

# **#PassthePoppadom! It's National Curry Week and there's a free curry for every reader of Chaat!\***

Submitted by: British Curry Club (BCC Promotions)

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Chaat! Magazine and The British Curry Club continuously support the spicy food industry in the UK, and are delighted when National Curry Week comes around for the rest of the UK to jump on board the bandwagon. In order to celebrate, the spicy food publication is offering a free curry for every reader\* encouraging Facebook and Twitter users to '#PassthePoppadom' and use their vast catalogue of curry recipes on the Chaat! website during the week.

National Curry Week is fundamentally a celebration of curry all over the UK, this includes homemade curries, takeaways, and curry houses. The awareness campaign was started in 1998 by founder Peter Grove to promote the cuisine and to raise funds for charities concentrating on hunger, malnourishment and poverty. During the week, "curry lovers can cook, get out and visit their local curry houses, attend a special event or join a fun challenge that is being staged near them".

Now in its 17th year, National Curry Week 2014 again invites not only curry restaurants, caterers, pubs, canteens etc, all over Britain but also the curry loving public who wish to dine at home with a takeaway or a prepared meal. We invite both the dine in and dine out sectors to celebrate the cuisine and culture with special dinners, record-breaking attempts, raffles, auctions and, where possible, to contribute to the alleviation of poverty and suffering in South Asia and worldwide particularly Water Projects with 1.4 million children dying from water-related diseases every year, the Find Your Feet Charity helping families build a future free from poverty and Action Against Hunger amongst others.

## **GET INVOLVED!**

### **Dine Out**

Visit at least one Team Curry or recommended curry restaurant or one from the list of participating restaurants during the week. (visit [www.nationaleatingoutweek.com](http://www.nationaleatingoutweek.com) for recommended or participating Restaurants)

### **Dine In (Come Curry with Me)**

Get together with 5 or more friends and decide on whose house to dine at. Each bring along a main dish and mark each other's dishes out of ten. Donate £5 per diner to The Curry Tree Charitable fund who will send a certificate to your winner. (Visit Our website (<http://www.chaatmagazine.co.uk/>) for recipes for every day of Curry Week)

### **General Support**

Schools, universities and other bodies can support the event by spreading the curry word & raising money where possible. If you are a sports club, link with a local restaurant for them to cater for a fun curry night at your club.

For the perfect inspiration, the latest issue of Chaat! Magazine is available now from WH Smiths and their website ([www.chaatmagazine.co.uk](http://www.chaatmagazine.co.uk)) which is packed full of the very best spicy food recipes, inspiration and interviews with top chefs.

Don't forget to #PassthePoppadom!

## **EDITORS NOTES**

\*T&Cs apply.

Chaat! magazine subscriptions can be made [www.chaatmagazine.co.uk](http://www.chaatmagazine.co.uk) or telephone 0800 334 5007

Chaat! Magazine is a quarterly publication made by spice lovers for spice lovers; there is no other magazine like this in the market, there are always great offers for subscription on the [www.chaatmagazine.co.uk](http://www.chaatmagazine.co.uk)

Each issue includes:

- Exclusive interviews with chefs and TV personalities.
- Simple and delicious spiced recipes inspired by all areas of the world
- Cooking tips and our pick of the best kitchen essentials
- Travel & garden features from authors, writers and industry professionals
- The UK's only curry poll
- Competitions

Published by the British Curry Club, it's the authority on all aspects of spice culture.

Who are we?

British Curry Club promotions management has over 20 years of industry experience, and right now we are the an independent body championing and promoting Indian dining and curry culture. Of the 10,000 Indian catering businesses in the UK, we've partnered with over 2,000 of them and counting. So far, we have successfully partnered with major commercial companies and newspapers.

For interviews or to let us know what your are doing for National Curry Week and we can spread the news please contact [info@britishcurryclub.co.uk](mailto:info@britishcurryclub.co.uk)