



Draft Press Note

Freedom Refined Sunflower Oil presents "Cookery Contest 2013"

A 4 week long fiesta to identify the Kitchen "Queen of Hyderabad".

March 17th 2013 , Hyderabad: Delicious aromas wafted through the air at Swagath function Hall, Vasavi Colony, Kothapet as contestants thronged to present their best dishes at the first preliminary round of Freedom Refined sunflower oil Cookery Contest 2013 . The competition which was a gala event with loads of fun & excitement provided an opportunity to the people to experience the battle of Epicurean proportions.

The contest followed a Master Chef theme with contestants coming forward with their special recipes and preparations. The competition witnessed overwhelming participation from the local households. The contest was open for 3 categories – Vegetarian, Non Vegetarian & Sweet dish / Desserts. As a part of the contest the participants had to go through preliminary rounds before the final 3 winners were chosen by the judges under each category. The final 9 contestants were then judged on their culinary skills , creativity , taste & presentation to finalise the " main winner" . The guests were also given a chance to taste the dishes prepared by the finalists and give their support to their favorite contestants. The contest was overseen by a panel of food judges headed by Sri S.Sudha Kumar Principal I/c., Institute of Hotel Management, Hyderabad (a renowned personality in the field of hospitality). 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 recipes with amazing presentation and taste.

Speaking on the occasion Mr. P. Chandrasekhara Reddy , General Manager – Sales Marketing , Freedom Refined Sunflower oil said , " We have been associated with the Freedom Hindu Metro Plus cookery contest since last 2 years . We have received an overwhelming response to the contest this year. The Freedom Hindu Metro Plus Cookery Contest 2013 was specially conceptualized to bring forth the culinary excellence and creativity of the cooking enthusiasts in the twin cities of Hyderabad & Secunderabad "

Freedom Cookery contest 2013 is a 4 week event inviting the participation of the best culinary experts in the city. The next rounds will take place at Anupama Community Hall, A.S.Rao Nagar, ECIL on 24th March & Metro Marvel Garden, Kukatpally on 31st March 2013 and the Mehdiapatnam on 7th April and the GRAND FINALE on 14th April. Please rush in with your registrations to bring your secret family recipe that will floor the judges. Please call at 9393024242/ 040-23227124.

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. 2 by market share** in the Sunflower Oil category in both Odisha & Andhra Pradesh (Source: Nielsen Retail Audit Data Q2 2012). 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.