



Curry Week

23 September – 20 October 2021

Curry Week

23

million

people in the UK eat
curry regularly.¹



As a nation, Brits love a good curry. Some like it spicy, some like it mild – either way, the curry has become a staple dish across Britain and what better time to celebrate our love affair than National Curry Week!

Throughout lockdown, there was an increased interest in home-cooking as staying in encouraged more people to get creative in the kitchen. As the restaurants were closed, many households took to the kitchen to re-create some of their favourite cuisines. Indian food seemed to be a go-to, with shoppers purchasing DIY curry kits for 'Fakeaway' nights in.² 91% of Brits say that they plan to cook just as much, if not more, this year³ so it's the perfect time to inspire shoppers with meal ideas and get them cooking with your products.

Curry consumption in the UK has an annual growth rate of

10.01%.⁴

11%

of British adults say they eat curry
3-7 times per week

22%

do so at least once a week.⁵

Research during National Curry Week 2020 revealed the nation's taste for hotter curries is increasing year-on-year.⁵



24%

of those surveyed are now eating hotter curries than when they first tasted Indian food.⁵

23%

like to eat both hot and mild curries.⁵

45%

have stayed with mild curry favourites like Tikka Masala.⁵

The UK's Top 10 Favourite Curries:⁶

Tikka Masala - 38%

Korma - 33%

Rogan Josh - 20%

Madras - 19%

Jalfrezi - 18%

Vindaloo - 16%

Balti - 15%

Bhuna - 10%

Pasanda - 9%

Dopiaza - 8%

It's not all about the main – sides and accompaniments are equally as important on Curry Night.

45%

of brits favour Pilau rice as an accompaniment, whilst 20% opt for boiled.⁵

64%

serve with Naan bread whilst 10% prefer Chapattis as a sundry.⁵

24%

always have a side of Poppadoms & chutney with their curry.⁵

Supplier Opportunities



In-store Media

All campaigns aligned to *Curry Week* will use the supplied toolkit for the following media formats:



Digital 6 Sheets



Gondola Ends



POS Barkers



POS Bubbles



ASDA Radio



Online Media

Curry Week will be supported online with a Branded Page. Event roundel and creative template available to all participating suppliers for use on the following driving media:



Leader-board Banners



Promo Banners



Dept Navigation Banner



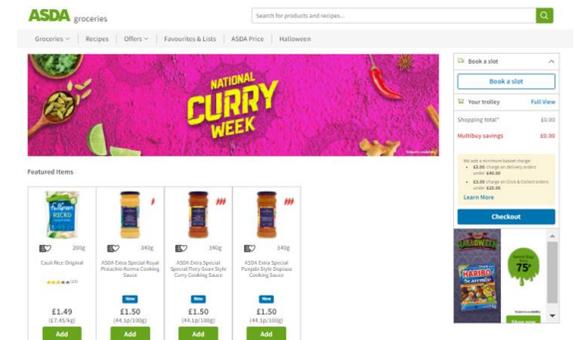
Category Navigation Banner



Inserts (PLA)



Social Media



*Please note these images are only examples - this year's creative may be subject to change

Key Information



Event

Live Dates:

23 September – 20 October



Campaign Booking

Deadline:

17 August



Artwork/Briefing

Deadline:

20 August



Contact:

Speak to your Account Manager to begin building your *Curry Week* campaign

Invest in Curry Week and...

Provide ASDA households with inspiration for homemade curry

Associate your brand with key consumer trends

Inspire shoppers and drive incremental sales for your products



Thank you