

PERSONAS



Food Blogger

People who like to try different cuisines and post about them on their personal websites



Chef

Chefs who like to try out new recipes or add more Indian food to their current expertise



Culture Connoisseur

People who love traveling and want to learn more about Indian food culture

More Than Salt

More than Salt is an informational food website to help you satisfy your cravings and explore into the world of Indian cuisines

More than salt provides information about famous recipes from India that are easy to make and extremely delicious. This website introduces flavors that are uncommon in the western world for an audience with an adventurous palate. More than salt also specializes in food recipes with dietary restrictions. Whether you are gluten free, lactose intolerant or allergic to nuts, we have precured a list perfect for you. Our goal is to create a community of food lovers while brining cultures together with a pinch of spice.

COMPS



BUDGET BYTES

pinch of yum