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**One-Click Resource Indian As Apple Pie Simplifies Indian Cuisine***CEO Anupy Singla brings New Indian Ingredients to American Cooks, Grocers in 2015*

CHICAGO (February 17, 2015) – America’s growing interest in Indian cuisine is not lost on Chicago-based company Indian As Apple Pie, whose CEO and co-founder Anupy Singla makes it her business to create and deliver gourmet Indian ingredients that inspire simple, healthy and authentic meals. The company’s entire family of Indian cuisine products will be showcased at the International Home + Housewares Show (IHHS) in Chicago March 7-10, 2015 at booth **S2384**.

All products are available online at www.IndianAsApplePie.com, which is quickly becoming the one-click resource for Indian recipes and hard-to-source ingredients. Custom spice blends from Indian As Apple Pie are additionally available on shelves at Whole Foods stores and specialty retailers, where dedicated social media followers are helping move the spice blends off the shelves.

These same dedicated followers helped Singla successfully crowdfund over \$30,000 for the production of her upcoming cooking show, Indian As Apple Pie TV. For a snapshot of Singla’s warm instructional style, join her at the IHHS cooking stage on **March 9, 2015 from 3:00-3:45pm** to learn more about how she unwinds the complexities of Indian cooking with her products and cookbooks.

Indian As Apple Pie: Sauces

This year, Indian As Apple Pie will simplify Indian cooking with the launch of packaged, shelf-stable Indian sauces and hard-to-source lentils and beans in a continued mission to make Americans’ taste for Indian cuisine easier to satisfy at the click of a button.

“Sauces and lentils are staples of Indian cuisine, and these latest custom ingredients are designed to complement Indian As Apple Pie’s existing product line,” says Singla. That line includes a set of six custom spices, six spice blends, four sauces, four lentil and bean varieties, a spice tiffin organizer, three bestselling instructional cookbooks with more than 100,000 copies in print, and an upcoming cooking show.

Singla, a busy mom of two young girls, recognizes how difficult it can be to cook daily at home. Her latest shelf-stable Indian sauces are a ready resource for home cooks and include Tikka Masala, Punjabi Masala, Tamarind Curry and Tamarind Paste. The sauces are intentionally vegetarian, vegan, gluten-free and additive-free to accommodate even the most restrictive diets.

Indian As Apple Pie: Lentils

Newly introduced yellow lentils, whole black chickpeas, pigeon peas, and whole black lentils, many of which are not available even from specialty grocers, are easily purchased through Indian As Apple Pie alongside these latest sauces.

With its growing product line, Indian As Apple Pie makes it easier for Americans to cook Indian cuisine with high-quality cooking ingredients and tested cookbook recipes. Learn more at www.IndianAsApplePie.com.

About Anupy Singla

Anupy Singla is a former TV journalist turned cookbook author and entrepreneur, born in India but raised outside Philadelphia, and co-founder of Indian As Apple Pie (www.IndianAsApplePie.com), a company with a variety of recipes, custom ingredients and unique home goods designed to make Indian cuisine accessible to every type of home cook. Singla's commitment to healthful recipes and home-style cooking is inspired by her dedication to bring good, authentic food to her two daughters. Since her first book appeared five years ago, Singla's *The Indian Slow Cooker* (2010) and *Vegan Indian Cooking* (2012) have more than 100,000 copies in print and perennially top Amazon's list of bestselling Indian cookbooks. Her latest addition, *Indian for*



Everyone: The Home Cook's Guide to Traditional Favorites (2014), mirrors her company in that it aims to make traditional Indian dishes accessible to all types of cooks and diets.

About Indian As Apple Pie

Established in 2010, Indian As Apple Pie is the brainchild of award-winning journalist, cookbook author, health advocate, and television personality Anupy Singla. The company is headquartered in Chicago, and its sole mission is to make healthy, home-style Indian food, products, and recipes accessible to the masses. Singla's three cookbooks, *The Indian Slow Cooker*, *Vegan Indian Cooking*, and *Indian for Everyone: The Home Cook's Guide to Traditional Favorites* together with her blog, kitchen gadgets and collection of cooking ingredients give Americans the tools they need to cook authentic, healthy Indian cuisine at home. Learn more at www.IndianAsApplePie.com.

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