

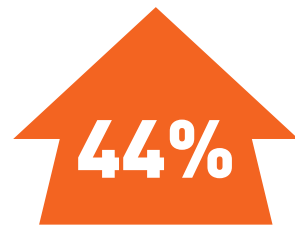


You may think
great curries are
hard to master

The Pub Curry Guide

 **Unilever
Food
Solutions**

International cuisines are increasingly popular



Indian food descriptions on menus were up 25% in 2014 vs 2013 and Asian up 44%¹

¹Source: Menu Monitor, Technomic 2014

Britain's love affair with curry is heating up, and it's one of the nation's best loved dishes and it's big business. So think about putting on regular 'curry nights' for customers to enjoy their favourite food.

Here is our guide to help you

- Make the most of your curry menu
- Make your ingredients work harder
- Get your team on board
- Cash in on the love of curries
- Pull in the punters





Make the most of your curry menu

- **Shout about your menu** – Using authentic dish names, descriptions of flavours and ingredients help create an authentic experience
- **Be focussed** – Avoid mixing different Asian cuisines such as Thai and Indian. If you want to mix it up, host alternative curry nights on different days
- **Fit for a king** – Customers expect to pay more for dishes that include ingredients such as prawns or beef, so include these to increase spend
- **Keep your menu simple** – Have two mild, two medium and one hot curry to suit customers preferred heat levels

Try our Beef Panaeng recipe
at ufs.com/pubs



Spice of life

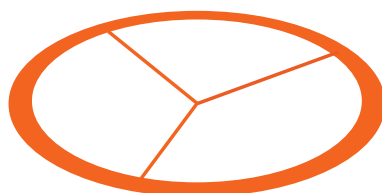
Serve a selection

Many Indian restaurants serve rice, bread and vegetables separately. Avoid 'one plate meals' to top up your profit

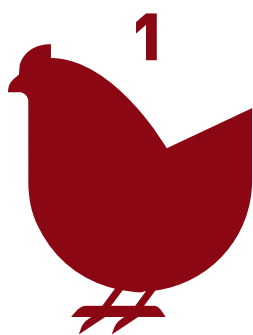


Encourage sharing

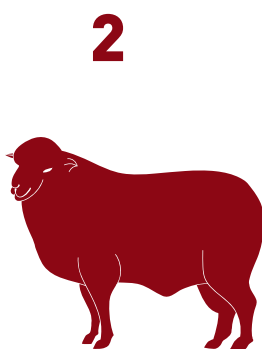
Snack platters or 'thalis' made up of several curries encourage customers to explore flavours and make you look more generous



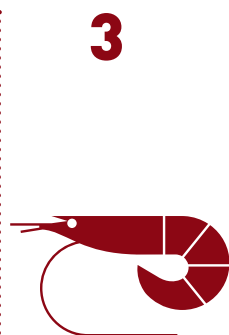
Top protein used in curry



Chicken



Lamb



Prawn



Fish

Growing



Duck



Shrimp

Chicken is the firm favourite but other proteins can command higher prices.

Source: Menu Monitor, Tecomic Q1 2015

Make ingredients work harder

- **Quality bases** - Use KNORR Create More Concentrated Sauce or KNORR Patak's Pastes for great quality authentic bases you can consistently rely on
- **Make them yours** - Use extra spices and fresh herbs like mint or coriander to give the dish your own finish
- **Source smartly** - Vegetables are cheaper than meat or fish, so use more of these to bring down your costs and bulk up dishes
- **Make the most of meat** - Inexpensive cuts, such as boneless chicken thighs are ideal for curries, they also have bags of flavour
- **Stir in flavour** - Add fresh herbs like mint or coriander to finish a dish



Get your team on board

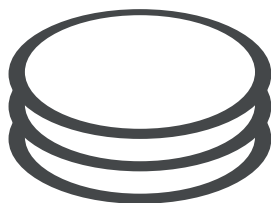
- **Be prepared** - Cook chill speeds up service
- **Show the team** - Hold a team curry night so they can sample the dishes. Then they'll be in a great position to recommend to customers
- **Share your knowledge** - Talk to your team about each curry so they can advise customers about the ingredients and any allergens



Keeping up appearances

Look the part

Clay or metal serving dishes are easy to get hold of and create an authentic experience



Little touches count

Customers eat with their eyes so add a fresh garnish like fresh coriander or chillies to finish the dish off





Cash in on the love of curries

- **Go the full monty** - Sides are quick and easy to prepare, they add to the experience and make you look generous
- **Offer great value** - Meal deals can uplift spend and make customers feel like they are getting good value
- **Weeknight wonders** – A regular curry night can make your pub busy on those quiet midweek evenings

Thirsty business

Clever combinations

Indian beers go down a treat with curries, and pairing dishes with wine is a great way to boost drink sales

- A fruity Viognier works with cinnamon or ginger flavours
- Chardonnay goes well with creamy curries



Refreshing alternative

Think about stocking alcohol free alternatives like ginger beer to offer something different and complement Indian flavours





Pull in the punters

- **Get regulars on board** - Make sure your team tell your regulars all about your curry night and pro-actively sell the quality of your curry
- **Spread the word** - Place posters and flyers around your pub to promote
- **Attract passing trade** - A-boards outside your pub will encourage passers-by to pop in for a curry if they're going to get a good deal
- **A picture paints 1,000 words** - Encourage customers to share photos of your curries on social media and engage with them

Our ingredients for your curries



KNORR Create More Concentrated Sauce

- KNORR Create More Concentrated Sauce goes twice as far
- Use hot and cold to create sauces, soups and marinades
- Dilute with water to your required consistency
- Add fresh ingredients to make sauce your own

KNORR Patak's™ Indian Create More Concentrated Sauces 1.1L

Jalfrezi

Korma

Madras

Tikka Masala

Balti

Rogan Josh

KNORR Blue Dragon Oriental Create More Concentrated Sauces 1.1L

Thai Red

Thai Green

KNORR Professional Pastes

- Perfectly blended professional pastes, guaranteeing authentic tasting flavours every time
 - Contains all the ingredients you would expect to find in an authentic scratch made paste
 - Use straight from the jar when cooking to add authentic flavour to your chicken, meat or fish. Pastes must be cooked first if used in a yoghurt or marinade
-



KNORR Blue Dragon Oriental Pastes 1.1kg

Thai Green

Thai Red



KNORR Patak's™ Indian Pastes 1.1kg

Korma

Madras

Tandoori

Tikka

Tikka Masala

Jalfrezi

Rogan Josh

Balti

Our ingredients for your curries



KNORR Ready to Use Sauce

- Serve your customers authentic tasting dishes in minutes
- Quick and easy to prepare - Just add meat or vegetables, heat and serve
- Ensures maximum consistency for cost or nutritional reasons or when time is limited

KNORR Patak's™ Indian Ready to Use Sauces 2.2L

Jalfrezi

Korma

Madras

Tikka Masala

Rogan Josh

Balti Sauce

KNORR Blue Dragon Oriental Ready to Use Sauces 2.2L

Sweet Chilli Dipping

Thai Green Curry

Thai Red Curry





KNORR Accompaniments



KNORR Patak's™ Mini Pappadums 1kg



KNORR Easy Cook Long Grain Rice 5kg

Colman's



Colman's Mint Sauce 2.25L

Colman's Mint sauce is great for making raita

Meadowland



Meadowland Professional 1L

It's hard to split and stays stable in your kitchen



Meadowland Professional 250g

72% of chefs thought Meadowland performed the same or better than butter³

³Source Kadence International Meadowland Professional 250g Product Test March 2013 n= 99 UK chefs were asked to blind taste test hot dishes made with Meadowland Professional 250g and the same dishes made with a leading brand of butter (based on Nielsen Grocery Value Sales 52 w/e 03 Jan 15). 68% of chefs rated the buttery taste of Meadowland Professional 250g as just right vs 64% of chefs who rated the buttery taste of butter as just right.

Unilever Food Solutions
Unilever House, Springfield Drive,
Leatherhead, Surrey KT22 7GR, UK
E solutions@ufs.com W www.ufs.com

