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## **Indian Food Leader Celebrates All-American Burger with Side of Exotic** *Tandoor Chef Launches 30 Days of Vegetable Masala Burgers for National Hamburger Month*

**UNION, N.J. (May 1, 2011)** –Tandoor Chef, the leader in restaurant quality, all natural frozen Indian cuisine, is sharing 30 days of Vegetable Masala Burger recipes this May in celebration of National Hamburger Month. Games, contests and recipes – for vegetarians and meat lovers alike – are being shared throughout the month online and in social media. Tandoor Chef aims to show Americans that burgers can be healthy, exciting and are no longer limited to the traditional hamburger.

Tandoor Chef's Vegetable Masala Burger, made with seven vegetables and containing 120 calories per patty, is garnering attention for its nutrition, all natural ingredients and unique flavor profile. In fact, *Real Simple Magazine* recently voted it as one of the best veggie burgers on the market. Tandoor Chef's meatless burgers are different from other frozen veggie burgers because of its exotic spices including ginger, coriander and mustard seed, as well as potato pancake-like texture.



*"Everyone deserves to enjoy a good burger hot off the grill ... To celebrate National Hamburger Month, Tandoor Chef is looking to broaden the spectrum of burger options by sharing 30 Days of Vegetable Masala Burger recipes with vegetarians and meat lovers across the country."* – Mike Ryan, VP Marketing, Tandoor Chef

Tandoor Chef is asking food bloggers, Tandoori Taster vloggers and its top fans to join in by sharing their own creative recipes – such as a Coney Island Masala Burger – and toppings for 30 Days of Masala Burgers. Consumers are also encouraged to take part in the celebration via contests and conversations on [Facebook.com/TandoorChef](https://www.facebook.com/TandoorChef) and [Twitter.com/TandoorChef](https://twitter.com/TandoorChef), as well as with e-Recipe Cards on [TandoorChef.com](http://TandoorChef.com). Throughout May, Tandoor Chef's website, Tandoori Tales e-newsletter and social media sites will undergo a fun and unmistakable transformation to maximize the excitement of National Hamburger Month.

"Everyone deserves to enjoy a good burger hot off the grill," said Mike Ryan, VP Marketing, Tandoor Chef. "Vegetarian consumers make up a large percentage of both the Indian and American population, yet healthy vegetarian choices remain limited – especially when it comes to grilling out. To celebrate National Hamburger Month, Tandoor Chef is looking to broaden the spectrum of burger options by sharing 30 Days of Vegetable Masala Burger recipes with vegetarians and meat lovers across the country."

### **About Tandoor Chef**

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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