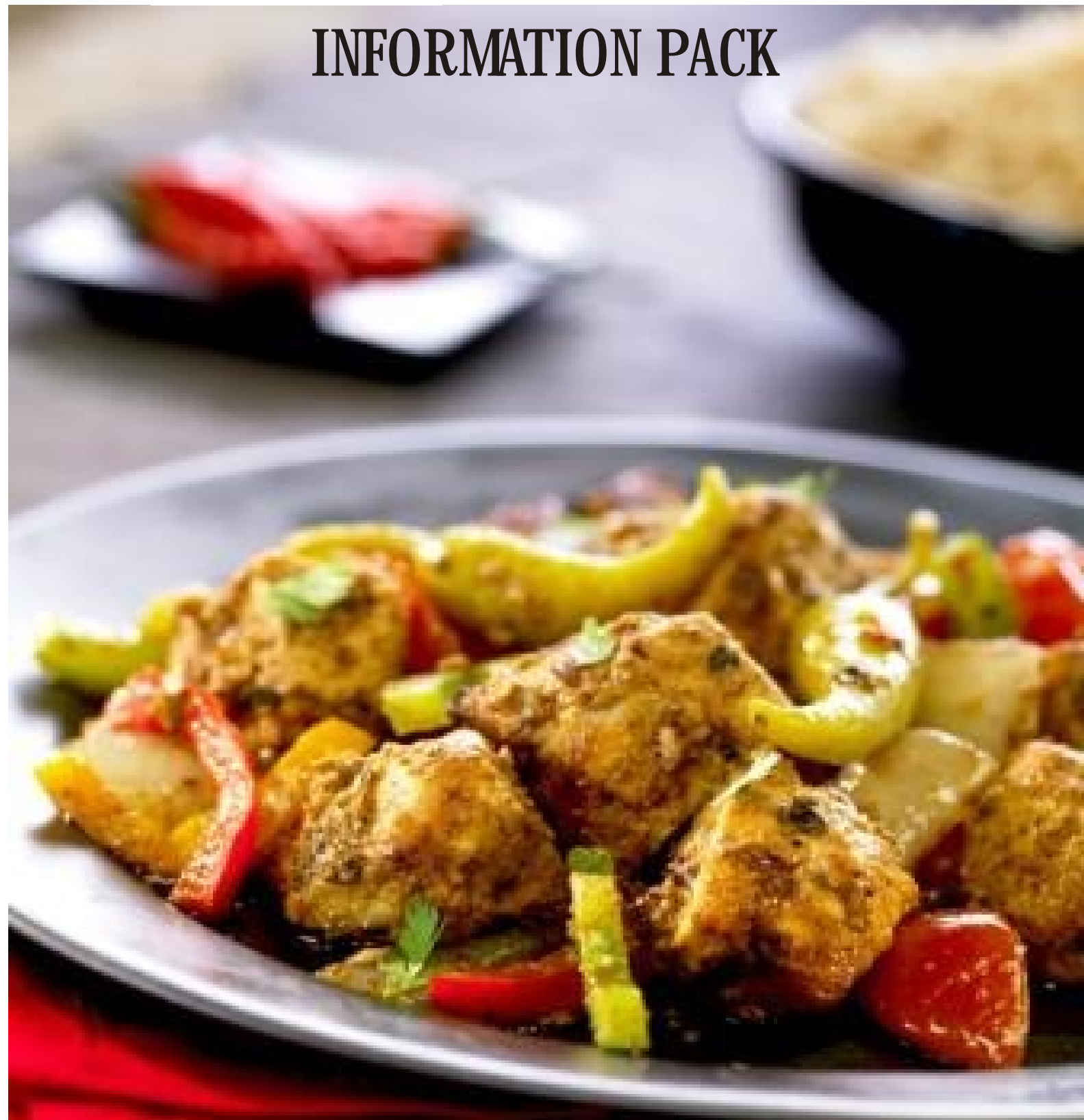




**NATIONAL CURRY
WEEK 2011
9 - 15 October**

INFORMATION PACK



Restaurants and catering establishments throughout Britain are invited to register, completely free of charge, for National Curry Week 2011

National Curry Week was started in 1998 to promote the cuisine and to raise funds for charities concentrating on hunger, malnourishment and poverty. During the week curry lovers can get out and visit their local curry houses, some of which will be staging special events and fun challenges or get a group of curry fans together and enjoy a curry party at home.

National Curry Week 2011 again invites curry restaurants, caterers, pubs, canteen, schools and the general public, all over Britain to celebrate the cuisine and culture with special dinners, record-breaking attempts, raffles, auctions and more, all in aid of contributing to the alleviation of poverty and suffering in South Asia and worldwide

SPECIAL EVENTS FOR 2011

"Customer's Restaurant of the Year"

Is yours the most popular restaurant in Britain? The restaurant with the most votes will win the title for 2011. Customers can send their vote by email (vote@fedrest.com) or restaurants can collect names and email addresses (for verification) and send to us in bulk

"World Poppodum Tower Record Attempt"

Every year the record goes up. Can you, your staff or your customers create a new record - or just have fun?

"Samosa Speed Challenge"

A new speed challenge for the kitchen. How many samosas can you produce from pre-prepared filling to wrapping and cooking in 10 minutes with customer taste test.

"Best Signature Dish (Classic)"

Submit your restaurant's signature classic dish to take the title for 2011 - recipe, photo and customer comment no later than 23 September 2011

"Best Signature Dish (Innovative)"

Similar to above but for your new, innovative signature dish

"Best Chutney Challenge"

Is your chutney something to be proud of? If you think it is something special submit a small sample for judging no later than 22 September and try for the title won by Chilli Pickle of Brighton (Innovative) & Brilliant (Traditional) in 2010.

Or simply organise your own special event or dinner at home to qualify for one of 50 Patak's hampers.. The choice is yours. Details can be found on www.nationalcurryweek.co.uk

Whether you decide to hold a special evening diner with the proceeds going to charity or, take part in one of the special events, you can be involved simply by registering and helping spreading the word

We have created **The Curry Tree Charitable Fund** to target the 23 million people who enjoy eating curry out in Britain each year. Our eventual target will be just £1 per person a year creating a huge charitable fund for the malnourished young and victims of disaster. The Trustees (*Peter Grove, Colleen Grove, Cyrus Todiwala OBE, Rajesh Suri, Enam Ali MBE, Gulu Anand, Mridula Baljekar, Prem Singh and Shamin Hoque*) will allocate the funds raised each year to good causes on the sub-continent

You will be sent promotional material explaining everything for your customers and all we ask is that you encourage them to contribute in some way (special diner, special dish etc) to The Curry Tree. From these small beginnings we will eventually reach our target with your support and help alleviate suffering whilst enjoying Britain's favourite cuisine..

REGISTER NOW

Log on to www.nationalcurryweek.co.uk to register

Or

Send an email to groveint@aol.com with the name of your restaurant, address, telephone number and website if any plus a contact name.

We will register your restaurant or organisation online, advise local media and confirm back to you.

