



LT Foods

LT Foods promoting the use of basmati amongst global consumers, hosts a special event in Delhi



Friday January 20, 2017: LT Foods with brands like Daawat, Heritage and Royal is one of the leaders in several countries in the world, including India and the U.S. In a unique and interesting event held at Taj Mansingh, New Delhi, LT Foods brought together one of the top 10 rising chefs of the U.S, Chef Joseph “JJ” Johnson and World renowned India’s Chef Sanjeev Kapoor.

Chef JJ, a highly awarded chef in New York and who is extensively working with rice and other grains was invited by LT Foods to visit the basmati growing farms in India and to study India’s culinary and cultural heritage. In this event he interacted with some of the most renowned Chefs in India and was given a demonstration on basmati cooking by Chef Sanjeev Kapoor. Chef Kapoor also symbolically handed to Chef JJ the secrets of biryani making. Also attending the event was the team from Star Chefs Media who are partnering with LT Foods in promoting Basmati amongst the chefs in the U.S.

Speaking on the occasion Chef Sanjeev Kapoor said *“I have been associated with LT Foods long before I started working with their brand Daawat. One of the main factors for this long association has been LT Food’s commitment to not only supply extremely good quality products which we can use to highlight our recipes, but also their strong commitment to the chef community and working with them in delivering solutions that are relevant to the chefs. I was happy to note how LT Foods is working similarly in the U.S and across the globe to spread basmati which I believe is one of the finest rice grains. I was delighted to share the secret of biryani cooking with Chef JJ and through him into the U.S.”*

On his unique trip to India, Chef JJ said *“I am in love with India! I just can't get enough of its*

vibrant Flavours, Spices, and Culture. To be around and see where authentic basmati rice is grown, and to meet the local farmers has been a game changer for me! Thanks to Royal Basmati and LTFA I have a whole new respect for one of my favourite types of rice to cook with. And I can't wait to get back and share some of my journey in some new dishes I will create using Basmati rice and all that I have learned about Indian food and Culture!"

Mr. Vijay Kumar Arora, CMD- LT Foods Ltd. said *"Daawat is now a globally recognized brand and our focus towards ensuring its growth to the farthest corners of the world has now borne fruit in the form of Daawat and Royal becoming an integral part of American households and reaching the No. 1 position in the Basmati rice category in North America. We strive to further deliver on the expectations of our beloved customers and will look to conquer many more hearts and markets across the globe in the coming years."*

About LT Foods Limited:

LT Foods Limited is a branded Specialty Foods Company. The Company is engaged in milling, processing and marketing of branded and non-branded basmati rice, and manufacturing of rice food products in the domestic and overseas market. Its geographical segments include India, North America and Rest of the world. Its operations include contract farming, procurement, storage, processing, packaging and distribution. Its rice product portfolio comprises brown rice, white rice, steamed rice, parboiled rice, organic rice, quick cooking rice, value added rice and flavoured rice in the ready to cook segment.

The Company's brands include Royal; Ecolife, an organic food brand that includes rice, pulses, oil seeds, cereal grains, spices, nuts and fruits and vegetables; Devaaya, which offers branded Basmati rice, with staples, such as Atta, Suji, Besan, Dalia, Poha and Maida, and Heritage, a basmati rice brand. Its brands also include Daawat, Gold seal Indus Valley, Rozana and 817 Elephant.

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