

# Iceland

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## **ICELAND DELIVERS AUTHENTIC INDIAN CUISINE STRAIGHT TO 100 LUCKY WINNERS' DOORSTEPS**

Following a competition that saw over 39,000 people enter across the UK, Iceland is this week delivering an authentic Indian banquet for a family of four straight to the doorsteps of 100 lucky winners.

For the chance to win one of the 100 prizes, entrants were asked to watch a video on Iceland's brand new food channel, Food TV, and to answer a follow up question: "What is Iceland's top selling curry?" Out of the entrants 32,650 answered the question correctly, which was Chicken Tikka Masala.

The range has been developed by a team of award winning chefs and boasts dishes that have a richness of flavour, a characteristic of the much loved dishes enjoyed in traditional Indian restaurants.

**The full range is available online, including some of the nation's favourite curries:**

- **Atomic Chicken Vindaloo, £1.50**
- **Chicken Jalfrezi, £1.50**
- **Beef Rogan Josh, £1.50**
- **Chicken Bhuna, £1.50**
- **Chicken Madras, £1.50**
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- **Creamy Butter Chicken, £1.50**
- **Chicken Korma, £1.50**
- **Chicken Tikka Biryani, £1.50**
- **Chicken Tikka Masala, £1.50**
- **Pilau Rice, £1.00**

Sanjay Sighat, Head of Development and Chef with The Authentic Food Company, comments: "A good dish is a combination of various elements such as the type of protein, the heat level, the colour of the dish, how rich the dish is, and what region it comes from. The combination of all these elements makes a fantastic product which delivers on great taste.

"We produce restaurant quality Indian food for you to take away that doesn't include artificial colourings and flavourings or preservatives. Once the curries are created, they are chilled and frozen immediately to ensure freshness is locked in." Speaking about the Indian Takeaway range, Nigel Broadhurst, Joint Managing Director, adds: "We're very confident and proud of our Indian Takeaway range and we are really looking forward to seeing all the winners' reactions and feedback on our social channels.

"The meals are simple to cook, cost a fraction of a takeaway, and are packed with flavour. Instead of waiting for your takeaway to arrive, you can stock up on our range in your freezer and have dinner ready in a matter of minutes."

Using the hashtag #IcelandTakeaway, winners are encouraged to post pictures of their reactions when Iceland's Indian Takeaway arrives. The best expression wins another Iceland surprise!