

Mumtaz

Indian Restaurant Quality at Home



Mumtaz - Indian Restaurant Quality at Home



Get involved into the seductive world of fantastic flavours, colours and shapes and benefit from the Indo-Pakistani market innovation - the new «Restaurant Quality at Home».

Founded in 1979 as a small take-away shop in Bradford (UK), Mumtaz today offers a whole universe of unique products that can be ordered not only in the Mumtaz restaurant, but are now available at selected retailers and gourmet stores in Switzerland. The success lies in the dishes prepared with love, based on the original recipes from Farzand Begum, the Mother of the family, and in the use of traditional, authentic ingredients.

Thanks to the simple and quick preparation and the versatile ways to combine the Mumtaz products with each other, it is easy to prepare a delicious Indian menu, as every day served in the Mumtaz restaurant. Trust the new Black Label in the «India shelf» and you will distinguish yourself through innovation, quality and authenticity.

The new Black Label in the «India shelf»

- The modern label design of the Mumtaz range offers a distinction in the label jungle and provides a marketing effective eye-catcher at the POS.
- The simply-held brand identity, the link to the Mumtaz restaurants and the unique quality of the products support the premium positioning of the Mumtaz range and extend the product segment «India» at the high end range.

Have fun and get the perfect cooking experience in only a few steps

- A whole Mumtaz universe, consisting of curry cooking sauces, marinades, chutneys, spices, dressings, mayonnaise, snacks, naan bread, poppadums, pakora batter mix, Indian snacks and meal kits, offers a great variety and can be combined depending on your mood.
- Low inhibition threshold for «India beginners» with the launch of innovative Meal Kits, packed with Indian specialties, that help to create entire menus and stimulate the sales of individual products.
- Innovative products in the Swiss retail help to catch the attention at the POS, e.g. After Eats.
- Full cooking instructions (English, German and French), helpful tips, endless product combinations and easy preparation steps ensure a superior cooking experience with a guarantee of pleasure.

The Mumtaz factor of success

- Taste, authenticity, quality
- Complete Mumtaz universe, consisting of over 30 exciting products
- New, marketing effective «Black Label» design
- Enhancement of the Indian category with a premium range
- Retail & consumer friendly packaging units
- High convenience degree thanks to the easy and fast preparation
- Authentic Indian experience with the help of the new Restaurant Quality at Home



Mumtaz Curry Cooking Sauces - Cook-In today!



Range

At the heart of the new Mumtaz range are the fantastic Curry Cooking Sauces that can be prepared to authentic meals in a simple and convenient way.

- Karahi / Karahi Vegetable / Karahi King Prawn
- Tikka Masala
- Korma

Preparation

- In only a few steps to a perfect result
- Preparation time approx. 12-15 minutes
- Tip: We suggest to add 10g of coarse nuts (cashews, pistachios or almonds) for authenticity while cooking and one finely chopped tomato. If the curry is too hot for you, add some cream or yoghurt or drink a cold mango lassi.

Usage

- Indian currys & stews

How to serve

- Serve the Mumtaz Currys with rice or potatoes
- If desired, garnish with fresh coriander
- Offer Onion Bhaji, Vegetable Pakora and Naan bread as a side dish
- Combine with Mumtaz chutneys, dressings and mayonnaise as refreshing dips



Karahi Sauce
Art. 1983 VPE 6 x 200g



Karahi Vegetable Sauce
Art. 1984 VPE 6 x 200g



Karahi King Prawn Sauce
Art. 1985 VPE 6 x 200g



Tikka Masala Sauce
Art. 1986 VPE 6 x 200g



Korma Sauce
Art. 1987 VPE 6 x 200g

Mumtaz Marinades - BBQ, Grill, Roast or Stir-Fry!



Range

The new Mumtaz Marinades turn poultry, meat and fish into Indian side dish and snack creations with a guarantee of full taste and enjoyment. The precious authentic flavours of the different marinades bring the Indian flair into your kitchen and turn hobby chefs into gourmets that are eager to experiment.

- Chicken Tikka Marinade
- Chicken Wings Marinade
- Steak Marinade
- King Prawn & Sea Food Marinade

Preparation

- Ready to eat in only 2 steps
- Preparation: Before grilling, frying or cooking let the meat or fish lie in the marinade for approx. 1 hour or over night to absorb the different flavours completely

Usage

- To marinate meat and fish of all kind
- The ideal finishing of curries and other dishes

How to serve

- Offer Onion Bhaji, Vegetable Pakora and Naan bread as a side dish
- Combine with Mumtaz chutneys, dressings and mayonnaise as refreshing dips



Chicken Tikka Marinade
Art. 1988 VPE 6 x 200g



Chicken Wings Marinade
Art. 1990 VPE 6 x 200g



Steak Marinade
Art. 1991 VPE 6 x 200g



King Prawn & Sea Food Marinade
Art. 1992 VPE 6 x 200g

Mumtaz Chutneys - Complete, Enrich and Finish!



Range

Freshly prepared for every meal in their home country and the Mumtaz restaurants, chutneys give fresh ingredients and delicious dishes an additional flavor component and extend the tasting experience with a fruity dimension.

- Mango Chutney
- Apple & Ginger Chutney
- Apricot & Nigella Seed Chutney

Preparation

- No cooking or heating required

Usage

- As a cold side dish to Mumtaz Curries or other (Indian) specialties
- As a dip for cold roast, vegetables, cheese or naan bread

How to serve

- Dip in Naan breads, Poppadums, Vegetable Pakora or Onion Bhaji as a Snack
- As a side dish for Mumtaz Curries, stews or other Indian specialties



Mango Chutney
Art. 1993 VPE 6 x 180g



Apple & Ginger Chutney
Art. 1994 VPE 6 x 180g



Apricot & Nigella Seed Chutney
Art. 1995 VPE 6 x 180g

Mumtaz Spice Mixes - Mix, Create, Spice up!



Range

Best ingredients, carefully chosen and grinded, make these spice mixes real allrounders for the preparation of aromatic curries. Colourful and highly aromatic, they give every dish the special extra. Especially the Kashmiri Basaar Curry stands out with his biting hotness and the red colour.

- Masala Fish Marinade
- Chaat Masala Spice Mix
- Kashmiri Basaar Curry Spice Mix

Masala Fish Marinade

Use the Masala Fish Marinade to marinate fish and sea food or to refine other tasty dishes.

Chaat Masala Spice Mix

Use some Spicy Chaat to flavour your favourite dish or to improve all sauces, dressings and other dishes.

Kashmiri Basaar Curry Spice Mix (ATTENTION HOT!)

Create a fantastic curry with the help of the Kashmiri Basaar - you won't need any other spices. The Kashmiri Basaar is perfectly suited to spice up curries, stews and your favourite dishes (Attention hot!).

Usage

- Create savoury curries
- Spice up curries and other dishes
- Refine sauces and marinades



Masala Fish Marinade
Art. 1996 VPE 6 x 95g



Chaat Masala Spice Mix
Art. 1997 VPE 6 x 85g



Kashmiri Basaar Curry Spice Mix
Art. 1998 VPE 6 x 80g

Mumtaz Mayonnaise - New Generation Now!



Range

A new generation of mayonnaise that inspires carnivores and vegetarians likewise! The extraordinary, mild-spicy cremes from the Indian-Pakistani cuisine are produced on a natural basis and convince with their innovative taste - a fusion of creamy mayonnaise, tasty garlic and spicy chilli.

- Roasted Garlic & Red Chilli
- Roasted Garlic & Green Chilli

Preparation

- No cooking or heating required

Usage

- As a dip for vegetables and Indian snacks
- For refining sauces and dressings
- As a side dish to potato meals

How to serve

- As a side dish to Mumtaz Curries
- Dip with naan bread, poppadums or other snacks
- Serve together with Mumtaz Pakora (Onion & Vegetable)



Roasted Garlic & Red Chilli
Art. 1999 VPE 6 x 130g



Roasted Garlic & Green Chilli
Art. 2000 VPE 6 x 130g

Mumtaz Dressings - Dip, Dress, Sprinkle!



Range

The Mumtaz dressings convince with their innovative composition of traditional ingredients, their bright colours combined with fruity aromas that spreads joy and a taste of India on your meals. The new dressings are multi-functional in the kitchen and can be used pure as a salad dressing, as a dip, or to refine sauces, dressings and other dishes.

- Coriander, Garlic & Ginger Dressing
- Cranberry, Rhubarb & Cumin Dressing
- Pomegranate, Cumin & Saffron Dressing

Preparation

- No cooking or heating required
- Shake before using. A natural separation of the ingredients is normal and no product defect.

Usage

- As a salad dressing
- To spice up sandwiches and sauces
- For cold or warm meat
- As a dip for snacks, vegetables and cheese

How to serve

- As a dip for warm naan bread or pakora
- Offer to your guests as a salad dressing
- Refine curries, stews, sauces and dressings



Coriander, Garlic & Ginger Dressing
Art. 2001 VPE 6 x 250g



Cranberry, Rhubarb & Cumin Dressing
Art. 2002 VPE 6 x 250g



Pomegranate, Cumin & Saffron Dressing
Art. 2003 VPE 6 x 250g

Mumtaz Pakora Mix - Special Apéro Delicatessen



Range

Pakora is a typical Indian snack that is deep fried or fried in hot oil and usually served as an appetizer on special events. The innovative alternative to traditional aperitif biscuits offers a whole package of novelties: Easy and quick to prepare, an inspiring variety on the aperitif and side dish plate and an unusual combination of exciting flavours and fresh ingredients.

- Vegetable Pakora - Batter mix for Vegetable Pakora
- Onion Bhaji - Batter mix for Onion Bhaji

Preparation

- Time needed: approx. 15 minutes
- Combine Pakora Mix with a selection of fresh vegetables (Vegetable Pakora) or onions (Onion Bhaji) and deep fry or fry in hot oil.

Usage

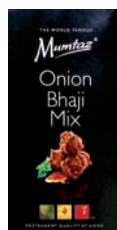
- As an appetizer or a side dish
- As a warm or cold snack during the day

How to serve

- Refine Pakoras with Mumtaz Spice Mix
- Serve the Pakora snacks with a selection of Mumtaz Chutneys, Dressings and Mayonnaise



Batter Mix for Vegetable Pakora
Art. 2004 VPE 6 x 200g



Batter Mix for Onion Bhaji
Art. 2005 VPE 6 x 200g

Mumtaz Naan Bread - Traditional Tandoori Style



Range

The Mumtaz Naan bread specialties are suitable together with all Indo-Asian meals as a side dish, but also as a bread substitute or stand-alone snack. Mumtaz follows the traditional way of baking the Naans over an open fire, which gives them their distinctive aroma, airy texture and the authentic taste.

- Plain Naan
- Garlic & Coriander Naan

Preparation

- Time needed: approx. 3-5 minutes
- Heat naan breads for a few minutes in the oven, microwave or heat all sides over an open fire

Usage

- As a side dish to all Mumtaz Curries, stews or other dishes
- As an alternative to bread
- For dipping in Mumtaz Dressings, Mayonnaise or Chutneys

How to serve

- Crisp up Naan bread and serve as a side dish for Mumtaz Curries



Plain Naan
Art. 2006 VPE 8 x 260g



Garlic & Coriander Naan
Art. 2007 VPE 6 x 260g

Mumtaz Snacks - Snack it Darling!



Range

The Mumtaz snack range is presenting itself with three typical Indian products:

Mini Poppudams

Mini Poppadams is a typical Indian, chips-like snack, that consists of fried lentils and rice flour. It convinces with a unique flavour and a crunchy bite.

Bombay Mix

The Mumtaz Bombay Mix is a traditional Indian snack, also called «Chevda», made from typical ingredients like lentils, peanuts, chick-pea noodles or cashews. It is the perfect side dish for an Indian dinner and also ideal as a snack or appetizer.

After Eat - Mukhwass

Mumtaz After Eat, also known as Mukhwass, is a traditional Indian snack that consists primarily of fennel seeds and is served due to its digestive and refreshing qualities after dinner or as mouth refresher during the daytime. Its bright colours and the taste variety of its ingredients recalls consumers of their last visit to an Indian restaurant.

Usage

- Snacks for during the day, before or after meals
- To dip with and as a side dish or appetizer



Poppadams
Art. 2008 VPE 12 x 50g



Bombay Mix
Art. 2009 VPE 8 x 150g



After Eats Mouth Refreshener
Art. 2010 VPE 6 x 85g

Mumtaz Meal Kits - Unpack, Create, Enjoy!



Range

The Indian cuisine is very versatile and combines a variety of aromas and flavors into a very special tasting experience. One Mumtaz Meal kit contains (almost) the entire world of Mumtaz: A Curry Cook-in Sauce, rice, two Mumtaz Chutneys, a Bombay Mix, After Eats and a Basaar Spice Mix. The core product of the Mumtaz range is an absolute must-have item and spreads a lot of fun while unpacking, preparing and enjoying.

- Tikka Meal Kit
- Karahi Meal Kit
- Tikka & Korma Meal Kit

Preparation

- Create a complete Indian menu in only a few steps. Detailed cooking instructions are enclosed in the meal kit.
- Time needed: approx. 25-35 minutes
- Tip: For a perfect result we recommend to have meat, vegetables or fish and coarse nuts (eg cashews, pistachios or almonds), tomatoes, onions, fresh coriander and sour cream ready.

Usage

- For the preparation of an Indian 3-course menu (appetizer, main course, snack as a dessert)

How to serve

- Create your individual Indian 3-course menu - everything provided in one meal kit



Tikka Meal Kit
Art. 2011 VPE 6 x 576g



Karahi Meal Kit
Art. 2012 VPE 6 x 576g



Tikka & Korma Meal Kit
Art. 2013 VPE 6 x 576g

Mumtaz Menu - Exclusive Home Dining

Combine, Create, Enjoy!!



Appetizer

Mini Poppadums

Typical Indian, chips-like snack, that consists of fried lentils and rice flour.

Bombay Mix

Traditional Indian snack made from typical ingredients like lentils, peanuts, chickpea noodles or cashews.

Main Course

Kochsauzen

Karahi 🍴

Typical curry cooking sauce for the preparation of meat and poultry.

Karahi Vegetable 🍴

Favourite Karahi curry cooking sauce for vegetable curry.

Karahi King Prawn 🍴

Karahi curry cooking sauce for the preparation of king prawns, fish and other sea food.

Tikka Masala 🍴

Probably the most famous curry cooking sauce in Europe, developed from Indian and European influences.

Korma 🍴

All-round cooking sauce for the preparation of mild curries.

Marinades

Chicken Tikka 🍴

Marinade to spice up poultry.

Chicken Wings 🍴

Marinade for the preparation of chicken wings.

Steak 🍴

Savoury marinade for the preparation of steaks.

King Prawn & Seafood 🍴

Marinade for the preparation of King Prawns, fish and other seafood.

Meal Kits

Karahi Meal Kit 🍴

Complete 3-course menu for 1 or 2 pers. with Karahi sauce.

Tikka Masala Meal Kit 🍴

Complete 3-course menu for 1 or 2 pers. with Tikka Masala cooking sauce.

Tikka Masala & Korma Meal Kit 🍴

Complete 3-course menu for 1 or 2 pers. with Tikka Masala and Korma cooking sauce.

Side Dishes

Pakora Mix

Vegetable Pakora

Batter mix for the preparation of Vegetable Pakora.

Onion Bhaji

Batter mix for the preparation of Onion Pakora.

Naan Bread

Plain

Part-baked naan bread.

Garlic & Coriander

Part-baked naan bread with garlic and coriander.

Dips & Dressings

Chutneys

Mango

The classic sweet & sour mango condiment.

Apple & Ginger

Chutney with apples and ginger.

Apricot & Nigella Seeds

Chutney with apricots and nigella seeds.

Mayonnaisen

Roasted Garlic & Red Chillies 🍴

Mayonnaise with roasted garlic and red chillis.

Roasted Garlic & Green Chillies 🍴

Mayonnaise with roasted garlic and green chillis.

Dressings

Coriander, Garlic & Ginger

Dressing with coriander, garlic and ginger.

Cranberry, Rubarb & Cumin

Fruity salad dressing with cranberry, rhubarb & cumin.

Pomegranate, Cumin & Saffron

Refreshing salad dressing with pomegranate, cumin & saffron.

Digestif

After Eats Mouthrefresher

Typical digestif and refresher that is served due to its digestive and refreshing qualities after dinner or as mouth refresher during the daytime.

Spice Blends

Masala Fish Marinade 🍴

For marinating fish and sea food or to refine tasty dishes.

Spicy Chaat Masala 🍴

Use some Spicy Chaat to spice up your favourite dish and to refine all sauces and dressings.

Kashmiri Basaar Curry Spice 🍴

Create a fantastic curry with the help of the Kashmiri Basaar - you won't need any other spices. Or use a knife point of Basaar to spice up your meal. Attention hot!