

## **British Curry Club launches UK's first national consumer title dedicated to spicy lifestyles**

Submitted by: 10 Yetis PR and Marketing

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The team behind the British Curry Club have launched the UK's very first consumer title dedicated to all spice experiences; Chaat! Magazine is made by curry lovers for curry lovers and aims to unite chefs, all with a love of curry.

Over six million people visit the UK's 10,000 restaurants and takeaways every week, looking to indulge in fine dining. From Michelin starred dining to the ultimate takeaway indulgence, curries are a great culinary leveller.

The innovative team from [www.britishcurryclub.co.uk](http://www.britishcurryclub.co.uk) have launched a new magazine for curry lovers around the country. Chaat! Magazine is the very first consumer magazine in the UK dedicated to spice and curry fans. From eating out to cooking in, they celebrate it all. The magazine is made by curry lovers, for curry lovers.

The bi-monthly title will feature topical stories on food politics with focus on current food trends, seasonal influence and culinary events. It will also include travel pieces, cooking secrets from the professionals, interviews with famous curry lovers and the best lifestyle gadgets from the kitchen and beyond.

The recession has had an effect on those who enjoy eating out, but they have simply stayed in to cook. Those who enjoyed eating out now simply stay in and become host. Cookbook sales were up 10% last year and recent ABC figures report a circulation increase of 36% across food titles.

Chaat! also aims to unite chefs, from hobby home cooks to high profile celebrities and they want to hear from everyone. Chaat! are asking for all curry lovers to get involved and tell them what they want to see in their magazine; readers can essentially help to shape the publication.

Each issue of Chaat! will allow readers to vote for their favourite dish and to share their recipes and cooking techniques. Throughout the year they will be asking readers which recipe they think is best, and the winning curry will be on the menu in the British Curry Club's flagship restaurants in Cardiff throughout 2012.

Chaat! will cost £2.50 per issue, but to celebrate the launch it is being given away for the cost of postage and packaging. Readers can get six issues for £10.

Dave Jenkins, editor of Chaat!, had the following to say about the launch of the magazine:

"Curry is a hugely popular dish throughout the UK and I think that a magazine dedicated to the dish and its fans is just what's needed. Curry is everywhere, from the local takeaway on your street to the curry chapter of Jamie Oliver's latest recipe book."

He continued:

“Chaat! is a great way of getting everyone involved and showing people that they don’t have to make a posh dish to impress. We’re looking to include recipes and tips from everyone, whether it’s a restaurant chef or your granny. It’s a great way of bringing people together and getting them talking.”

ENDS

LINK: <http://www.britishcurryclub.co.uk>

For more information please contact Iona St. Joseph of 10 Yetis (<http://www.10yetis.co.uk>) Public Relations on [iona@10yetis.co.uk](mailto:iona@10yetis.co.uk) or 01452 348211.

#### Editors Notes

Chaat! magazine is the UK’s very first consumer title dedicated to curry and spice experiences.

Six million people use the UK’s 10,000 restaurants and takeaways on a daily basis.

The British Curry Club offers discounts and VIP customer service in a number of restaurants across the UK.