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Indian Cuisine Gets Cooking with Social Media

Tandoor Chef Announces New Social Media Presence

UNION, New Jersey – Tandoor Chef, the leading manufacturer of restaurant quality, all natural Indian cuisine, is pleased to announce the launch of a new social media campaign. To meet their consumers where they are – in social circles – Tandoor Chef will join them initially in their everyday conversations through Twitter and Facebook platforms. The use of the new campaign is scheduled to launch on February 1, 2010.

Each selected social media outlet will be introduced with a variety of information including product facts, cultural information, contests, savings and more. An ongoing PR campaign accompanies the new social media presence, which is targeting Tandoor Chef consumers, adventurous foodies, media and more.

“Tandoor Chef offers quick and convenient restaurant quality Indian cuisine in minutes and now our consumers and new Indian foodies will be able to share their thoughts with us in seconds,” said Mike Ryan, Vice President of Sales and Marketing, Tandoor Chef and Deep Foods. “Our new presence online will allow us to connect with our consumers on a more intimate level, while introducing more people to Indian food, the culture overall and what they have to offer.”

For more information on Tandoor Chef, visit their web site at www.DeepFoods.com. Or find them on Twitter at [Twitter.com/TandoorChef](https://twitter.com/TandoorChef) and become a fan on Facebook @TandoorChef.

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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