

Godrej Nature's Basket Introduces 'Fresh Food Theatre'

~ To host world food cuisine culinary workshops every weekend at all stores exclusively for its patrons~

Mumbai, June 18, 2014: Godrej Nature's Basket, India's pioneering world food chain, adds a new chapter to its journey by now introducing **Fresh Food Theatre** across all of its stores in Mumbai, Delhi, Bangalore, Pune and Hyderabad. Beginning June, trained experts at all Godrej Nature's Basket stores would be conducting live informative sessions to share their expertise in culinary skills and also help customers hone and acquire new skills.

This is a fabulous opportunity for all aspiring foodies to learn some simple tricks of experimenting with world food at home. From authentic Italian risottos and cheesy chicken lasagna to Thai style soups and Vietnamese wraps, every week would see the store staff rustle up exciting recipes. These culinary sessions would be conducted at least 2 to 3 times every day during weekends.

Trained by renowned celebrity chef Vicky Ratnani, the Food Experts will conduct enriching sessions on easy-to-prepare and exciting recipes from across the world with tips on preparation and plating as well.

Speaking on the initiative, Mohit Khattar, Managing Director, Godrej Nature's Basket, shared *"At Godrej Nature's Basket, we take the task of familiarizing our patrons with world food quite seriously. A few years ago, we started sampling prepared food and impulse products to our customers and started conducting master classes for our customers through known chefs and industry experts. Owing to the tremendous response these workshops received, we are now going a step further and launching a first-of-its-kind marketing initiative. The objective is to increase frequency and reach out to over One lac discerning customers this year and touch many many more with our sampling initiatives."* The weekly engagement opportunity provided by the Fresh Food Theatre will help popularize world food by enabling customers to observe and engage closely and hone their culinary skills. It will significantly enhance the in-store experience across our stores as well.