Nothing Is More Delicious Or Tastes Better Than A Homemade Curry

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Nothing is more delicious or tastes better than a homemade curry. So it's no wonder that Don Lear, the Bhaji Man, thinks it is shocking that so many people still buy Indian takeaways, when they could so easily cook authentic eastern-inspired dishes at home.

"There are 3.5 million takeaways sold every week in the UK, which is just bonkers!" the Sri Lankan born food producer and entrepreneur says. "I am shocked that people don't cook at home more, when there are so many advantages. One is knowing what you are eating, but there are many more."

The Facts are:

For over a generation and a half young mums and dads have failed to mentor their children at the kitchen table, the latest facts say only one in six families cook from scratch.

The innovative Bhaji Man Spice Kits and Bhaji Man Easy Mixes are ideal for cooking in your own kitchen because they take the hard work and confusion out of preparing the range of spices and herbs that make these meals taste so authentic.

Don says: "As a Sri Lankan by birth, I am passionate to spread the word about the wonderful cuisine of my homeland - eastern cooking smells and tastes delicious, and it has acknowledged health benefits too.

"We know people in the UK love Indian cuisine – yet cooking ethnic dishes at home can be daunting because a knowledge of a variety of spices and a time-consuming process of cutting, chopping, grinding and mixing is required.

"My Bhaji Man range of Easy Mixes and Spice Kits gives home cooks all the spices and herbs ready prepared with clear instructions to cook curries, Onion Bhajis and Seafood & Vegetable pakoras, and I even have three fabulous Bhaji Man Chutneys to go alongside. You simply purchase the shopping list of ingredients on the chosen Spice Kit, it tells you how to cut, chop and prepare the meal. Now you start cooking and you add 3 Sachets Marked 1, 2 & 3 in the Spice Kit box in numerical order to attain the colours, the aromas and flavours that will linger to give you great dishes and great pleasure.

The Spice Kits contain all the spices and herbs needed for a complete dinner for four people, from Chicken Jalfrezi, Chicken Tikka Masala, Chicken Korma, Lamb Rogan Josh, Lamb Madras, Bombay Potatoes and Spiced Dahl to Goa-style Pork Vindaloo, Thai Green Curry, Thai Red Curry, Aloo Gobi and Pilau Rice, as well as meal accompaniments including Mango Chutney, Date & Lime Chutney and Lime & Chilli Chutney. New to the range are my Sri Lankan Spice Kits, my Mummy's Yummy Chicken curry and a delicious Sri Lankan Prawn curry.

There are also the Bhaji Man's renowned Onion Bhaji Easy Mix and Seafood & Vegetable Pakora Tempura packs.

Both the Easy Mix packs and Spice Kits contain full instructions and an essential shopping list of the extra ingredients needed, there are also a recipe cards on our website to cook Tiger Prawn and Sea Bass, Vegetable Fritters and Battered Vegetables

These innovative convenience food products challenge the role of Indian takeway meals by enabling even the most inexperienced cook to prepare the ethnic dishes at home and they are not only great on taste but easy on the wallet too, with a full Bhaji Man meal working out cheaper than taking the family out for a takeaway.

Many customers who use the products, either for everyday meals and snacks or for occasion cooking, comment on how authentic they taste and the wonderful aromas they create - and even professional cooks are now turning to Bhaji Man products incorporating them into their dishes to add extra spice to their menus.

A Customer comment

"Until I met Don The Bhaji Man my idea of a good curry was that it must burn your lips and taste ultra

spicy. I am now a total convert... the taste, aroma, sight, pleasure and satisfaction of creating these wonderful meals at home is fantastic. I now have a new hobby, saving money and enjoying superb meals with my wife ...till now a non curry fan. Try these products and get the REAL CURRY EXPERIENCE."

Charles, Mendlesham Green

This thrills Don because his chief objective in developing the range is to get young people and families enjoying time in the kitchen together and sitting down to share a wonderful meal and quality time. "I want my products to make people say 'Let's cook at home,' and enjoy all those yummy, yummy tastes," he says.

As a small food producer based in Norfolk, Don has been determined to maintain a high quality standard and also encourage the purchase of locally-produced meats, onions and vegetables.

"I am championing local food producers with my products by encouraging the public to shop for the extra ingredients they need at local shops - small independent village and market town butchers, local greengrocers, farm shops and delicatessens, which offer high quality meats and vegetables and serve and support local communities. By buying local, we will not only improve the quality of the food we eat, but we can all do our bit to help save our countryside and give the local economy a boost."

There is also another added benefit with eating curries, which is increasingly becoming known. Spices have been used in Indian sub-continent cooking for hundreds of years to alleviate coughs, colds, inflammation and other symptoms. Now studies have started into the cancer-beating properties of curcumin, which is found in the spice turmeric. See www.bbc.co.uk/news/health-17959521

Bhaji Man products are also Gluten Free and suitable for Coeliacs and have no added artificial colours, flavours or artificial preservatives or salt, so are suitable for people on restricted diets. The Seafood & Vegetable Pakora Easy Mix, Aloo Gobi Spice Kit, Bombay Potato, Lentil Dhal and Pilau Rice are also suitable for vegetarians.

The Bhaji Man products are available online at www.bhajiman.co.uk as well as at farmers' markets and food fairs, and through good quality butchers, delicatessens and farm shops.

Mr Lear is always looking to expand the stockists offering his products. Any stockists interested or Sales Agents and Distributors should call on 01603 327 858 today.

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