

## **Rishi Desai, MasterChef Australia 2013 contender, tosses it up**

### **@Godrej Nature's Basket**

*Nature's Basket in association with the Australian Government announce 'Celebrate Australia' Festival*

*'Celebrate Australia' fest is supported by Tourism Australia & Singapore Airlines*

**November 22nd 2013:** Godrej Nature's Basket and the Australian government office in Mumbai in association with **Tourism Australia and Singapore Airlines** announced the '**Celebrate Australia**' festival in the presence of Rishi Desai, an engineer from the city of Kolhapur and a leading Indian contestant in the current season of MasterChef Australia 2013, at the Godrej Natures Basket Bandra store on 22 November. The launch also witnessed the presence of **Ms. Kilmeny Beckering Vinckers, Deputy Consul General and Mr. Patrick Kearins, Australian Trade Commissioner** along with Mohit Khattar, Managing Director, and Godrej Nature's Basket. Rishi unveiled the fest by demonstrating quick scrumptious Australian recipes. The charming Masterchef participant was also seen engaging with customers and foodies on various Australian delicacies and gourmet food in India.

Speaking on the occasion **Rishi Desai** said: "I am thrilled to be a part of this initiative with Godrej Nature's Basket & Tourism Australia. Celebrate Australia fest, I believe, is unique in many ways. Its not only a celebration of the diverse taste that a typical Australian menu offers but also gives foodies the opportunity to experience and live it in Australia. Godrej Nature's Basket consumers will be given the opportunity to travel to Australia, experience our cuisine and also dine at Gary Mehigans restaurant.

He added, "Gourmet food has grown extensively and has taken a new meaning in India, where customers are constantly on the lookout for new cuisines and want to experiment with new tastes all the time. With such unique associations, it gives chefs like us an opportunity to bring out the rich taste of various cuisines".

**Mohit Khattar, Managing Director, Godrej Nature's Basket** also commented saying, "It is always exciting to bring new cuisines to our patrons and add more options for them. Rishi Desai exhibited his culinary skills here and it would be a great opportunity to share with our patrons the diverse selection of Australian ingredients available at Godrej Nature's Basket.

He added, "It is an honour to host such talented chefs at our store cooking up such fabulous recipes, which not only turns out as an inspiration for our customers but they also get to learn more gourmet cuisines. I also think such interesting initiatives in association with the Australian Government, and generous sponsors such as Tourism Australia and Singapore Airlines, give us all a great opportunity to bring different cuisines to our customers."

Rishi's charm and immense talent and approach to cooking made him a favorite contestant among the show's fans and judges. After popularizing Indian flavours and converting them into modern Indian fine dining experiences on the show, Rishi comes to Mumbai to share his experiences and demonstrate his culinary skills through a live cookoff session on Aussie cuisine using popular Australian ingredients available at **Godrej Natures Basket, Bandra.**

As part of the Festival customers & food lovers can win an exclusive trip to Australia by participating in an interesting competition to be held at various stores of Godrej Nature's Basket. A social media contest wherein foodies can display their culinary skills by sharing interesting recipes using Australian brand ingredients. Three winners will be selected in each city through an in-store competition. The in-store event will be judged by the GNB food consultant and an Australian Government Dignitary. The winner from each city gets a four day holiday to Australia, a trip to the Yarra Valley, dine at Gary Mehigans restaurant and there might also be a surprise visit by the Mastrechef Gods themselves!

This exciting concept was brought together by the gourmet chain and the Australian Government in association with Tourism Australia, Singapore Airlines and Outlook Traveller. To take part in the contest visits the Nature's Basket page on [Facebook](#) ! Three participants from Delhi, Mumbai and Bangalore will be shortlisted for an in-store competition by Godrej Nature's Basket .The winner from each city will get a chance to fly to Australia!

**So what are you waiting for? Visit Godrej Nature's Basket and win a holiday to Australia**

### **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, Gurgaon, 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

### **About Tourism Australia**

Tourism Australia is responsible for promoting Australia as the world's best destination for Business Events and Leisure travel. Through a wide range of activities Tourism Australia aims to raise awareness of Australia's unique attributes which attract and entice visitors to experience our country. Our activities

in 23 markets, include advertising, public relations and media programs, trade shows and programs for the tourism industry, consumer promotions, online communications and research.

Tourism Australia recently completed year one of the India 2020 Strategic Plan that was launched in June 2012. India is currently one of Australia's fastest growing inbound markets and now sits amongst the top 10 source markets for Australian tourism. For the month of September 2013, there has been a 26 per cent increase in tourist arrivals, driven by leisure arrivals which have increased by 31per cent. For the year ending September 2013, total tourist arrivals increased by 11per cent, with leisure growing at 16per cent. India is currently one of Australia's fastest growing inbound markets and now sits amongst the top 10 source markets for Australian tourism. Visitor numbers to Australia from India grew 7.5 per cent in 2012, reaching 159,400 for the year, and worth A\$ 786 million in overnight expenditure.

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