

# Take the East End Challenge!

Submitted by: British Curry Club (BCC Promotions)

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East End Foods are proud sponsors of Asian Restaurateur for 2017, as part of their commitment to supporting the catering industry!

Where do you purchase the spices you use in your restaurant? As we all know ingredients that lack a consistent flavour can lead to essentially spoiling a dish. Quality should therefore be at the top of our priority to ensure that we are continuing to satisfy cooks. East End Foods are well known for their consistency, which is synonymous with the quality they demand. As the leading suppliers of Asian food in the UK and European market for nearly four decades, East End Foods are proud of their product quality and traceability. The company has grown to become one of the largest importers of ethnic foods in the UK, carrying with it the reputation of being a trusted supplier of the highest quality products, there ranges are stocked in supermarkets across the UK plus more than 70% of Asian owned independent retail food stores throughout the UK. The spice range is now available in innovative re-sealable stand up 'zip' packs that make East End Foods' spices more convenient to use and store, which are also available online [www.store.eastendfoods.co.uk/](http://www.store.eastendfoods.co.uk/)

East End Foods are asking the question, "How good are your spices?" East End Foods are encouraging restaurateurs to "Take the East End Challenge"! They will provide a packet of freshly ground Cumin from their West Bromwich processes plant to use and compare with their usual brand. They are confident that you will be converted!

CLAIM YOUR FREE PACK! For your free pack of 100g cumin to try East End's quality spices simply email: EASTEND CHALLENGE along with your business details including your name and address to [contact@asianrestaurateur.co.uk](mailto:contact@asianrestaurateur.co.uk). Closing date 31 August 2017. \*For full T/C go to [www.asianrestaurateur.co.uk](http://www.asianrestaurateur.co.uk)

Asian Restaurateur is proud to be partnering with East End Foods. "The Asian Catering industry can hold its head up high with pride", says Editor, Rosena Alim. "Further our Team at Asian Restaurateur wants to deliver content, which is needed, useful, plus implementable, and provides inspiration for both the businesses and individuals". Preview copy available online [www.asianrestaurateur.co.uk](http://www.asianrestaurateur.co.uk)

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Asian Restaurateur is an industry publication for Restaurateurs which promises diverse content, both useful and implementable. Features providing information on guidance that is crucial for your business and articles exploring many issues the industry is presently facing. The market place brings a constant change of products, services and legislation it's important for stakeholders to keep up to date with change! The Asian catering industry is worth billions adding to the British economy our publication is a

platform for communication to this industry via print, digital, email and web.  
[www.asianrestaurateur.co.uk](http://www.asianrestaurateur.co.uk) preview the line copy now.

TWITTER: @asiancaterer

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East End Spices, the leading suppliers of Asian food in the UK and European market for nearly four decades. In the last year the companies enthusiasm for grow your own projects as led them to create their own vertical garden with the buildings of their Aston Cross premises. The evolution of their business is based on satisfying needs of the consumer with a superior quality product. Their success is attributed to the philosophy of the founders - Wouhra Brothers, who believe in innovation, honesty and team work. Their focus on the changing needs of customers has led to achieving phenomenal growth by delivering beyond expectations. ORDERING SPICES FROM EAST END IS EASY [www.store.eastendfoods.co.uk/](http://www.store.eastendfoods.co.uk/)

TWITTER: @EastEndFoods

FACEBOOK: [www.facebook.com/asiancaterer](http://www.facebook.com/asiancaterer)