

SERIOUSLY GOOD.

COMIC RELIEF

SOME LIKE IT HOT... *GORDON RAMSAY LAUNCHES NEW INDIAN COOKING SAUCES FOR COMIC RELIEF*

Following the success of their Seriously Good Italian cooking sauces, Comic Relief and Gordon Ramsay have been busy cooking up a spicy storm and are proud to launch the results: a new range of authentic Indian cooking sauces.

As with the Seriously Good Italian range, the Indian sauces will be available all year round with at least 10p from the sale of every jar going to Comic Relief. Gordon does not get a penny from the range.



The new Seriously Good Indian range comprises of four mouth-watering sauces based on authentic recipes inspired by Gordon Ramsay's culinary trip to India in 2009. The sauces available include Royal Korma, Aromatic Masala, Butter Chicken and Spicy Red Curry.

Each jar is bursting with authentic ingredients, traditionally used in Indian cooking, including mustard seeds, Garam Masala, curry leaves, turmeric and fenugreek. The result is a choice of mild to hot sauces that originate from various Indian regions and are the ideal, flavour packed accompaniment to meat, fish or vegetables.

Gordon Ramsay comments: "I recently spent time in India working with local chefs and learning first hand about their national cuisine, so when I had the chance to get back in the kitchen for Seriously Good, it made sense to put my new found Indian cooking skills to the test.

“Brits love a good curry, and now it’s easier than ever to enjoy our favourite dish at home while also giving something back. My new Seriously Good Indian range means you can enjoy a great tasting curry as well as helping to raise money 365 days a year for Comic Relief.”

Seriously Good Indian sauces have an RRP of £1.99. The Seriously Good cooking sauce range is available all year round in selected major retailers including Sainsbury’s, Tesco, Asda and The Co-Operative. During the Red Nose Day 2011 campaign, specially marked jars of Seriously Good will contribute to the Red Nose Day 2011 total.

For more information and recipe ideas go to www.seriouslygood.com

For samples, images or further information please contact the Seriously Good team at

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NOTES TO EDITORS

- Inspired by a trip to Tanzania with Comic Relief, Gordon Ramsay set to work on a project which could help raise funds 365 days a year. The result was Seriously Good, an exclusive cooking sauce range developed in Gordon’s kitchens by his team and overseen by the man himself, which launched in September 2009.
- Comic Relief receives proceeds of a least 10p from the sale of every jar of Seriously Good sauce. Gordon Ramsay does not get a penny from the range.
- The money received by Comic Relief will be used to transform lives in the UK and some of the poorest countries in the world. Just some of the ways Comic Relief cash has made a difference in Africa includes educating people about HIV and AIDS, teaching women to read, immunising children and helping people rebuild their communities after conflict. Across the UK, examples include supporting older people in their fight to get their rights recognised, offering counselling and fun activities to give young carers a much needed break, and providing escape routes for women living with domestic violence.
- The Seriously Good sauces range includes both Italian and Indian cuisines. Every sauce is bursting with rich, intense flavours and is delicious served with meat, fish, vegetables or pasta. All ingredients have been selected by Gordon to ensure high quality, authentic tasting recipes.
- Seriously Good sauces are available in selected major retailers including Sainsbury’s, Tesco, Asda and The Co-operative.
- The Seriously Good cooking sauce range is priced from RRP £1.89 for a 350g jar.
- For more information go to www.seriouslygood.com
- Red Nose Day 2011 is heading your way on Friday 18th March when the great British public will once again be asked to do something funny for money.
- During the Red Nose Day campaign proceeds from Seriously Good Indian and Italian sauces will contribute to the Red Nose Day 2011 fundraising total.
- Comic Relief is a registered charity no. 326568 (England/Wales); SC039730 (Scotland)