

# Masala

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Watch out! The Food Standards Officer is about. Denim and Bollywood fashion, local talent, food shows and so much more...



## Wine for Spice™'s Naturally Semi-sparkling Range Launched

**Wine for Spice™ was created to finally extinguish that burning question of the ideal wine to drink with curry. The naturally semi-sparkling fine wines Viceroy White™, Raja Rosé™ and Rani Gold™ are refreshing at curry time and refreshing in the summer time. The novel key to these new wines is in one word - REFRESHING.**

"I normally drank a refreshing beer or sparkling water with curries," says New Delhi born, Wine for Spice™ founder, Warren Edwardes who is of Goan and Anglo-Indian descent.

"It occurred to me" said Edwardes "that a good quality naturally fermented semi-sparkling young wine with not as much fizz as Champagne and Cava would add a zing to and bring out the flavours of Asian food. But not aerated wines as the gas soon fizzes out or those partially fermented drinks that are vaguely alcoholic upgrades from cola or lemonade.

The semi-sparkling nature avoids the unpleasant effects of gaseous overload yet retains all the refreshing qualities of a cold beer. Fruitiness and residual sugar in the range rise in relation to the spiciness of the accompanying dish – Viceroy with mild dishes; Raja with medium and Rani with spicy dishes. A refreshing wine should also have a good level of mouth-watering acidity (think of

Nimboo Pani) but avoid mouth-drying tannin – so no red wines for the moment. The wines are also free from oak which clashes with spice giving a bitter harsh after-taste. A good degree of alcohol is required to provide body but excess alcohol can add to the burning sensation of chillies. The Viceroy and Rani have 11.5% ABV and the Raja has 12.5% ABV.

Expressing what will soon become blindingly obvious to many: "I don't drink warm flat beer with my curry - so why should I drink warm flat wine with it?" said Edwardes.

Wine for Spice™'s wines are produced and bottled in Spain by the pre-eminent producer of semi-sparkling wines. And professional wine writers have been impressed testifying to the quality of the range.

Tom Cannavan, Wine Pages: "matching wine to spicy food is a very tricky challenge, and one where Edwardes has succeeded"; Lopa Patel, RedHotCurry.com: "the primary reason so little wine is consumed in curry houses is simply because there isn't a decent enough choice. It was refreshing, therefore to come across Wine for Spice™"; Richard James, wine writer "a cut above the usual offerings in Indian or Asian restaurants, looking closely at what works best with spicy food. The combination of aromatic fruit, fresh acidity, light fizz and a bit of sweetness in two of the wines - in addition to avoiding oak and tannin - is a solid one".

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**Wine for Spice™'s naturally semi-sparkling fine wines Viceroy White™, Raja Rosé™ and Rani Gold™. Refreshing at Curry time - Refreshing in the Summer time. If you don't drink warm, flat beer with a curry, why drink warm flat wine with it?**

## Restructure at Shere Khan!

**Shere Khan the Indian Food Specialist has taken steps to increase its market share of the ethnic food market by unveiling a new management team to respond to the current market dynamics.**

The continued growth in the ethnic food market has meant expansion of its current operations was necessary to meet the rising challenges of each trade channel.

"It was important for future sales growth to bring in experienced people to help support the overall strategy, these are exciting times for

Shere Khan with new brand extensions planned for next year, we have a structure in place to meet our customers demands" Nighat Awan O.B.E commented.

The new team being Mike Ashton responsible for Sales at Shere Khan, Mike previously held many senior sales roles at Allied Breweries and Carlsberg Tetley and brings an invaluable 25 years experience working in all trade channels to the team. David Walter previously CEO for Tamarind Fine Foods and Sales Director for Ennis Foods will be responsible for Marketing and Charles Hancock comes from a blue chip background in manufacturing to take over responsibilities for operations.