

Spicemode  
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**FOR IMMEDIATE RELEASE**

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**Curry Cruiser Creator & Culinary Entrepreneur Amar Singh Launches Spicemode, an Artisanal Line of All-Natural Globally-Inspired Cooking Sauces**

*Chicago, IL, INSERT DATE HERE* — Recognizing an opportunity in the specialty-food market to introduce well-honed cooking sauces and spice blends, designer and food truck entrepreneur Amar Singh has developed Spicemode, an artisanal line of all-natural Indian cooking sauces.

More than a foodstuff, Spicemode is a carefully developed method for creating bold, global flavors at home. Whether home cooks want the ease of a quick meal or the satisfaction of a slow-cooked feast, Spicemode can add a rich ethnic twist to any dish. Each cooking sauce is loaded with all-natural, fresh ingredients and dozens of spices, cutting down on cooking time without cutting out taste.

“My goal in creating Spicemode is to provide natural and delicious products that make the amazing Indian flavors I grew up with more accessible at home,” says founder Amar Singh. “At the same time, my hope is that people embrace the ‘mode’ in Spicemode to feel inspired to cook and get involved in the culinary creation process.”

Rooted in traditional Indian flavors, the current line of products includes favorites like Masala, Madras and Vindaloo. With a bold base of caramelized onions, freshly minced garlic, ginger, chilies, and carefully developed spice blends and chile powders, Singh’s recipes offer a full spectrum of cooking: from home style Indian curries to inventive fusion dishes. To use a popular Spicemode phrase, curry is only the beginning.

Spicemode is available now through such fine Chicago food boutiques as Olivia’s Market, Provenance, Red & White Wines, Standard Market, The Dill Pickle Co-Op and Whole Foods Market.

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**ABOUT AMAR SINGH:** Beginning his professional culinary journey with the Curry Cruiser food truck, Singh developed a flavor-packed menu centered on handmade flatbreads and vibrantly spiced curries. Due to touch City of Chicago regulations, Singh parked the Curry Cruiser in the summer of 2012 to focus on bringing his popular recipes to Grocery store shelves with Spicemode.

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