

Prepare authentic dishes with Golden Harvest Recipe Ready range

Finest ingredients put in one pack to help you cook a hot and scrumptious meal with ease

National, 1st July 2018: Golden Harvest, a popular staple brand from Future Consumer Limited launches a delicious range of authentic Recipe Ready products. The assortment features nine popular rice and dal dishes that have all the required raw ingredients in exact quantities to help you prepare a perfect dish. With the Golden Harvest Recipe Ready, range you can recreate nostalgic moments by preparing fresh home cooked food on your own by just following four simple steps.

Golden Harvest Recipe Ready has 4 famous Rice dishes and 5 mouth-watering Dals. The kits include dishes like delicious meethe chawal known as **Saffron Rice**, smoky spicy **Mexican Rice**, famous comfort food **Bisi Bele Bath** and the tangy **Lemon Rice**. The Dal range features 5 authentic recipes like the famous Punjabi **Dal Makhani**, king of dals **Navratan Dal**, rich **Punjabi Dal**, healthy **Panchratan Dal** and the Maharashtrian **Misal**. Golden Harvest Recipe Ready comes in two pack sizes – the big pack serves 4 and the small serves 2 people.



Speaking about the new range **Sadashiv Nayak, CEO – Food Business, Future Group** says, *“Good food can make your mood, create nostalgia and new memories. In recent times, due to changing lifestyles people have to live far away from their homes and are not able to relish home cooked authentic dishes. Golden Harvest is a popular brand which provides region specific spices and staples across India. In order to cater to the new age buyers, Golden Harvest has introduced Recipe Ready products which can help consumers stay connected to their roots and at the same time explore different cuisines.”*

Golden Harvest Recipe Ready kits are priced between Rs. 42 to Rs. 190. The products can be purchased from Big Bazaar, Big Bazaar GEN NXT, HyperCity, foodhall and Easyday Club stores in Mumbai, Delhi, Lucknow, UP and Chandigarh.

ABOUT GOLDEN HARVEST

Golden Harvest is all about the love that is infused in every home cooked meal. Food is the language of love and every dish cooked for an occasion, cooked for a loved one, that evokes a memory, that has a special place in your heart, is what we stand for. Golden Harvest caters to everyday kitchen essentials by providing the premium quality of flour, pulses, rice, dry fruits, cereals and spices. Golden Harvest is all about the 'Bhar Pet Pyaar' that a mom, a husband or a grandparent puts in the food that they lovingly make for you. Just like when your mother knows just how you like your kheer and adds extra raisins. Or when you come home late from work and find a plate of your favourite parathas that your husband has left for you.

ABOUT FUTURE CONSUMER LIMITED (FCL)

FCL is India's first sourcing To supermarket food company by Future Group and is built on the virtue of sharing. Starting from the seeding of food at the farm to consumption from the plate, FCL acts as a catalyst for each of its stakeholders. From sourcing, processing, retailing to final act of consumption FCL strikes a widespread cord between the lives of the farmer, a factory labourer, a worker on the shop floor and the housewife. Food means sharing in India. It starts at the farms where neighbours, kith and kin join hands in tilling, sowing and harvesting of crops. Women come together to further process and prepare food. Recipes are passed down as heirlooms, shared by friends and neighbours and now on television by celebrity chefs. Under FCL's spectrum, the company sources best quality commodities from world over, comprises of extensive portfolio of established brands in food and HPC space, builds urban convenience store for key metros and cash N carry rural distribution models for other cities across India. (Integrated front end to back end)

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