

Secret family recipe now available on store shelves

Milton's Rosy Soobrattee up for grand prize in Recipe to Riches reality series

By Kathy Yanchus
CANADIAN CHAMPION STAFF

Rosy Soobrattee is a self-confessed Food Network junkie.

In fact, when she arrived on set as a contestant in the network's competitive reality series Recipe to Riches, she was awestruck when she locked eyes with one of the celebrity judges.

"It was Laura Calder who does French Food at Home," grins the Milton mom at the recollection.

From among thousands of recipes submitted, Soobrattee's Creamy Kulfi, inspired by her East Indian roots, was selected and she became one of 21 finalists for the inaugural show.

The next objective was to convince Calder, advertising guru Tony Chapman and culinary director of Janes Family Foods, Dana McCauley, that her secret family recipe deserved to be developed into a President's Choice product and stocked on Loblaw store shelves.

In family for generations

The recipe passed down by her grandfather who makes and sells his own sweets in India, received delectable comments from the judges. Then the panel had to be convinced the frozen dessert could be mass-produced and marketed.

Filmed over three days, the experience was exciting and surreal at the same time, said Soobrattee, who was up against two other contestants.

"We had no time to think about it at all. I had pneumonia at the time. The three of us were crying half the time."

But in the end, Soobrattee was presented with \$25,000 and the coveted envelope-size golden ticket meaning she had made it to the finale, to be aired Wednesday, Dec. 14 at 9 p.m.

Rebranded as President's Choice Kulfi Karma Ice Cream, made with real cream, cardamom, sweetened condensed milk, rose water flavour and pistachio nuts, is now at

TASTE OF SUCCESS: Milton's Rosy Soobrattee and daughter Serena sample some of her Kulfi Karma ice cream, the winning entry on an episode of Recipe to Riches.

GRAHAM PAINE /
CANADIAN CHAMPION



select Loblaw stores across the country, including No Frills and Real Canadian Superstore in Milton, for \$3.49.

Soobrattee now faces off against the winners of the other six categories for the grand prize of \$250,000.

Viewers will have the chance to have their say by voting online between 12:01 a.m. tomorrow and 11:59 p.m. Friday.

"Canada gets to vote. It's like the Canadian Idol for food," she laughed.

Great after dinner treat

Although marketed in a downtown Toronto location, with Indian bhangra dancers and the "loud and pronounced" sounds of the dhol, Soobrattee describes her recipe as a decadent after dinner treat for anyone. "It's for somebody like me, a working parent who likes to go out for dinner."

The feedback at the marketing event was unbelievable, she said.

"The honour of it is huge. It's an awesome opportunity," said Soobrattee who has checked out her product in the grocery store with 8-year-old daughter Serena.

Even if Soobrattee doesn't walk away with the quarter of a million dollar prize, as a cancer survivor she's already a winner.

"There was a greater purpose to doing this. I wanted to teach my daughter that you can fight through these things, said Soobrattee, referring to her diagnosis of stomach cancer when her daughter was a year old.

Kathy Yanchus can be reached at kyanchus@miltoncanadianchampion.com.



The Regional
Municipality of Halton
www.halton.ca

Milton Urban Yard Waste Collection Ending for 2011

The last collection days of Yard Waste in 2011 are:

- Area 3: December 5
- Area 4: December 14
- Area 5: December 14

Urban Yard Waste collection will re-start in April 2012.



✓ Acceptable Yard Waste Materials

- Leaves
- Sticks & twigs
- Tree trimmings
- Decorative cornstalks
- Pumpkins
- Fallen fruit from trees
- Yard and garden trimmings
- Weeds

✗ Unacceptable Yard Waste Materials

- Grass clippings
- Tree stumps
- Sod, soil, and rocks
- Clay
- Plastic shopping or garbage bags
- Plastic flower/plant pots
- Flower/plant markers and tags

Yard Waste Tips

- Use paper yard waste bags or reusable, rigid containers (no lid).
- Yard waste in cardboard boxes, Blue Boxes, GreenCards, plastic bags, compostable bags or biodegradable bags will not be collected.
- To order a yard waste label at no charge, visit www.halton.ca/wastetools, or call Halton Region. Place yard waste labels on your reusable container.
- Containers must be no heavier than 23 kg and may have a capacity up to 125 L.
- Brush must be tied in bundles no larger than 1.2 m x 0.6 m (4 ft x 2 ft) wide, with branches a maximum of 7.5 cm (3 in) in diameter.

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