



## Participants battle it out @ 'Celebrate Australia' cook off!

*~ Festival organized by Godrej Nature's Basket in association with Australian Trade Commission offers winner a vacation Down Under ~*

**Delhi, 10<sup>th</sup> December, 2013:** Godrej Nature's Basket recently enthralled its patrons by having Chef Rishi Desai, MasterChef Australia finalist, kick off its 'Celebrate Australia' festival. Organized in association with the Australian Trade Commission, the festival is all set to take the winner of the cook off on a four day holiday to Australia, a trip to the Yarra Valley and a treat at Gary Mehigans restaurant!

The competition witnessed participants dish out some scrumptious recipes using Australian ingredients available at the Nature's Basket store. The event was judged by Godrej Nature's Basket Food Consultant, Kishi Arora, along with Dr Grayson Perry, Trade Commissioner, Australian Trade Commission.

Commenting on her experience judging the cook off, **Kishi Arora** said, "It is an absolute treat to see people try their hand at cooking international food. Their attention to detail in terms of ingredients, portions and even plating is incredible. This love for international cuisine has only added to the amazing versatility of the foodies."

**Mr. Mohit Khattar, Managing Director, Godrej Nature's Basket**, said, "Today's Indian is well exposed to world cuisine and interesting initiatives like these give us an opportunity to bring different cuisines to our customers. We are delighted to have partnered with the Australian Trade Commission and encourage our customers showcase their culinary skills through this unique festival"

**Dr Grayson Perry, Trade Commissioner, Australian Trade Commission** said, "The growth in India's burgeoning middle class is expanding the range of products which Indian families purchase in store. They are buying for convenience, choice, quality and above all a new taste experience in a modern retailing format. Australia is a world-leading source of high-quality, safe and innovative processed food, with demonstrable expertise in the supply of quality products to domestic and export markets. Australia's reputation for producing high quality processed foods under well-established Australian brands has strong relevance to Indian consumers and Australian brands have a great opportunity to expand their market share in India".

The flight tickets are sponsored by Tourism Australia and Singapore Airlines.



### **About Godrej Nature's Basket**

Godrej Nature's Basket is a retail venture of the Godrej group and is today India's foremost retail destination for fine foods from across the World. Started in 2005 as a single fresh food store, it has today morphed into a 29 store chain of premium Gourmet Stores strategically located at high street locations in Mumbai, Delhi, Guragoan, Pune, Bengaluru and Hyderabad. The Gourmet retail chain boasts of stocking the best international and domestic wines, cold cuts, meats, cheese, organic foods and a large variety of pastas, noodles, beverages, exotic and rare ingredients, meals, sauces, preserves and packaged food from around the world. Every item on the shelf is handpicked from the very best that Europe, Australia, Asia and the US have to offer. It caters to the refined needs of up-market urban consumers for irresistibly authentic world food and ingredients.

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