

Influencer Strategy



Camile Chef Specials



SUSAN JANE WHITE'S
Superfood Satay Stir Fry with Asian Greens (v)



Sinead Goldrick



Objective

S



How it works





COVER STORY

Sam-thing HAD TO CHANGE

Pop princess Mumba has been showing off her
LA-inspired food skills, by **Naomi McElroy**

She's the Irish pop princess turned big screen superstar, now happily married and living in LA with a beautiful daughter... it should be very easy to feel jealous of Samantha Mumba.

But come on, we can't — she's just too damn adorable.

Ever since she burst onto the music scene back in 2000 with Gotta Tell You, Sam has had a special place in the nation's heart.

The Dublin beauty with the big smile was just 17 and a former Billie Harris stage school kid when her career began. She went on to move away from music to the world of film, starting alongside Guy Pearce in The Time Machine and is now a dish hand at TV too, appearing on Dancing On Ice and Celebrity Masterchef and presenting TV3's The 8 O'Clock Show.

But when she chafed on an incredibly busy afternoon slot in the middle of the recent heatwave, Samantha is in Ireland to talk all things foodie.

She's teamed up with Thai restaurant and takeaway Camile Tha to create her own delicious dish, Samantha's Chicken Massaman Curry, available until mid-August in Camile Tha restaurants nationwide.

Samantha (33) is as sunny as ever, beaming, "I'm a bit jet-lagged but I'm loving this weather!"

Rhi's always been a culinary creator but thanks her time on Masterchef helped to show viewers she was more than just an entertainer, and pave the way for her forays into food.

"I'm a big lover of food, which is why I did Masterchef in the first place."

"I love Camile anyway, I'm a big fan, whatever I'm home I always have a Camile, and they were great to work with. I created this dish over in LA and emailed them through the recipe, they don't have anything like it on the current

CULINARY TALENT: Samantha and her new Camile Massaman Curry dish and (left), on Masterchef, where she showed off her skills

Promotion

HOLLY WHITE'S vibrant vegan special



400 cals
per serving

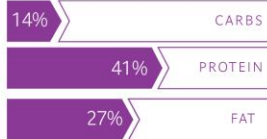


INGREDIENTS

Tofu
Broccoli
Pak choi
Courgette
Oyster mushrooms
Edame soya beans
Cashew nuts
Curly kale
Ginger
Shallots
Basil
Sesame seeds



Holly White



available exclusively at camile for a limited time



SINEAD GOLDRICK CHICKEN & PRAWN CITRUS STIR FRY

Sinead's stir fry is a bold blend of wok-fried chicken and wild Atlantic prawns, brought together with colourful peppers, edamame, garlic chili and tossed in her signature Yuzu citrus seasoning sauce. **Available for a limited time at www.camile.ie**

Sinead Goldrick



brown. Add the garlic and cook for another minute. Stir through the spices and cook for a further two minutes.

2. Add the tomatoes and brown sugar to the pan. Bring to a simmer and cook for 10 minutes or until the liquid is reduced by half. Tip the beans into the pan, along with half the coriander, and stir through. Heat through for a few minutes, then season to taste with salt and pepper and remove from the heat.

3. Heat a non-stick frying pan over a medium-high heat until almost at smoking point. Place one of the tortillas in the pan, top with the

Food news



Eat to win

Camile Thai has introduced its new foodie collaboration. GAA football star Sinéad Goldrick is the latest person to team up with the

brand to create a limited edition meal. Her chicken and prawn stir fry contains edamame and peppers with a yuzu citrus seasoning.

It's available now for six weeks only.

See www.camile.ie for more

Three cheers

Iceland is now giving their dairy farmer suppliers an extra 2c per litre of milk in recognition of the difficulties they currently face in the current market.

The supermarket will absorb the cost of this, meaning you won't pay any more



DESIGN

Wow, how gorgeous is this collaboration between Alessi & Gabbana? The only price is €449.50. Perhaps one

COOKBOOK OF THE WEEK



Jamie Cooks Italy

by Jamie Oliver
(Michael Joseph, €26)

A copy of this landed on my desk and we

REDUCE, REUSE

In *Woman's Way* we're huge fans of reducing waste and are delighted to see this alternative to single use plastic pint glasses. O'Hara's brewery launched a new stainless steel, reusable pint cup at the Another Love Story Festival last week. Great for festivals, parties and picnics it should

Micro Influencers



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miami50 @lethal_dizzle 😊😊😊
caroldargle @jordan_dargletiernan
Camille every night if I was let 😊



72 likes

DECEMBER 4

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Key Learnings
