

KITCHEN WARS, CULINARY COMPETITION FOR CORPORATES, TO BEGIN ON JULY 12

Whirlpool, manufacturer and marketer of home appliances, will organise Kitchen Wars - a cooking competition pitting 32 six-member teams representing corporate houses against each other - in Bengaluru on three weekends, between July 12 and 26, 2014.

J W Marriott is the hospitality partner for the competition, co-organised by Something's Cooking Culinary Arts Pvt Ltd. It would be judged by a panel of experts from India and overseas.

It would comprise chefs Jolly and Daniel and the Michelin-starred chef Bruno Ferrari of J W Marriott, Bengaluru. They would be present at every round, and would be joined in the final by Singapore's Christophe Megel.

The winner of the competition would win an all-expenses-paid trip to Bangkok for three nights and four days. It would include a workshop/demonstration on French cuisine/pastry/Thai cuisine/food and wine pairing.

The first and second runners-up would receive Kitchen Aid appliances worth Rs 50,000 and Rs 30,000 respectively. The key objective is to enable companies to come together, bond over cooking and foster social interaction.

"Although we limited the participation of corporate houses in Bengaluru, the response is good," said Shantanu Das Gupta, vice-president, vice-president, corporate affairs and strategy, Asia South, Whirlpool.

"Each team requires a leader, who could either be the chief executive officer, the chief financial officer or the head of sales/marketing," he added, stating that Whirlpool Built-in appliances were for the kitchen, and the primary association with the kitchen is cooking.

"A culinary event of this nature helps showcase the latest innovations from Whirlpool, while establishing a connect between the brand and the participant's passion for cooking," Das Gupta added.

Something's Cooking Culinary Arts

Something's Cooking Culinary Arts Pvt Ltd is a studio fitted with kitchen equipment founded Satish Venkatachaliah. It is a training institute, which would offer the teams its eight cooking workstations.

Venkatachaliah, who also serves as head of the table at Something's Cooking Culinary Arts, viewed the concept as an opportunity to work as a team and identify leadership skills.

"If the corporate houses participating in the event derive such benefits, it would establish cooking as an alternative for team-building activities that are traditionally done on off-sites and outdoors," he added.