



FOR IMMEDIATE RELEASE

Contact: Huma Siddiqui
Phone: (608) 437-1250
E-mail: huma@whitejasmine.com

White Jasmine Everyday Cooking Show joins Martha Stewart, Rachel Ray on NBC-15

MADISON, WI – The White Jasmine Everyday Cooking Show is moving to WMTV NBC-15 starting July 7, 2008. Every Monday at 1:30 p.m. Huma Siddiqui and her popular cooking show will be the first course in a lineup that includes domestic divas Rachel Ray and Martha Stewart.

NBC-15 Advertising Manager Don Vesely says he is very happy Siddiqui decided to come to NBC-15, calling White Jasmine Everyday Cooking, “one of local television’s hidden gems.”

Siddiqui, who does frequent cooking segments on NBC-15’s Morning Show, says she is excited about the move to NBC. “I am pleased with how well our show is doing and so happy we are able to bring it to NBC.”

Clare Schulz calls Siddiqui, “warm and inspiring.” The long-time fan of the show says she is always amazed at how easily Siddiqui brings so many exotic Pakistani and Indian spices into her everyday meals. “She gives a lot of herself. You get to know her as a person very easily. She’s very warm and very generous in talking about her family and how they are the reason why she is so involved in cooking.”

Allen Kitchen and Bath Owner Gary Allen finds the show to be exciting because he says Siddiqui is really cooking each meal from beginning to end. “It’s not the bait-and-switch approach that so many highfalutin chefs do where they tell you they’re cutting up vegetables and then they pull out things already cut up and you have no concept of how long this took. When Huma does something she is actually preparing it right there as the show goes along so you really have the confidence that this meal could be done in 20 or 30 minutes.”

Guests bring another element of fun and flavor to the show by sharing their recipes and a bit of themselves with the White Jasmine audience. “Our guests come from different professions and walks of life,” says Siddiqui. “They are proof that you don’t have to be a chef to be a good cook. It’s all about the flavors; it’s all about the passion. If you’re interested and want to create those flavors you will start finding them for yourself.”

Siddiqui’s approach to cooking in many ways parallels her approach to living. “Be curious and experiment,” she told her audience during a recent show. “It’s not only about cooking but about life. You could be missing a whole other world if you’re not curious about things.”

The White Jasmine Everyday Cooking Show started airing in 2004 on Madison station WYOU, and moving to MyMadison TV before joining NBC-15 where the show will reach more than 500,000 households throughout south-central Wisconsin as well as the millions they already reach nationwide on Bridges National Network.

White Jasmine Everyday Cooking is produced in Madison at Allen Kitchen and Bath and Kennedy Hahn Showrooms. Persons interested in being on a free taping of The White Jasmine Everyday Cooking Show and enjoying one of Siddiqui’s flavorful dishes can sign up at the White Jasmine Web site at www.whitejasmine.com.

Madison, Wisconsin based White Jasmine was founded in 2003. Siddiqui, and her son and Vice President of Sales Samir Karimi proudly run the family business that represents a celebration of family rituals, traditions and customs in life.

###