

# WILL YOU EAT A 'BUNNY CURRY' THIS EASTER?

Submitted by: 10 Yetis PR and Marketing

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The UK's leading online takeaway portal (<http://www.just-eat.co.uk>) has teamed up with one of the UK's leading Indian restaurants to offer something a little different to chocolate eggs and hot cross buns this Easter – in the form of a rabbit curry.

In order to offer something a little out of the ordinary this Easter, leading online takeaway portal [www.Just-Eat.co.uk](http://www.Just-Eat.co.uk) has partnered with one of the nation's favourite Indian restaurants, Kashmiri Spice in Manchester, to add Rabbit Curry to the menu for a limited time only at Easter, in a UK first.

The rabbit curry has been inspired both by the season and celebrity chef Hugh Fearnley-Whittingstall who recently highlighted the delights of rabbit to the nation. Fearnley-Whittingstall has shown an interest in getting rabbit back on the menu and the new curry available at Kashmiri Spice through [Just-Eat.co.uk](http://Just-Eat.co.uk) will enable consumers to form an opinion of the less traditional meat.

Users of [Just-Eat.co.uk](http://Just-Eat.co.uk) are encouraged to rate the restaurants they order from. Manchester-based Indian restaurant Kashmiri Spice is only one of three restaurants in Britain to receive a perfect 6 out of 6 rating by more than 200,000 takeaway lovers that have ordered online, making it the most popular Indian takeaway restaurant in the UK, according to [Just-Eat](http://Just-Eat).

This Easter, the restaurant will be offering people Rabbit Curry, a dish slightly different to the more common Chicken Tikka Massala and Korma.

'Bunny Curry' will only be available over the duration of the Easter period, from Good Friday until Easter Monday and the takeaway meal will be featured on the homepage of [Just-Eat.co.uk](http://Just-Eat.co.uk).

Kashmiri Spice has placed a special order of rabbit in order to meet the potential demand for the special curry this Easter. The meal will be mild-medium in terms of spiciness.

David Buttress, Managing Director of [Just-Eat.co.uk](http://Just-Eat.co.uk) had the following to say,

"Granted, curry isn't one of the most traditional Easter meals, but we were keen to team up with a restaurant in order to offer something a little different with a hint of Easter theme. The curry was inspired by Hugh Fearnley-Whittingstall's enthusiasm for getting rabbit back on the menu. It's fantastic to be working with one of the UK's leading Indian restaurants on something that is sure to turn a few heads."

Shiraz Ahmed, owner of Kashmiri Spice in Manchester, commented on the latest addition to the menu;

"We were very happy to be approached by [Just-Eat.co.uk](http://Just-Eat.co.uk) to work together on this new Easter recipe and, although Rabbit Curry might not be for everyone, we've no doubt it will be a talking point over this bank holiday weekend. People are happy to eat more traditional curries, such as Chicken Madras and Tikka Massala, so we're hoping our new curry will generate just as much, if not more, interest."

LINK <http://www.just-eat.co.uk>

ENDS

For further information, or to speak to Just-Eat, please contact Rich Leigh, of 10 Yetis PR Agency (<http://www.10yetis.co.uk>) on 01452 348 211, [rich@10yetis.co.uk](mailto:rich@10yetis.co.uk) or on Twitter @goodandbadpr

EDITORS NOTES:

Just-Eat was listed in the TechCrunch Europe Top 100 Index 2010  
<http://eu.techcrunch.com/2010/02/03/the-new-techcrunch-europe-top-100-index-is-your-startup-in-it/>

Just-Eat was founded in Denmark in 2000

Just-Eat services 40,000 meals a day

Just-Eat have received and dealt with more than 7,000,000 meal orders

Just-Eat has 4000 takeaway restaurants signed up to its UK site and uses its patented Just-Eat technology to offer a seamless on-line ordering service including latest menus.