



Tilda RICE MATTERS

Legendary Rice

... TO ST EDMUND HALL,
OXFORD UNIVERSITY

Joining St Edmund Hall, Oxford University, in November 2010, Head Chef John McGeever relished the challenge of reinvigorating the prestigious College's old fashioned menu to bring it up-to-date and reflect better the discerning tastes of the current students. With a flair for seasonal, international, modern food - from Indian to Thai - John's menu is nothing but fresh, healthy and good quality. Choosing Tilda as the perfect creative base for all his rice dishes, John comments, "With Tilda Basmati I get perfect results every time I use it, there are no broken grains that you get with cheaper varieties, and it always delivers a wonderful fresh taste", he continues "With cheaper rice you buy a problem, with Tilda you buy safe."

It also adds to John's assurance that Tilda exercises a 'fair-play' policy when sourcing its rice. John comments, "The students are very concerned about where their food comes from and that it is ethically sourced. It is reassuring that I can tell them with confidence that Tilda Basmati rice is as ethical and fair as it gets."

John believes that Tilda Basmati rice is an excellent, cost-effective carbohydrate and an essential staple in the students' diets, "I see it as my duty to feed the students well, so they have the correct nourishment to be able to work hard and perform well. Tilda rice is the perfect base for so many of my dishes here and in fact, beautifully cooked rice with a fresh, healthy protein, such as salmon, is one of the most popular dishes here at St Edmund Hall."

JOHN'S TOP TILDA TIPS

- 7 Rice is the perfect ingredient to add bulk to your meal plans. It's more **cost effective** than potatoes and a **perfect base** to take on and even improve the flavour balance of the dish.
- 7 Tilda Basmati rice is ideal for creating **delicious but easy** vegan or vegetarian dishes. Simply serve with roasted vegetables and fresh herbs for a **healthy, tasty** and **cost effective** meal option.
- 7 Tilda Basmati is also fantastic as part of a fresh salad, adding a healthy carbohydrate and substance to the dish. Tilda's grains also **look so appetising**, providing a perfect sharp, clean white base, and **enhancing the appearance** of the other ingredients.



"I will always use Tilda rice and never change. Tilda has done all the work in sourcing the best rice, it is impossible to beat. You cannot find better for the price." JOHN MCGEEVER,

ST EDMUND HALL, OXFORD



To find out more about why rice matters, to watch John's video and read his delicious recipes visit

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