to coat with spices. Reduce heat to medium-low, cover and simmer for 20 minutes, stirring occasionally until potatoes are tender.