

CurrySimple®

Company Bio

CurrySimple is a product line of restaurant quality Thai sauces that are easy to prepare at home. The concept of CurrySimple began while Michael Moran spent several years working in a Thai restaurant and listening to customer complaints about the difficulty of cooking Thai food at home. With a little research Michael discovered the difficulty was in the sauce. Thai sauces were readily available in the marketplace but were not designed to mimic the taste and quality of a Thai restaurant. This level of quality is what consumers desired. Preparing the sauces from scratch was not an option for many individuals, as curry recipes were long, complicated and ingredients were hard to find. CurrySimple was launched in 2006 and has solved the problem of cooking Thai food at home for the average busy consumer.

The product line began with four curry sauce flavors ranging from mild to spicy, Thai stir-fry sauce, Thai Tea and a sauce to make the popular noodle dish Pad Thai. CurrySimple has since grown with the additions of a concentrate to make Coconut Soup and marinade dipping sauces including Mango, Chilli Lime and Sweet Chilli. Most products are also available in foodservice sizes and sold to restaurants, caterers and private chefs. The coconut based sauces utilize the latest retort packaging technology to ensure quality and shelf stability.

CurrySimple is available at Whole Foods, gourmet retailers and online at CurrySimple.com. CurrySimple continues to increase its customer base online until the products are available in the consumer's retail market. CurrySimple keeps in touch with consumers with our Blog CurrySimple.net, Facebook and a bi-weekly newsletter that has a subscription base of about 9,000.

The media has frequently recognized CurrySimple and founder Michael Moran for its product quality, marketing concepts and company story. This includes TV appearances on FOX, CBS, ABC, CNBC and print publications such as The Washington Post, Atlanta Journal Constitution, Entrepreneur Magazine, Atlanta Business Chronicle, Palm Beach Post, Atlanta Magazine, Daily Candy, Atlanta InTown Paper, NorthernVirginia Magazine and live on Magic 107.1 in Tallahassee.

In August 2008, CurrySimple launched a Social Rewards website iLoveCurrySimple.com that allows consumers to share recipes, cooking videos, events and get the latest CurrySimple news. Consumer participation is rewarded by points that can be redeemed for free CurrySimple products and promotional items.

CurrySimple plans to continue the revolution of Thai food in America by making the highest quality Thai products available to consumers. As CurrySimple grows, the introduction of new products is being developed based on the need and feedback from consumers.