

TASTE THE NEW CORPORATE TEAM BUILDING RECIPE: KITCHEN WARS

Whirlpool of India, a subsidiary of the Whirlpool Corporation, a manufacturer and marketer of major home appliances, and Something's Cooking Culinary Arts Pvt. Ltd are organizing Kitchen Wars , the first of its kind corporate culinary contest. Armoured with spatula, pans and aprons, Kitchen Wars will peg corporate leaders and teams against each other for the first time in the kitchen.

Speaking on the event, Shantanu Das Gupta, Vice President- Corporate Affairs & Strategy, Asia South, Whirlpool of India said "Partnering with Kitchen Wars was truly a no-brainer. The innovative concept of the event in spirit as much as in design is truly what Whirlpool stands for. With the recent introduction of our Built-in appliances range, there is no better place to showcase not just our products but also our consistent performance. We are looking forward to being able to provide a level playing field to all the participants.

Rajiv Kapur, VP Consumer Services and New Businesses, Whirlpool of India added, "When all of us are constantly glued on to the screens, working with hobs, hoods and ovens in the kitchen will definitely be a new experience and a great exercise for team building".

Satish Venkatachaliah, Founder and Head of the Table, Something's Cooking Culinary Arts Pvt. Ltd said, "We have received overwhelming response from major corporate houses in Bangalore thus far. This event was conceived to create a platform for companies to come together, bond over cooking and foster social interaction with that special ingredient called fun. We chose Bangalore for the first season because of the enthusiasm people have here. We are delighted to be associated with the global leader in major appliances through this innovative concept."

The format of the event is being conceptualized and executed by a panel of reputed judges from India and abroad. The event shall be organized over three weekends in July, commencing from 12 July 2014. Participation for this event is by invitation only. Entries to the contest are open to employees of companies who have been invited to participate, by forming a team, comprising of 6 members. A total of 32 teams shall be chosen to compete for a place in the finals.

This culinary talent will be a platform for many passionate corporate houses, who value their employees and invest in nurturing employee relations. 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 Second Runner up will win Kitchen Aid appliances worth 50,000 and 30,000 respectively.