

# Chapati Man wins Morrisons wraps deal

Chris Rai, a former BSA Sandwich Designer of the Year Category Winner, has pulled off a major coup with the launch of a number of Chapati Man brand wrap products into Morrisons stores.

These include Chicken Tikka Masala, its award-winning Chicken Saag, and a Vegetable Samosa, with stores initially covering London and the south-east.

“We’re absolutely delighted,” said Chris. “We felt that there was a strong opportunity to reinvigorate the food-to-go offering with an authentic, quality range of wraps that fill a gap in market. They meet a number of consumer needs and bring excitement and interest into a sector that needs to stay agile.”

It’s the latest chapter in the story, an extraordinary one by anyone’s reckoning, which started when Chris Rai, a former civil servant, started taking left-over curry in a wrap to work.

Realising the potential of the authentic curry recipes he grew up with and are still being made by his mother Martha, the Chapati Man brand was created by husband and wife team, Chris and Andrea in 2007.

They started selling Spicy Indian Wraps at major events and festivals in the UK and their colourful trailer unit is now a mainstay at festivals, such as



Glastonbury, Bestival, Camp Bestival and the Lovebox Weekender.

In fact, Chapati Man was voted No.1 food caterer at Glastonbury Festival 2007 by Virtual Festivals.com – an outstanding achievement in their first year of trading.

With the booming success of the festival business and the creation of the Chapati Man brand, Chris and Andrea really thought they could see the brand and concept sitting on a retailer’s shelf – not an easy thing to do, but in early 2008 they started exploring these opportunities.

They struck a manufacturing deal with The Sandwich Factory Ltd (part of Cranswick PLC). This partnership has now produced a new range of Chapati Man products – not just wraps but Indian snacks, dips/chutneys and wrap kits!

In August 2010, Chapati Man appeared on national TV when Chris and Andrea made it through numerous auditions to pitch in front of the Dragons on the cult business programme, Dragons’ Den. There was also a priceless comment made by one of the Dragons, Peter Jones when he said ‘Your product is fantastic!’

Then Chapati Man’s chicken saag wrap, with fresh mint chutney and a cachumber salad, won a category at the British Sandwich Designer of the Year Finals 2011 – something Chris and Andrea are extremely proud of.

Chris and Andrea’s aim is now to make Chapati Man a household brand – nationwide. It looks like a unique, high quality product, strong branding and a customer base built from grass roots is still a winning formula. [facebook.com/Chapatiman](https://www.facebook.com/Chapatiman) [twitter@chapatiman](https://twitter.com/chapatiman)

## Chapati Man and music festivals

Chris and Andrea were regular visitors at music festivals as punters for years and spotted a niche in the market. They realised times were changing and festival goers wanted something different, authentic and with more quality to it than burgers and chips – festival organisers knew this too and saw Chapati Man as a breath of fresh air. The food was becoming just as important as the music.

The Chapati Man mission was to give festival-goers the choice of a unique, tasty and healthy option! Their purpose-built trailer, emblazoned with

their striking Indian elephant design has now become a festival landmark and focal point to meet, eat and get back to the entertainment refreshed and satisfied.

Amazingly, the brand was created while Chris and Andrea were in full-time employment. Chris, a civil servant left after nine years service in April 2009 to fully concentrating on building the brand together with Andrea, a textile designer – now a full time mother to their three year old son, Cassius.

Trading at festivals had previously had meant them both taking all annual



leave to work on their mobile catering trailer unit during the festival season; working 18 hour days for five days (sometimes six days!) and then returning to their jobs the following week – proper hard graft, as Chris calls it looking back!