



International - USA



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The Patak's Story

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The brand is distributed in over 40 countries and has established itself as brand leader in many markets overseas. Patak's was founded by the father of the current Chairman and Chief Executive, Kirit Pathak, in the late 1950s. L.G. Pathak arrived in the UK from Kenya with his wife and 6 children, with only £5 and a life insurance policy in his pocket. He experienced great difficulty in finding a job and believed there was an opportunity in selling authentic Indian food to Indians in the UK. So, as a source of income he started to make and sell samosas in his tiny 5ft x 6ft kitchen and eventually raised sufficient money to buy his first shop, No. 134 Drummond Street, London.



LG Pathak decided to extend the range that he and his wife manufactured to include other authentic products, including pickles and chutneys. The quality of the products spread by word of mouth and orders from shops, housewives and students flooded in. L.G. Pathak also started catering for functions at the Indian High Commission.

Following a disastrous distribution arrangement, Kirit Pathak was forced to leave his studies at the age of 17 to help his father as the business had taken a turn for the worse. Since that day he has spearheaded the company's rise to one of the leading authentic brands in the UK Indian food sector. Kirit saw the potential in the Indian food market and had a vision that still holds true today - to manufacture and sell quality authentic Indian food worldwide.



On a buying trip to India in 1976 he met his wife to be, Meena, and 3 months later they were married. Unbeknown to Kirit at the time, Meena had completed a degree in Food Technology and Hotel Management. Only when she first visited the family's factory did Kirit realise his wife's talent and enthusiasm for food and offered her a job. Meena started to experiment with Tandooris and Tikkas, the authentic popular Indian flavours, and in 3 months created a Tandoori paste, which could be manufactured in a jar.

Meena, as Director of Product Development, is the creative force behind the Patak's brand and to this day approves every single Patak's recipe; on average she helps develop and approves over 20 new recipes a year. Each recipe has its own secret spice mix formulation, where these secret formulations are kept a very closely guarded secret and are known only to the Pathak family.



Indian Cooking

Kirit and Meena are very hands on in the crucial area of quality control. The flavour of Patak's products is heavily dependent on the quality and freshness of the herbs and spices used and as such Kirit personally supervises their selection and importation from India and around the world. It is the grinding process that releases aromatic oils from spices and these oils create the delicious flavours in Indian cuisine. The flavour of ground spices fades over time - Patak's are unique in that they grind whole spices at the point of manufacture to ensure freshness of flavour is achieved. At home, Meena never keeps her own ground spices for longer than three weeks and ensures they are stored in a 'spice box' away from the sunlight.



Herbs and Spices

Cardamon / Elaichi

Cardamom is commonly referred to as the 'Queen of Spices'. It is a very versatile spice with many uses in Indian cuisine and is also believed to aid digestion and act as a breath freshener.

Black Onion Seed -Kalonji / Nigella Sativa

Kalonji is the dried, seed-like fruit of a small herb. It is usually dry roasted or fried to develop the flavour. The seeds are used in bread doughs, such as naan and kulchas and are also used in salads and pickles.

Chillies / Mirch

Immature chillies are green - when they ripen they become yellow, orange, red, brown or purple. Chillies range in heat from mild to very hot. The heat from chillies comes from capsaicin in their seeds, fleshy parts and skin.

Cinnamon / Dalchini

Cinnamon is the bark of the cassia tree. It is used to flavour rice, curries and desserts. It is either sold as sticks or as a ground powder, which is an integral part of the standard blend of Garam Masala.

Clove / Laung / Lavang

Cloves are the unopened red flower buds of the clove tree and can be used whole or ground. Cloves have an extremely strong, pungent and aromatic flavour with warm notes of pepper and camphor.

Coriander Leaves, Cilantro / Hara Dhania

Coriander is one of the most commonly used herbs in India. The flavour of coriander leaves has both lemon and ginger notes.



Diwali

Diwali, also known as ‘The Festival of Lights’, marks the beginning of the Lunar Indian New Year. Celebrated by Hindus, Sikhs and Jains, it falls each year within October and November with the exact date depending on the lunar calendar.

For Hindus, the five-day festival symbolises an escape from darkness and allows them to focus on the true and positive values of life. During this time, homes are thoroughly cleaned, windows are opened and candles and lamps are lit to welcome Laksmi, goddess of wealth. Gifts are exchanged and festive meals are prepared during Diwali, in fact the celebration means as much to Hindus as Christmas does to Christians.

Food takes centre stage during this festival that focuses on family and friends. “In India, the cook would often spend days preparing food for Diwali,” says Meena Pathak. “It’s a time for visiting with family and friends, entertaining, and exchanging gifts. Offering food to visitors and guests is an essential part of Diwali.”

Diwali is increasingly celebrated in countries all over the world, not just in India. With such a wonderful choice of dishes on offer, why not try cooking your own Diwali meal with Patak’s?





Products



- Kits** Patak's Wrap Kits and Meal Kits combine all the components needed to make delicious Indian meals - simply add poultry, meat, vegetable or fish and follow the step-by-step instructions.
Available: Butter Chicken, Korma, Tandoori
- Simmer Sauces** Patak's Simmer Sauces are developed from an authentic Indian recipe, and retain the original flavours and aromas of the spices that are so essential to the subtle complexities of Indian cuisine. Quick and easy to prepare, Patak's sauces are a great introduction to Indian food.
Available: Butter Chicken, Rogan Josh, Mango Chicken, Cashew Masala, Korma, Tikka Masala, Jalfrezi, Tandoori Masala, Balti, Madras
- Pastes** Patak's Curry Pastes are complex blends of freshly ground spices and herbs, preserved in vegetable oil to seal in freshness. Use as a marinade when blended with yoghurt before cooking or cook with onions and tomatoes to create a delicious sauce for meat, poultry, seafood or vegetables.
Available: Korma, Madras, Rogan Josh, Vindaloo, Tikka Masala, Tandoori, Butter Chicken, Balti, Mild Curry
- Canned Sauces** Patak's Canned Sauces are developed from authentic Indian recipes; very similar to Patak's Cooking Sauces they retain the original flavours and aromas of the spices and the fantastic tastes of Indian cuisine to create the perfect meal. Mix Patak's canned sauces with water or milk for (Tikka and Korma) and add to your favourite meat, poultry, chicken, seafood or vegetables for a delicious Indian meal.
Available: Korma, Tikka Masala, Rogan Josh, Vindaloo, Balti
- Naans** Made using the finest ingredients, Patak's Naans are baked on stone plates made of volcanic rock to create a product that is as close as possible to that of an Indian restaurant. Traditionally used as an accompaniment to Indian dishes, Patak's Naans are equally delicious with any of your favourite meals. Naan breads also make an ideal base for pizzas.
Available: Plain, Garlic and Coriander



Recipes

CHICKEN TIKKA MASALA

Serves 2

5 tbsp Patak's Tikka Masala Curry Paste
250g diced chicken breast
1 medium onion, diced
1 tbsp vegetable oil
100ml water
400g fresh or canned tomatoes
100ml cream
2 1/2 tbsp yoghurt
Equally delicious with beef, lamb, fish and vegetables

Cooking Instructions

1. Combine yoghurt and Patak's Tikka Masala Paste and add chicken. Marinate in refrigerator for 1 hour or overnight for a fuller flavour
2. Gently sauté onions until golden, add chicken and sauté until sealed. Add chopped tomatoes and water; simmer for 25 minutes until chicken is cooked through. 3. Stir in cream just before serving (optional). Serve hot with rice.



A Tip from Meena Pathak

For a special Tikka Masala, stir some creamed coconut into the sauce during cooking or finish with cream instead of yoghurt.

In a Hurry? - Simply use Patak's Simmer Sauce, add meat and serve with rice or Patak's Naan Bread.



TANDOORI SALMON

Serves 4

4 Salmon steaks or fillets
4 tbsp vegetable oil
100ml plain yoghurt
140g (1/2 jar) Patak's Tandoori Curry Paste
1 tsp crushed garlic
1 tsp fresh mint, (chopped)
Mixed salad
Lemon, cut into slices
Equally delicious with beef, lamb, fish and vegetables

Cooking Instructions

1. Wash and dry the Salmon steaks. 2. Mix the Patak's Tandoori Curry Paste with the vegetable oil, garlic, mint and yoghurt. 3. Marinate the salmon for 20 minutes (or longer if time allows). Grill or bake the salmon for approx. 5 minutes either side, basting with oil occasionally. 4. Squeeze some fresh lemon juice on top. Serve warm with mixed salad leaves and lemon slices. water; simmer for 25 minutes until chicken is cooked through. 3. Stir in cream just before serving (optional). Serve hot with rice.

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Recipes

PARSNIP & COURGETTE IN MOGHLAI SAUCE

Serves 4

200g Boiled Parsnips, (diced)
200g Courgettes, (diced)
150g Onions, (diced)
1 tbsp Oil
2 tbsp Patak's Korma Curry Paste
200ml Cream
1 tbsp Fresh Coriander, (chopped)
1 tbsp Sliced Almonds
1/2 cup Water

Cooking Instructions

1. Heat oil in a pan. Add the diced onion and fry for 5 minutes. 2. Add the Patak's Korma Curry Paste and cook for another 2 minutes. 3. Add the cream and the water along with the parsnips and courgettes. 4. Allow to boil for 2 minutes on low heat. 5. Finally add the coriander and serve garnished with sliced almonds.



LAMB MIRCH MASALA (served with rice)

Serves 4

2tbsp vegetable oil
500gms lamb leg, boneless cubes
1 tsp cumin seeds
4 cloves
4 cardamom pods
170g onions, sliced
2tsp crushed garlic
1/2 tsp green chili chopped
4tbsp Patak's Madras Paste
1 green capsicum, sliced
1 red capsicum
225g tomatoes, chopped
1/2tsp black peppercorn, crushed
70ml cream
2tbsp fresh coriander

Cooking Instructions

1. Heat oil in a pan; add cumin seeds, cloves and cardamom pods. When they start crackling add the sliced onions and cook over a medium heat for 8-10 minutes. 2. Add the crushed garlic and cook further for a few minutes. Stir in the Madras paste and sauté for a while, add some water if required to avoid burning of the spices. 3. Add chopped tomatoes and cook on a medium heat for 5-6 minutes until oil begins to separate. 4. Add lamb pieces and sauté for a further 5 minutes, add sliced peppers, and continue cooking till lamb is thoroughly cooked. 5. Add rest of the ingredients, leaving some coriander for garnish, season and simmer for few more minutes. 6. Serve it hot with cooked rice.