Cook A Korma For Good Karma On World Water Day

Tuesday 21 January, 2014

Spices of India is getting behind Karma Korma, a campaign run by Bristol-based charity, FRANK Water, which helps provide life-changing access to clean, safe water for rural communities in India. As part of the Karma Korma project, Spices of India is encouraging curry-lovers everywhere to cook up an Indian feast for friends and family on Saturday 22 March 2014, which is World Water Day and, to help the curry fest along, for every korma product purchased from Spices of India throughout March, five pence will be donated to the FRANK Water charity.

Bill Stevenson, founder of Spices of India, explains: "This is a brilliant campaign, not only will it provide much needed clean and safe water for rural communities in India, but it's a fantastic opportunity for friends and family to come together and enjoy a feast in the same spirit as families eat in India. I think Karma Korma is a great thing to take part in and who knows, people may even unveil a hidden flair for Indian cooking."

From Anila's Korma Sauces and Minara Korma Paste, to SpiceNTice Chicken Korma spice kit and East End's Korma Masala, there is a wide choice of Korma options to choose from on the Spices of India online grocery store www.spicesofindia.co.uk, which is the leading and most comprehensive online Indian grocery store in the UK.

Spices of India has a wide range of sauces, spice kits, chutneys, rice and much more, so that even a curry novice will be able to knock up an authentic Indian feast for Karma Korma. In addition, every Karma Korma dinner party host or guest who makes a donation to FRANK Water will be blessed with good karma for the rest of the year.

Katie Alcott, founder of FRANK Water, adds: "After the incredible success of Karma Korma last year, we're delighted to bring it back for 2014, bigger and better with more opportunities for you all to join us and have a fantastic evening with friends in or out, and quenching your thirst for more good karma, helping us to fund more vital safe water projects in India."

Visit www.spicesofindia.co.uk to discover everything needed to cook up a curry feast. Standard UK postage and packaging is £3.95.

For more press information or images please contact Amy Brice amy@positivepr.co.uk at Positive PR or tel: 01935 389497

For more information about Spices of India please visit: www.spicesofindia.co.uk

Background information

Spices of India
Spices of India launched in 2006 and is now the leading online Indian grocery store in the UK. It is a supplier of authentic Indian food, spices, sweets and cookware to chefs and home-cooks.

Spices of India is listed in Rick Stein's India as a supplier of spices and ingredients, including the harder-to-find ones that feature in the book and the programme, such as black salt, black cardamoms and dagarful, which can be bought online www.spicesofindia.co.uk

FRANK Water
Founded in 2005 by award-winning social entrepreneur Katie Alcott, FRANK Water funds clean water projects in developing countries. Based in Bristol, FRANK Water comprises two separate organisations - a social enterprise that sells its own ethical brand of bottled water and a registered charity (no. 1121273) that can receive direct donations. FRANK Water works closely with in-country NGO Partners to implement clean water projects using appropriate technology. Projects are community-owned and made sustainable by an affordable user-fee model. www.frankwater.com Media Contact Claire Allen; claire@frankwater.com; 0117 329 4846

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Food & Drink ::

Related Keywords:

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