

Karen Anand in strategic deal with Temptation Foods

Gourmet range sets aggressive growth plan

Mumbai, April 27, 2007: Karen Anand Gourmet Kitchen and Temptation Foods today announced a strategic partnership that will enhance the gourmet brand's production capacity and exports significantly.

Temptation Foods Ltd has been into the export of fruits & vegetables for the past 10 years. Now with the change in the retail supply chain & modern retail trends Temptation Foods is all set to enter the retail segment. Moving in this direction partnering up with Karen Anand is its first step towards its retail business.

Karen's Gourmet Kitchen was started by well known gourmet, chef and food critic, Karen Anand, in India, in 1997. It started as a hobby and passion has grown into a company well known for producing quality food products in the specialised niche market. All the fruit is carefully hand selected and quality is still the primary objective, even when the volumes are large. Their product range includes 10 varieties of Preserves and Marmalades, which include seasonal favorites like Strawberry, Peach and Plum and unusual recipes like Fig and Orange and Guava and Apple, Salad Dressings like Fresh Mayonnaise, Garlic Mayonnaise, Thousand Island, Italian Dressing , French Dressing, Whole Grain Mustard & Eggless Mayonnaise and a range of sauces include Oriental Stir Fry Sauce, American BBQ Sauce, Pizza, Pasta Sauce, Spicy Mexican Salsa, Chinese Chili Garlic Sauce & Chinese Szechwan Sauce.

Mr Vinit Kumar, Principal Investor in Temptation Foods said "This partnership will add value to both the companies. Temptations scale and management strength combined with Karen's culinary expertise is a sure fire winner."

Karen Anand commented stating "We were searching for a partner that shares our vision of bringing quality food products available in India and abroad. Temptation's aggressive growth plans dovetail with our own and I feel this will be a winning combination".

About Temptation Foods Ltd:

Temptation Foods Ltd (TFL) uses the revolutionary IQF (Individual Quick Freezing) Technology to keep processed fruits and vegetables as good as fresh. TFL process fruits such as mangoes, pineapple, papaya, melon, grapes, strawberries and also a variety of Vegetables like Green Beans, Peas, Tomatoes, paprika, Okra, Corn, Carrots, Chillies, Ginger, Garlic.

TFL offer their customers a wide range of products including IQF vegetable, Fruits, ready to eat product. With no additives and no Health Hazards, the foods are kept Naturally Fresh with no loss of nutrients, flavor, color, texture and shape. For more information, log on to www.temptationfoods.com

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