

## Show Me The Curry promises to "add a pinch of spice to your life!"

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Dallas, TX (June 25, 2007): Wow! ShowMeTheCurry.com! What a fabulous name for an online cooking show. The name exemplifies everything that co-founders Anuja Balasubramanian and Hetal Jannu wanted to convey to their growing number of fans – Food, Spices, Teach me, Indian, Excitement, Flavors and above all, Exotic.

ShowMeTheCurry.com is the brainchild of two busy moms who, through their trials and errors, have learned to simplify their lives and yet offer their families fresh, delicious and healthy home cooked meals. Says Hetal Jannu, "Reading recipes can be very boring and very hard to visualize if you are not familiar with South Asian cooking. The sheer number of spices and ingredients used can be intimidating, confusing and foreign." Talking from experience, she says, "What better way to learn than to actually see what the ingredients look like and how you should use them?"

The founders have ambitious plans for their pet project. They plan to produce a large collection of cooking how-to videos and conduct classes and demonstrations around the country. In addition to focusing on cooking related topics, they also focus on other topics of interest to women such as children, husbands, money, etc. Their regular audio podcasts are syndicated on iTunes and other online channels. Taking inspiration from other successful cooking show hosts such as Rachel Ray and Sanjeev Kapoor, they are setting their goals high.

Anuja Balasubramanian is very clear about the potential audience for her website. She hopes to reach out to anyone new to South Asian cooking and teach them one video at a time. Quoting Anuja, "I remember the days when I would be watching cooking shows on TV and trying desperately to write down a recipe while also keeping up with the show! Things have come a long way since then..." Yes, they sure have.

In addition to having a channel on youtube ([www.youtube.com/profile?user=ShowMeTheCurry](http://www.youtube.com/profile?user=ShowMeTheCurry)), the duo plan to eventually produce and host their own cooking show on a cable network.

About ShowMeTheCurry.com

ShowMeTheCurry.com is an online cooking show that is revolutionizing the way people learn to cook. ShowMeTheCurry.com regularly adds new recipes, video and audio podcasts, informative articles and syndicates its content.

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