

# Media Release

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## INDIAN CELEBRITY CHEF SANJEEV KAPOOR LAUNCHES AUTHENTIC NEW RANGE EXCLUSIVELY AT COLES

Coles is set to spice up Aussie kitchens with the launch of *Arth*, a new range of authentic Indian products developed by India's most celebrated celebrity chef Sanjeev Kapoor.

Available exclusively at 440 Coles supermarkets, the 15-product range is crafted with Chef Kapoor's signature spice blends and deep culinary expertise – with each item priced \$6 or less.

India has surged ahead of China to become the largest source of new Australian citizens and now ranks as the second-largest overseas-born population in Australia<sup>1</sup>.

The *Arth* launch comes as more Aussies embrace Indian cuisine at home, with Coles' Indian grocery range growing nearly 60% over the past two years. In the past 12 months alone, it's attracted the fastest-growing customer base across the grocery aisles, up 34%.

Chef Kapoor is a global icon and household name in Indian cuisine with Asia's longest-running cooking show *Khana Khazana*, more than 200 best-selling cookbooks and over 26.5 million followers on social media.

From creamy curry pastes to rich marinades, warming Khichdi to tangy pickles, the *Arth* range brings to life Chef Kapoor's passion for flavour with easy instructions that make Indian cooking simple and accessible for all.

Chef Kapoor said the range was designed to take the guesswork out of cooking and help more Australians fall in love with Indian food.

"I've spent my career showing people how authentic Indian food can be easy and enjoyable, and the *Arth* range is the next chapter of that journey here in Australia," he said.

"This range really is for everyone – whether you've grown up with these flavours or want to try something new. You don't need special skills or fancy ingredients but just a love of good food."

Standouts from the range include the rich and creamy **Mutter Paneer Paste (270g)** – a North Indian favourite for \$5.80, the bold **Tandoori Marinade (270g)** perfect for chicken or lamb at \$6.00, and the comforting **Masala Khichdi** – a risotto-style blend of rice, lentils and warming Indian spices for just \$3.00.

Coles Chief Commercial Officer Anna Croft said the supermarket is evolving with its customers to meet their changing tastes and preferences.

"Our customers are telling us they want more variety, more global flavours and simpler ways to enjoy dinner at home – and that's exactly what we're focused on delivering with the *Arth* range," she said.

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<sup>1</sup> Source: Australian Bureau of Statistics, *Australia's Population by Country of Birth and Department of Home Affairs*

"We know that the Global Cuisines segment is expected to grow significantly in Australia as more customers look for simple solutions to create authentic meals at home. And this is a trend we are also seeing with our customers, with the Asian and Indian segments two of the fastest growing categories in our grocery aisle."

"This launch is the latest example of how we're listening and responding to our shoppers, partnering with Chef Kapoor has been the perfect way to deliver real Indian flavours to Aussie dinner tables."

"These amazing products take the pressure off and give you that full-flavour hit without spending hours in the kitchen – no hard-to-find ingredients, no complicated steps."

The full *Arth* range is available now online and at select stores, with products including:

- **Curry Pastes** – Rogan Josh, Goan Curry, Tikka Masala, Mutter Paneer
- **Marinades** – Tandoori, Mint Chilli
- **Pickles** – Mango, Sweet Lime, Lime & Chilli, Lime Pickle
- **Khichdi** – Masala, Spinach & Brown Rice, Brown Rice & Cumin
- **Sauces** – Mint Chapati Sauce, Special Chilli Sauce



To explore the full range or find a store near you, visit: [coles.com.au/offers/arth](https://coles.com.au/offers/arth)

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### About Sanjeev Kapoor

Chef Sanjeev Kapoor is a globally recognised culinary icon and a Padma Shri Awardee. With a career spanning decades, he has revolutionised Indian culinary arts through his successful television shows, best-selling cookbooks, restaurants, and innovative kitchen products. His show "Khana Khazana" is the longest-running cookery show in Asia, and he was the first chef to launch his food channel, FoodFood.

Kapoor has made significant contributions to global cuisine, serving on the board of the Singapore Airlines International Culinary Panel and representing India in various international culinary events. Notably, he introduced Ayurvedic cooking to the global chef community and his entrepreneurial ventures include the popular Wonderchef brand and Tiny Chef, a company focused on culinary AI.

An advocate for social causes, Chef Kapoor supports the Akshaya Patra Foundation, which provides meals to millions of schoolchildren, and works closely with the Forum for Autism. His online presence is widespread, with over 8.9 million fans on Facebook, 7.6 million YouTube subscribers, more than 2.1 million Twitter followers, and over 2 million followers on Instagram. Sanjeev Kapoor continues to inspire and empower food enthusiasts worldwide through his culinary innovations and philanthropic efforts.

For more information visit: [www.sanjeevkapoor.com](http://www.sanjeevkapoor.com)