Curry Queen Set To Inspire The Nation

Tuesday 3 February, 2015

The organisers of National Curry Week have announced an exciting new agreement which sees Mridula Baljekar, holder of the current Best Indian Cookbook in the World title, and recently dubbed "the curry queen the stars call when they want the ultimate Indian food experience" becoming 'the face' of the popular event and introducing a new dimension.

"We are extremely excited about the future of National Curry Week, now in its 18th year," said founder Peter Grove. "Not only is Mridula a great personal friend but also the most exciting cook and writer in her field."

Soon we will be seeing Mridula on a new National Curry Week TV Channel on YouTube letting us into some of her kitchen secrets and telling us about curry the world over. It is also planned that the team will help shape the future direction of Indian cuisine in Britain which is already enjoyed by some 23 million curry fans each year with new dishes and products.

The introduction of the TV Channel will help to involve other countries who have indicated an interest in having their own National Curry Week such as South Africa and USA which already has some 8,000 Indian restaurants.

National Curry Week enjoys support from the public, politicians, pop stars and sportsmen and women as well as curry restaurants and exists to promote the cuisine, provide community cohesion and raise funds for charities for the malnourished.

The first National Curry Week event 'The Curry Capital of Britain' will start its early rounds on 1st April building up to the week itself 12th - 18th October 2015.

For further information :
Peter Grove email : groveint@aol.com Tel : 020 8399 4831
www.nationaleatingoutweek.com

Notes :
Mridula Bajekar Biography :

Recently dubbed "the curry queen" by The Daily Mail, award-winning cookery writer, Mridula Baljekar is the best-selling author of 27 Indian cookery books and her book, The Complete Indian Regional Cookbook was awarded the Best in the World by the prestigious Gourmand International Cookbook Awards in 2013. Mridula was also the winner of the The Best Asian Cookbook in the World for her book Great Indian Feasts in 2005, by Gourmand World Cookbook Awards. Great Indian Feasts was also awarded 'Cookery Book of the Year' in 2006.

Mridula presented 52 shows for Carlton Food Network, her own series 'Mridula's Indian Kitchen' and 13 episodes of the highly acclaimed 'Spice Trail' in 13 locations across India.

She also appeared on Channel 4 (Gloria's Open House), BBC2 (The Heaven and Earth Show), Sky One and more recently on the Chrissy B show. In India she appeared on the most popular channels, NDTV and Z TV.

She is regularly invited to present cookery shows on regional and national radio stations such as LBC Radio, BBC Southern Counties, BBC Berkshire, BBC Birmingham and the Food Programme on Radio 4.

She owned a contemporary Indian restaurant in Windsor, Berkshire, England, winning several prestigious awards, including the winner at the Best in Britain Awards from 2002-2006

Mridula's food is described in the media as 'Heaven on Earth for the senses', 'Route to spice heaven', and 'traditional Indian cuisine with a brilliant modern twist'. Mridula's food attracted the attention of politicians and celebrities alike. She catered to a garden party in No. 10 Downing Street and a private dinner party for Jerry Hall.

She was born and raised in Assam in North East India and when she moved to England she turned her childhood passion for cooking into a highly successful career.

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Mridula hit the headlines in the 1990s when she stepped in as Tesco's Indian chilled ready meals consultant and turned them around. During the 6 years that Mridula spent consulting with Tescos , she developed and launched 27 lines for them. She was described in the media as the 'cook who spiced up a superstore'.

Today Mridula really is recognised as the best cook and writer in her field.

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