

Freedom Refined Sunflower Oil presents

“Mother’s Traditional Cookery Contest”

Bengaluru, May 13th, 2017: Freedom Refined Sunflower Oil on the occasion of the Mother’s day presented a unique “Freedom Mother’s Traditional Cookery Contest” to provide a platform for daughters to team up with their mothers and cook their signature dishes and show their fondness and respect to their Mother’s. The participants were invited to share their Mother’s signature recipes. An elite panel of Chef’s shortlisted 15 unique and innovative traditional recipes and invited the participants to participate in the final elimination round. Out of the 15 shortlisted participants the Chef - **Mrs. Nagarekha C Palli Asst. Professor – In-charge –Food & Beverage Production Department BHM** along with **Mrs. Pushpa, Nutritionist** shortlisted top 3 winners who were given a chance to cook their dish live at grand finale at Shangri La Hotel, Vasanth Nagar, Bengaluru.

Freedom refined sunflower oil presents Mother’s Traditional Cookery Contest was preceded by a cookery workshop by the renowned Chef - **Mrs. Nagarekha C Palli Asst. Professor – In-charge – Food & Beverage Production Department BHM** interacted with the participants, gave useful cooking tips and demonstrated few of her most popular recipes. The high point of the event was when the famous Cine actresses **Sanjjanaa Galrani & Ms. Mayuri** joined the Mother’s day celebrations and prepared their favorite recipes from their Mother’s Kitty, much to the excitement and enthusiasm of the participants.

The guests were also given a chance to taste the dishes prepared by the finalists, the chef and the celebrity guests and give their support to their favorite contestants. The contest was overseen by a panel of food judges & Known chefs. The contestants participated with great enthusiasm and were seen having a great time at the event. They brought together a delightful feast of authentic mouth watering traditional recipes with amazing presentation and taste. The competition which was a gala event with loads of fun & excitement while providing an opportunity to the people to experience the battle of Epicurean proportions.

Speaking on the occasion **Mr. P. Chandra Sekhara Reddy, Vice President – Sales Marketing, Freedom Refined Sunflower oil** said, “Freedom Refined Sunflower oil is proud to present Freedom Mother’s Traditional cookery contest to commemorate the Mother’s day tomorrow. It was a pleasure to watch the bonding as daughters partnered with their mothers and prepare their favorite dishes. Freedom refined sunflower oil presents Mother’s Traditional Cookery Contest was specially conceptualized to bring forth the culinary excellence and creativity of the cooking enthusiasts in the city of Bengaluru and give an opportunity to the daughters to show their love and respect to their Mother on the occasion of Mother’s day. We have received an overwhelming response to the contest this year. I congratulate the winners and their families for a wonderful display of creativity, talent and team work. We thank Ms. Sanjjanaa Galrani & Ms Mayuri for taking time out an becoming a part of this fiesta and enjoy the Freedom to eat, Freedom to enjoy. “



About Freedom Refined Sunflower Oil

Freedom Refined Sunflower Oil promotes 'guilt-free eating' and its brand promise is captured by its tagline 'Freedom to eat, Freedom to enjoy'. It is a premium quality Sunflower oil available at a competitive price point. It is a leading brand of Sunflower oil and currently ranks **No. 1 by market share** in the Sunflower Oil category in Telangana, Andhra Pradesh & Odisha (Source: Nielsen Retail Index Service for the Refined Sunflower Oils : All Packs category for MAT ended December 2015). Freedom Sunflower Oil is clear, lite and low-absorbing and has been fortified with Vitamins A & D. It is also rich in naturally occurring Vitamin E. Its low absorbing property allows you to cook more food in less oil. It is thus a healthier choice for the entire family.

For more information please contact:

KONNECTIONS

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