Amoy Unveils Ching He Huang As New Brand Partner And Face Of New Amoyzing™ Meals In A Minute

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Top Asian food brand, Amoy, announces leading Chef Ching He Huang as its new brand partner. TV chef, Ching has created a range of deliciously quick and easy Amoyzing™ Meals in a Minute - inspiring recipes using a selection of great tasting Amoy products.

The collection of recipes offers a simple and convenient way to bring modern flavours of Asia to kitchens across the UK in a matter of minutes, giving time-poor cooks a wide range of midweek meal options that are quick and easy to prepare. From Thai classics such as Chicken Pad Thai to Chinese dishes like Cantonese Beef and Black Bean Noodles, the Amoyzing™ Meals in a Minute recipe collection offers a wide range of dishes to suit every taste.

Commenting on the launch of the Amoyzing™ Meals in a Minute recipe collection, Ching He Huang said: “I’m delighted to be working with Amoy and reveal the recipes I’ve created using their delicious, high quality, variety of products. Asian cuisine provides some of the UK’s favourite dishes, so it’s fantastic to be able to share my recipe ideas with households across the nation, and to help them create the authentic taste of Asia in a matter of minutes.

“All of the recipes are very tasty, quick and straightforward, and there’s something on offer for everyone. Plus, with the help of the new Amoy products, creating delicious Asian food for all the family has never been easier!”

As well as the recipe collection, Amoy is also launching a range of delicious new products, which include quick, convenient Easy Meal Kits and Stir Fry Soy sauces.

The new Easy Meal kits will revolutionise how you cook midweek. From Malaysian Laksa and Nasi Goreng, to Thai Green Curry and Thai Red Curry, the new selection of four Easy Meal Kits make whipping up authentic Asian cuisine easier than ever. The kits contain everything needed to make a mouth-watering meal in minutes; just add meat, fish or vegetables as preferred.

Amoy is also launching a range of Stir Fry Soy sauces; Red Chilli, Lemongrass and Kaffir Lime, and Garlic and Chinese Five Spice, all of which have been especially created to add an extra injection of flavour and a tasty twist to liven up your midweek stir-fry.

For more information and to check out Ching He Huang’s Amoyzing™ Meals in a Minute recipes, visit www.amoy.co.uk

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Notes to editors:
Amoy has been producing Oriental foods and ingredients since 1908 when the company was founded in the Chinese city of Amoy.

Stockists
· Red Chilli, Lemongrass and Kaffir Lime, and Garlic and Chinese Five Spice Stir Fry Soy Sauces are available to buy from Tesco. RRP £1.49
· Malaysian Laksa, Nasi Goreng, Thai Green Curry and Thai Red Curry Easy Meal Kits are available to buy from Tesco and Asda. RRP £2.99

For more information contact: Stef Morley or Laura Nye at the Amoy Press Office on 0208 971 3300

or Amoy@haygarth.co.uk

Ching He Huang’s Top Cookery Tips

1. Ching’s essential store-cupboard ingredients include: Amoy Light Soy Sauce, Amoy Dark Soy Sauce, Shaohsing rice wine, toasted sesame oil, five-spice powder, Sichuan peppercorns, Chinkiang black rice vinegar, clear rice vinegar, chilli bean sauce, chilli sauce

2. Look after your wok – stir frying requires high heat, which woks are specially designed to withstand.

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Let your wok cool down after cooking, if you submerge in water straight away the metal can distort. To clean, wipe with a soft sponge in warm soapy water and rinse. Dry carbon steel woks on the hob before wiping with oil to keep ‘seasoned’.

3. Ensure your ingredients are roughly the same size for even cooking. The most common mistake with stir frying is to throw all the ingredients in at the same time – the ingredients that take the least time to cook, such as pak choy, go in right near the end.

4. Preparation is key to ensuring a successful stir fry. Make stocks, chop vegetables and have spices to hand before turning on the heat.

5. Cutting on the diagonalDiagonal cutting exposes more of the vegetable's surface area to the heat, making it cook quickly and allowing it to absorb more of the sauces and seasonings.

6. Use the holy trinity of Chinese cooking - plenty of garlic, ginger and chillies. These are high in antioxidants and vitamin C, just a few seconds in the wok stir fried with your favourite ingredients will keep your immune system on track.

7. Cooking wine – many Chinese recipes contain cooking wine in the ingredients – the genuine article is usually Shaoxing rice wine, but if you don’t have any to hand you can use pale dry sherry as a good replacement.

8. Make sure you choose the right oil. Oils with a high heating point work best, such as sunflower, groundnut and vegetable oil. Avoid toasted sesame oil as it has a low heating point and burns quickly – use this for seasoning your dishes instead

9. Get your wok hot enough before cooking. Heat it to a high heat until it starts to smoke before adding your oil.

10. Keep meat moist when stir-frying by sprinkling with a few drops of Amoy Dark Soy Sauce and dusting in a light coating of potato flour or cornflour before adding to the wok??

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