

# KITCHEN WARS: BOARDROOM ENTERS THE KITCHEN

The winners get a 3N&4D all expense paid trip to Bangkok and participation in a culinary workshop

Bangalore. Kitchen Wars, the first of its kind culinary contest presented by Whirlpool of India, a subsidiary of the Whirlpool Corporation, the world's leading global manufacturer and marketer of major home appliances and Something's Cooking Culinary Arts Pvt. Ltd starts from July 12, 2014. The event was launched today at JW Marriot where the names of the participating teams from Bengaluru's glittering corporate entities were unveiled. The evening saw an august gathering of creme-de la-creme of the corporate world in Bengaluru.

Kitchen Wars, a unique culinary talent show, is a platform for passionate corporate houses to participate in an event that is an excellent platform for companies to come together, bond over cooking and foster social interaction with that special ingredient called fun. The event shall be organized over three weekends in July, commencing from 12 July 2014. There will be 32 teams participating with team comprising of 6 members. The winner of the contest will get an all expense paid trip of 3 nights and 4 days to Bangkok which will include a workshop / demo on French Cuisine or Pastry/ Thai Cuisine/ Food and Wine pairing. The first and the second runner-up will win Kitchen Aid appliances worth INR 50,000 and INR 30,000 respectively.

Speaking on the event, Mr. Shantanu Das Gupta, Vice President- Corporate Affairs & Strategy, Asia South, Whirlpool of India said, "We are extremely thrilled to present the first season of Kitchen Wars where participating teams will bring out their best culinary skills using our new range of Built-In appliances. We are happy with the overwhelming responses for the event; several leading corporate houses have come forward to be a part of the inaugural edition of Kitchen Wars. Whirlpool of India wishes all of them good luck."

Mr. Satish Venkatachaliah, Founder and Head of the Table, Something's Cooking Culinary Arts Pvt. Ltd said, "We are happy to be associated with Whirlpool of India for the first season of Kitchen Wars. It is an exciting concept getting the corporates to incorporate every possible management concept in the kitchen. Not only do they have to work together as a team, but have to compete with the rest of the teams as well in a scenario highly reflective of the real corporate world. Food and kitchen have always played a significant role in our lives, and the teams will learn a lot while having fun. It

will be great to see the teams replicating their board room strategies while competing for the winning title."

Companies like Infosys, Dell, SAP, Sabre, Citrix, Adobe, Mindtree, L&T Finance, Motorola Mobility, SanDisk, Deutsche Bank, Puma, Deloitte, Adobe, Cafe Coffee Day and others are participating in this amazing culinary battle.

### About Whirlpool Corporation

Whirlpool Corporation is the world's leading global manufacturer and marketer of major home appliances, with annual sales of approximately \$19 billion in 2013, 69,000 employees, and 59 manufacturing and technology research centers around the world. The company markets Whirlpool, Maytag, KitchenAid, Jenn-Air, Amana, Brastemp, Consul, Bauknecht and other major brand names. We earn the trust of consumers in nearly every country by focusing on what matters most. Additional information about the company can be found at <http://www.whirlpoolcorp.com>

### About Something's Cooking Culinary Arts Pvt. Ltd

Something's Cooking Culinary Arts is an idea that brings people together and closer, the old-fashioned way- by the hearth. Our kitchen is where great teams are brewed, friendships are stirred, and ideas are stewed - all for the love of food.

Kitchen, we believe is a venue for social interaction; a multi-sensorial experience that witnesses families and friends convene to do more than speak and listen to each other. The happiest homes come together at mealtimes; the best of friends catch up over chai.

With 'kitchen in focus', we aim to bring teams together from various fields of life, to engage and bond over cooking, for a delicious meal which they prepare themselves.