



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 ~

Mumbai, 10th 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, Rushina Munshaw Ghildiyal along with Mr. Patrick Kearins, Trade Commissioner, Australian Trade Commission.

Commenting on her experience judging the cook off, **Rushina Munshaw Ghildiyal**, said, *"Judging this cook off has been a wonderful experience. Not only is it great to see cooks exploring international cuisine but watching these participants showcase such knowledge and skills with ingredients and even plating was brilliant. Australia offers some of the best ingredients for culinary enthusiasts. And there is no better place to find some of this bounty than Godrej Nature's Basket and these participants have done great justice to both."*

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"

Mr Patrick Kearins, Trade Commissioner, Australian Trade Commission said, "The growth in India's middle class is expanding the range of products which Indian families are buying in store. Families are choosing quality products, and increasingly products that make meal preparation more convenient, as well as an expanding their purchases to include new taste experiences. The choice of new and modern retailing formats like Nature's Basket are also changing the shopping experience, making it much more comfortable and enjoyable. Australia's food and beverage products are recognised as some of the safest in the world, with their high quality and their taste making them the choice of consumers around the world. We're delighted that more and more Australian products are becoming available in India and becoming the choice of many Indian households".

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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