THE CURRY IN A HURRY STORY!

The concept is a result of the founder eating too many curries while at Cambridge University.

Indian is the most popular food in the UK but extremely inaccessible; typically eaten in restaurants or as takeaway eaten at home.

With a love of naan bread the concept was born from the Indian custom of scooping up curry with bread, and a thought of why not seal the curry in bread like a pasty or calzone?

The concept was initially developed in a takeaway restaurant. After exhibiting at the International Food Exhibition in 2015 it was clear that there was a much greater potential for the products.

Following a successful fund raise with seed investors the brand has been developing and are now looking to develop the business with selected partners...
Tuk In is an exciting new product that uses the finest traditional curry sauces combined with succulent pilau rice and then wraps and seals them in a soft naan bread.

Tuk In is similar in structure to a calzone or some have described it as an Indian pasty, although it has some added advantages:

- All curry-in-a-naan’s are made with soft, fluffy naan bread rather than harder and dry pastry
- The contents are delicious, wholesome traditional curries made using all natural ingredients

Our current range is made up of Chicken Tikka, Chicken Korma & Chicken Jalfrezi

Tuk In is wholesome to eat, providing balanced nutrition being low in sugar and saturated fat and high in protein.

“Very tasty!”
Gill from Brockley

“Lots of flavour, very nice!”
John from Newbury
We have developed the curry-in-a-naan specifically for the convenience food market. There are a number of benefits to the product which include:

- **Handy** - It’s a great handheld product that is simple to cook and eat
- **Mess free** - The curry is sealed inside the naan bread ensuring that it is clean and easy to eat
- **Satisfying** - The product has the perfect balance of flavours and textures, and is very satisfying to eat. Each product is 180g and has 300 calories
- **Simple to prepare and serve** - With the product being sealed it is very easy to prepare and serve with little wastage.
- **Broad consumer appeal** - Indian cuisine is a staple of the UK diet with a very broad potential customer base
- **Innovative design** - the product is extremely refreshing alternative to savoury pasties and sandwiches providing an extra boost in flavour
TUK IN PRODUCTS – DESIGNED TO BE WHOLESOME

Tuk In is wholesome to eat, providing naturally balanced nutrition:

• **300 Calories** - our products are a handy meal to go that is satisfying but not too heavy

• **Low in sugar** - we do not use sugar in our sauces which contributes to very low levels of sugar in our products

• **Low in saturated fat** - while we use cream and yoghurt in many of our recipes they are kept at low levels

• **High in protein** - we have over 35g of chicken in each naan

• **Balanced nutrition** - Good balance of fat, carbohydrates and protein

• **Mix of spices** - many with reported health benefits including:
  - **Turmeric** - a natural anti-inflammatory
  - **Cumin** - an excellent source of Iron
  - **Chilli powder** - a natural treatment for nerve fibre damage
  - **Black pepper** - aids digestion and antioxidant
**TARGET MARKET – YOUNG PROFESSIONALS**

How often would you eat the product

- A few times a week: 5%
- Once a week: 9%
- Once a month: 13%
- Few times a year or never: 25%
- More than once a week: 60%

Most Likely Eating Occasion

- Lunchtime: 50%
- Daytime snack: 14%
- Dinner served on its own: 13%
- Dinner served with accompaniments: 22%

Source: Survey of 1,000 consumers
TARGET MARKET – YOUNG PROFESSIONALS

Demographic
18-35 yrs old
65% male, 35% female
Graduate degree

Additional info
Typically urban or suburban locations
Work in an office
Entrepreneurial
Interested in why as well as what
Travel widely

Favourite Brands
Google
Facebook
LinkedIn
Skype
YouTube
Amazon
Daily Mail
Guardian
Pret a Manger
H&M
Cadbury
Innocent
Red Bull
Nike
Apple

Favourite media
YouTube
Game of Thrones
Great British Bake Off
Apprentice

Sport
Football
Formula 1
Rugby

Food shopping locations
In work canteens
Local convenience stores
Major supermarkets (Tesco/Sainsbury’s/Waitrose)
Quick service restaurants
Travel locations
The Tuk In Brand

Tuk In Foods are determined to help more people ‘eat colourful!’ drawing on the fantastic vibrancy of Indian food! We believe that Indian food can be naturally healthy and that Tuk In deliver’s a wholesome alternative!

Our brand has been developed to communicate the physical benefits of the product...

- Fusion of taste and texture
- Naturally balanced nutrition
- Convenient
- Authentic Indian tasting
- Made like street food

... and the emotional benefits

- Adventurous
- Satisfying
- Better for you

Our colourful, adventurous and wholesome brand is targeted at young professional men and women but has wide appeal.
Street food is increasing consumers' interest in adventurous flavors and spices. **Most of them** explore these new flavors through street food alone.

50% of consumers are buying street food at least once a week and over 20% are buying it three times a week — with lunchtime being the main day part.

The most popular street food cuisines are:

1. Mexican
2. Chinese
3. Thai
4. Indian — this is becoming more popular
5. British

The most popular dishes are:

- **22%** Sandwiches/wraps/burritos
- **13%** Burger - Beef or Chicken
- **13%** Noodle Pot/Rice Dish
- **9%** Vegetarian Dish - Plant-based cuisines rising in popularity. Vegetarian is in the top five most popular dishes.
- **5%** Hot Dog

Source: Santa Maria street food report
“Convenience offers clear benefits - enabling modern, busy lifestyles and reducing the time spent on buying, preparing and eating food.”

Convenience of food is part and parcel with modern lifestyles which demand us to do more and at greater speed - that as a society, we have all become busier and with less time to focus on day-to-day food preparation and consumption.

The food to go market is worth £20.2bn and in 2015 it represented a quarter of all eating out spend, growing 5% in the past three years. On the whole this market segment outperforms the wider eating out market and it bucks the general market trend of falling retail food sales.

Source: M&C Allegra
We are seeing World Foods and in particular Indian cuisine grow strongly. Indian cuisine already constitutes a significant proportion of food eaten out of the home today and has wide market appeal.
But culinary fusion isn’t anything new - the trend emerged in the 1980s with the rise of “Tex-Mex” and Chef Wolfgang Puck marrying Asian and French cuisine.

Fast-forward to this last decade and fusion has exploded once again, evolving from high-brow to passé to gaining mainstream acceptance.

In fact, 10% of global food and drink consumption is now fusion-based.
Consumers are increasingly turning to healthier alternatives, looking for less sugar and natural ingredients and more balanced nutrition.
PRODUCT LISTINGS - AIRLINES

THOMSON AIRWAYS

2016 Spring menu

BRITISH AIRWAYS

Club Kitchen - Indian Routes
We have launched the product in over 20 stores in central London. Including stores like Pickles of London (Spar)...

... and Essentials in Victoria, Sloane Square and Leicester Square tube stations.
SALES ACTIVATION

Sampling activity & Events

Out of store and events promotional activity to be supported by Tuk In and promotional staff.

Promotions

Regular pricing promotions and other promotional activity to build awareness, brand and loyal customer following.
CONSUMER FEEDBACK FOR TUK IN

Our in store sales have been positive, with great feedback from consumers and rates of sales ahead of expectations and its peers (at c.12 units per week). Here are some quotes from customers we spoke to...

“Perfect for when I need something quick and easy to eat for lunch”

“The packaging is bright and catches the eye, it looks much more appealing than Rustlers”

“Tastes great, and I really like the colourful design of the packaging”

“I’d definitely buy these for the kids for dinner if I didn’t have time to cook”

We believe the our proposition would produce equally positive feedback with yourselves! Wider consumer research indicates the broad appeal of the product...

OUR SURVEY SAID

70% of 1,000 people surveyed would be LIKELY or HIGHLY LIKELY to buy our product.
CONSUMER AWARENESS FOR TUK IN

We have achieved strong traction with national and social media:
THE TUK IN FOODS TEAM

TOM CROPPER
Managing Director
Thomas.cropper@tukinfoods.com
Mob: 07968 205 954

CHRIS ANSON
Sales Manager
chris@tukinfoods.com
Mob: 07799 907 692

JACK STAPLETON
Chairman

Danny Abello
Foodservice Sales