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Industry's Frozen Indian Food Leader Gains National Representation

Tandoor Chef Signs With Acosta to Further Propel Recent Growth

UNION, N.J. (November 4, 2010) – Tandoor Chef, the leader in restaurant quality, all natural frozen Indian cuisine, names Acosta's Natural and Specialty Division as its new brokerage of record. The strategic partnership is effective beginning January 3, 2011 and will provide national representation of Tandoor Chef's complete line. Tandoor Chef is expanding to national resources as a result of significant industry growth in brand, sales and overall category demand for exotic Indian flavors and ingredients.

Tandoor Chef will see greater speed to shelf and stronger category management in its new business relationship through services including headquarter and retailer selling, space technology and overall sales support. Natural and Specialty Sales (NSSI), as part of the Acosta Company, is designed to serve manufacturers of natural, organic, gourmet and ethnic foods through key contacts with national supermarket chains that feature natural/specialty food aisles.

Indian cuisine is the fastest growing ethnic flavor profile on the market. Industry studies have also found that consumers are looking for more variety in at-home meals. The Tandoor Chef line of products – ranging from Naan Pizza to Chicken Tikka Masala to Palak Paneer – offers a wide range of restaurant quality, Indian dishes that are ready to eat in minutes.

“Aligning Tandoor Chef with Acosta will be a critical next step in the growth of our company as well as the category,” says Mike Ryan, Vice President of Marketing, Tandoor Chef. “We pride ourselves on using the highest quality ingredients in each product, so it's a natural progression that we work with the highest quality brokerage.”

About Tandoor Chef

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. Tandoor Chef is produced by Deep Foods, a second-generation family owned and operated leading manufacturer of Indian cuisine. Deep Foods is Third Party Certified through NSF and is a minority-owned business.

TandoorChef.com

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