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Ethnic Frozen Food Brand Seeks Recipes Unlike Naan Other Tandoor Chef hosts original recipe contest in celebration of National Pizza Month

UNION, NJ (October 7, 2010) – In celebration of National Pizza Month, Tandoor Chef, the leader in restaurant quality, all natural frozen Indian cuisine, has launched its first annual “Naan Your Average Pizza Contest.” From October 1 through October 30, 2010, consumers are encouraged to submit an original naan pizza recipe using any variety of Tandoor Chef’s naan bread for a chance to win free Tandoor Chef products from November 2010—February 2011. Recipes can be entered online at TandoorChef.com/October. Tandoor Chef is encouraging pizza lovers nationwide to get creative in the kitchen with this unique Indian Italian fusion contest and hoping to inspire chefs next door with their newly launched Original Naan Pizza.

Entries will be judged based on the pizza’s flavor, appeal and creative use of naan. One grand prize winner will be selected, as well as a second and third place winner. Tandoor Chef’s nationwide search for original naan-based pizza recipes will allow Tandoor Chef consumers, and all pizza lovers, to get creative with this new flavor sensation, which is taking the nation by storm. Tandoor Chef’s original naan pizza recently won a grand prize “Tasty” award from *Cooking Light* and naan pizza was also the winning dish for *The Next Food Network Star*, Aarti “Paarti” Sequeira.

The grand prize winner will have their recipe featured on Tandoor Chef’s website, Tandoorchef.com, and Tandoor Chef’s Facebook page, Facebook.com/TandoorChef and win free Tandoor Chef Naan Pizzas throughout the winter. One second place winner will receive two free Naan Pizzas each month throughout November—February and one third place winner will receive naan pizzas for one month.

“Having just launched our own naan pizza, we thought National Pizza Month would be the perfect time to celebrate with our consumers,” said Mike Ryan, VP of Sales & Marketing, Tandoor Chef. “We have come up with four delicious vegetarian naan pizza varieties and we can’t wait to see what our Indian cuisine lovers come up with.”

To enter the contest, individuals can complete an entry form online at TandoorChef.com or simply send a post card or 3” x 5” index card with their name, address and contact information, along with their original recipe to “Tandoor Chef’s Naan Your Average Pizza Contest” c/o 6116 Cleveland Avenue, Columbus, Ohio 43231. No purchase is necessary to participate.

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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