



Mix in a little India. It's what your customers want.

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- ♦ **Visible minorities, driven by South Asians, will represent 30% of Canada's population by 2030**
(Stats Canada)

♦ **Canadians, particularly the influential Millennial demographic (18 – 34), are trying ethnic foods more frequently when they dine out**
(2013 Canadian Flavour Consumer Trend Report, Technomic Inc.)

♦ **4 out of 10 Canadian adults 18+ are most likely to be lured into restaurants by new and innovative flavours**
(2013 Canadian Flavour Consumer Trend Report, Technomic Inc.)
 - ♦ **Affluent consumers are more likely to spend more on restaurant meals with new or unique flavours**
(2013 Canadian Flavour Consumer Trend Report, Technomic Inc.)

♦ **Indian cuisine recently surpassed Chinese as the #2 consumed ethnic cuisine in Canada**
(Patak's Brand Health Check, Past 3 Months consumption. February 2015)

♦ **Patak's leads Indian brands, in Canada top of mind awareness**
(Patak's Brand Health Check, Past 3 Months consumption. February 2015)

♦ **In Canada, 7 of the Top 10 Indian cooking sauces and pastes are Patak's**
(AC Nielsen MarketTrack, 52 weeks ending May 30, 2015)
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Create Authentic Indian Flavour With Canada's No.1 Indian Brand*



Sauces

Patak's sauces are developed from authentic Indian recipes and retain the original flavours and aroma of the spices that are essential to the subtle complexities of Indian cuisine

Pastes

Pastes or "spice mixes", are complex blends of freshly ground spices & herbs, preserved in vegetable oil to seal in freshness. These pastes are the building blocks of any Indian-flavoured dish.

Shelf Life Storage

Refrigerate after opening; can be refrigerated for up to 4 days
558 days unopened

Once opened can be stored in cupboard or refrigerated for up to 6 months
558 days unopened

Make a great curry!

1. Saute meat, chicken, seafood or vegetables
2. Add favourite Patak's sauce
3. Serve with rice, pasta or bread

1. Fry onions until soft
2. Add paste and gently cook for a few minutes
3. Add favourite meat or vegetable
4. Add liquid; simmer for 15 – 30 minutes depending on recipe

Get inspired!

Create new and innovative dishes or add the flavours of India to existing menu items for a unique twist.

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Foodservice sizes for ease and cost-savings

Foodservice vs Retail sizes

1. Larger size for your higher volume needs
2. Wide-mouth for easy access / easy pour
3. Plastic vs glass reinforces kitchen safety
4. Up to 50% savings by volume

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Why Patak's

1. Convenient – heat & serve
2. Cost-savings – limited labour, reduced waste
3. Consistency

1. Convenient – for Chefs who prefer more authentic Indian but don't want to grind their own spices
2. Versatile – use as marinades, coatings and rubs

*AC Nielsen MarketTrack, 52 weeks ending May 30, 2015



C.W. Shasky & Associates Ltd. – National Agent, Patak's Foodservice
2880 Portland Drive, Oakville, Ontario L6H 5W8

t. 1 844 829 9414 ~ f. 905 829 2890 ~ www.shasky.com

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