



SYNOPSIS Samir (Aasif Mandvi) is a traditionally trained chef who works as the sous chef in an exclusive restaurant in Manhattan, but when he learns he's been turned down for an expected promotion, he leaves in a huff and isn't asked to return. Samir considers heading for Europe to attend a culinary academy, but his plans quickly change when he learns that his father (Harish Patel) has suffered a severe heart attack and someone needs to look after the family business, a dingy Indian restaurant in Queens that's fallen on hard times.

PREORDER **DEC 13** RELEASE **JAN 24** NEW RELEASE: FLATIRON FILM COMPANY

TODAY'S SPECIAL

The Daily Show's Aasif Mandvi stars in this Indian-American Big Night

- 4Q10 theatrical run in 55 theaters in 25 markets, including NY, Chicago, LA, Boston, DC, Philadelphia, Seattle and Atlanta.
- Cast includes Aasif Mandvi (*Daily Show*, *Last Airbender*), Jess Weixler (*Teeth*), and Naseeruddin Shah (*Monsoon Wedding*).
- Aasif also stars in *Premium Rush* with **Joseph Gordon Levitt** (*50/50*, *Inception*) and **Michael Shannon** (*Boardwalk Empire*, *Vanilla Sky*) slated for an August theatrical release.
- Madhur Jaffrey, author of bestselling cookbooks (named one of *NYT*'s "Top Cookbooks of 2010") stars in the film and contributes a recipe to the DVD.
- Release timed to coincide with new series on Food Network/ Cooking Channel starring Mandvi and Jaffrey.
- Marketing and PR highlights include:
 - on-air *Daily Show* plug by Jon Stewart
 - promotional presence on *Daily Show* website and social media
 - outreach to food blogs (SeriousEats.com, Foodista.com, etc.)

PRODUCT INFORMATION

DVD FEATURES: Deleted scenes; Cooking video; Music video; Interview with Cowriters; Recipe from Madhur Jaffrey

SRP: \$26.95 U.S., \$29.95 CAN
 FORMAT: DVD Single
 PACKAGING: Single Amaray
 LENGTH: 99 min + extras
 GENRE: Comedy
 YEAR: 2011

LANGUAGE: English
 COLOR: Color
 WIDESCREEN: Yes
 AUDIO FORMAT: Stereo
 UNITS PER CARTON: 30

COMP TITLES



BIG NIGHT



JULIE & JULIA

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