

From Festival Markets to Supermarkets!

Chapati Man was created by husband and wife team, Chris and Andrea Rai in 2007. The idea came from Chris taking left-over curry in a wrap to work. Their love of music festivals inspired them to share with other party-goers, the authentic curry recipes Chris grew up with; still being made by Chris's mother Martha – and the Chapati Man brand was born! The Chapati Man journey began in 2007 by selling Spicy Indian Wraps at major events and festivals in the UK – their colourful trailer unit is now a mainstay at festivals, such as Glastonbury, Bestival, Camp Bestival and the Lovebox Weekender. 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. Chapati Man was created while Chris and Andrea were in full-time employment (Chris a civil servant – he left after nine years service in April 2009 to fully concentrating on building Chapati Man; Andrea a textile designer – now a full time mother to their three year old son, Cassius). Trading at festivals meant them



both taking all leave from work to work on their mobile catering trailer unit during the festival season; working 18 hour days for five days (sometime six days!) and then returning to their jobs the following week – proper hard graft! Chris and Andrea used to go to music festivals as punters for years and spotted a niche in the market. They realised times where changing and festival goers wanted something different, authentic and with more quality to it than burgers and chips – festival organisers knew this too so 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 become a festival landmark and focal point to meet, eat and get back to the entertainment refreshed and satisfied. With a growing reputation as an outstanding festival caterer, with a quality product and a brand that catches the imagination, Chapati Man's

cult following and growing customer base has successfully filled a gap in the festival market. We are THE ORIGINAL FESTIVAL CURRY IN A WRAP! 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. The retail part of the business began in March 2009, with Chapati Man Ltd making its retail debut with a national supply deal with Morrisons. Morrisons believed the Chapati Man brand had the necessary brand authenticity and recipes to plug a gap in the retail snacks market. Chapati Man traded in Morrisons for over two years, with the brand, building a loyal customer base even in a difficult trading climate, something Chris and Andrea are rightly proud of. Our new range of food-to-go Indian snacks were launched into Waitrose stores in September 2013 (largest food-to-go and convenience stores). They launched with three of our snacking products: Large Chicken Tikka Samosa, Bhaji Selection + Mango Chutney snack pack and our Aloo Tikkis + Tomato Dip snack pack. A huge coup for Chapati Man, as Waitrose' food-to-go fixture is predominantly own label, so to obtain this listing is a huge achievement. Chapati Man's chicken saag wrap, with fresh mint chutney and a cachumber salad won the National category at the British Sandwich Designer of the Year Finals 2011. A great achievement and something Chris and Andrea are extremely proud of. A great boost for the Chapati Man brand too.



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!' Chris and Andrea's aim is 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.

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Chapati Man's range of food-to-go Indian snacks now available in selected Waitrose stores!

Choose from our variety of Spicy Indian Snacks.

Every Day is a Festival

www.chapatiman.co.uk

