



Freedom Refined Sunflower Oil discovers

Visakhapatnam's "Kitchen Queen 2013"

April 28th 2013 , Visakhapatnam: Delicious aromas wafted through the air at The Novotel Hotel, RK Beach Road, Visakhapatnam as contestants thronged to present their best dishes at the **Freedom 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 cookery contest started with participants coming forward with their special recipes and preparations. The competition witnessed overwhelming response from women in Vizag city. The contest was open for 3 categories – Vegetarian, Non Vegetarian & Sweet dish / Desserts. As part of the contest the participants had to go through a preliminary round before the 3 winners were chosen by the judges under each category.

The panel of judges including the Guest of Honor Dr. Sai Leela HOD - Home Science, St. Josephs's College for Women, Visakhapatnam carefully scrutinized and declaredas winner of the Freedom cookery contest and declared her the **"Kitchen Queen of Visakhapatnam 2013"** amongst the 9 qualifiers from the preliminary round. The finalists were judged on their culinary skills, creativity, taste & presentation. The guests were also given a chance to taste the dishes prepared by the finalists and give their support to their favorite contestants.

Mr. P. Chandra Shekhara Reddy, Vice President – Sales & Marketing, Freedom Refined Sunflower oil said, "Our association with Visakhapatnam is special as **Freedom Refined Sunflower Oil is the No. 1** Sunflower Oil brand here. **Freedom** takes this relationship further by bringing the 'Freedom Hindu Metro Plus cookery contest' to the city and discovering the Kitchen Queen of Visakhapatnam. We have received an overwhelming response to the contest this year. I am thrilled to have around 500 participants in the preliminary round. It was a pleasure to witness the contestants, bringing forth their culinary excellence and creativity to present their dishes. I congratulate the winners and their families for a wonderful display of creativity and talent."

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.