



2nd Edition of “Freedom iCook Awards 2019” presented
Identifies the best culinary talent amongst the corporates in the city

Hyderabad: 11th November, 2019: Freedom Healthy Cooking Oils presented the 2nd edition of ‘Freedom iCook Awards 2019’ an initiative to identify the best culinary talent in the leading corporates from the city. The ‘Freedom iCook Awards 2019’ was organized by Fever 94.3 FM and was judged by Chef Puneet Mehta (Master Chef, India finalist – Season 2). The finale was an intense live cooking competition. The Event happened at Sarath City Capital mall, Whitefields, Kondapur, Hyderabad.

The day started with a semi-final where the top 20 teams from the preliminary rounds from various corporates of the city, went through a gruelling Taste Test. In this round each team was blindfolded and asked to taste, smell and feel the dishes (for 90 sec) and identify the ingredients from the dishes (in next 60 sec). This was followed by a food quiz to identify the 10 finalists.

The final 20 teams of 3 members each participated in the finale, a live culinary crusade to prepare a three course meal including a starter, main course meal and a dessert. The environment was buzzing with excitement as the guests & visitors cheered and encouraged the finalists. They were judged on culinary innovation, presentation, taste and teamwork.”

Speaking about the Freedom iCook awards, **Mr. P. Chandra Shekhara Reddy, Vice President - Sales & Marketing, Freedom Healthy Cooking Oils** said, “We have received an overwhelming response to the ‘2nd Freedom iCook Awards’. It was a pleasure presenting the corporate cooking challenge and witnessing the unique corporate culinary battle. We are amazed at the response received from the IT firms and delighted to witness the fun, food, comradery and competition at the iCook Awards. I congratulate the winners and compliment the participating teams for a wonderful display of culinary excellence.”

About Freedom Healthy Cooking Oils:

Freedom’ is the Flagship brand of Gemini Edibles and Fats India Pvt. Ltd. (GEF India). Freedom Healthy Cooking Oil Range is available as Freedom Refined Sunflower Oil, Freedom Physically Refined Rice Bran Oil and Freedom Mustard Oil, Freedom Groundnut Oil & Freedom Gingelly oil.

Freedom Healthy Cooking Oil Range was launched in April 2010 in Andhra Pradesh and Odisha. It is a leading brand of Sunflower oil and currently ranks No. 1 by market share in the Sunflower Oil category in Telangana, Andhra Pradesh & Odisha with market share of Sunflower Oil in Odisha, Andhra Pradesh & Telangana respectively (Source: Nielsen Retail Index Service for the Refined Sunflower Oils: All Packs category for MAT ended March 2018) - (Source: Q4 18 Report AC Nielsen).

Freedom Physically Refined Rice Bran Oil It is thus a healthier choice for the entire family. It was launched Oct-15, for the health conscious consumers with its strong proposition of 10,000 ppm Oryzanol and balance fat profile Freedom RBO is growing at faster space in the category.

For further information, please contact: **KONNECTIONS IMAG**
Sunil Kumar M: 9866520337 / Sravya: 6302616391