



## **Delicious War of Taste between Super Mom's – Time it with Vegit Contest – Mom & Kid Cook-off**

*An Ode to Mothers by Vegit, this mother's day*

**New Delhi, 9<sup>th</sup> May, 2014:** Mother's Day is the perfect occasion to acknowledge your mother's place in your heart and life. To celebrate this occasion, Vegit an agro division of Merino Industries organized "**Time it with Vegit Contest**" - **Mom & Kid Cook-off** in association with **Young Chef Academy** which offers extra-special cooking classes for kids in the age-group of 3-15 yrs in a safe environment that encourages discovery and creativity.

In an interesting competition, Vegit in association with Young chef academy a part of The Learning Place, invited 50 students of age group 2 – 3 yrs along with their mothers to ignite their culinary creativity in the kitchen and create an original dish at *Time it with Vegit Contest*" - *Mom & Kid Cook-off*.

During the competition little kids along with their mothers prepared some scrumptious & delicious dishes such as Pav Bhaji Pizza and Canapés from Vegit Pav Bhaji Mix and Vegit Hara Bhara Kebab mix. The mother and child pairs came up with innovative and interesting recipes which looked very attractive and lip smacking. The participants were given 30 minutes of time to prepare and present the dishes, the best part was that Vegit snack mixes could be prepared within minutes, with which the participants quickly prepared the dishes within the stipulated time. Out of total contestants top two winning pairs were selected on the basis of various parameters including Innovation, Taste, Hygiene, presentation and minimum time consumed for preparing the dish.

Vegit representatives felicitated the top two winners with a gift hamper including complete range of delicious Vegit snack mixes. The winners also got a chance to click their selfie for the Vegit Facebook page. Lastly a live cooking demo by Vegit In-House Chef was also organized for the ladies who were present during the competition; the chef prepared some innovative dishes made with Vegit range of products.

*Speaking on the occasion Mr. Rajneesh Sharma, General Manager, Sales, Vegit said "This Mother's day we wanted to make mothers feel special. As Vegit is a perfect companion for today's women, who is a mother, a working professional and a home maker. The USP of our product connotes "Hamara Mix, Aapka Twist", with Time it with Vegit Contest - Mom & Kid Cook-off, we gave participants a chance to experience and experiment with Vegit easy-to-*



*cook, yummy and innovative snack recipes to delight their kids". He further added "Every small initiative for your mother counts as she has done so much for us; I wish every Indian a very happy mother's day".*

Vegit has a wide array of products starting from the flagship products Aloo Mash (Potato Flakes) to 9 mouthwatering instant Indian snacks viz Burger Patty, Aloo Tikki, Aloo Bonda, Soya Rolls, Cheese Balls, Hara Bhara Kebabs, Shammi Kebabs and Veg cutlets along with recently launched Pav Bhaji mix. The company focuses primarily on the making of Potato flakes and Instant Snack Mixes that deliver the best in taste whilst also allowing consumers to experiment and add their own flavors to these snack mixes.

### **About Vegit**

Vegit is the agro division of Merino Group, spread equally between making of Potato Flakes and sumptuous Snacks Mixes and is committed to providing an international standard products that has been domestically produced. The integration of complete agri operations from tissue culture to food processing has assured the consistent supply of best quality products and has established a sustainable market for itself both with the domestic and international buyers.

Vegit offers a range of snacks mixes which are all simple, fast, neat and ready to make and also exports the products and reaches out to the retail sector and also the industrial catering units, restaurants and hotels. Vegit is ISO 22000, FSSC 22000, OHSAS 18001:2007, ISO 14001:2004, ISO 9001:2008 & HACCP certified.

For more information visit Vegit at [www.vegite-merino.com](http://www.vegite-merino.com)

### **About Merino Group**

Merino is a versatile manufacturer and marketer of Interior Solutions with a wide array of products for homes, offices, commercial and public areas and is also into Agro-Food business under the brand name Vegit. Merino is today a US\$ 160 million group with diverse business interest and two primary lines of business – Paneling and Agro. Founded in 1965, Merino Group's 6 operating companies are Merino Laminates, Merino Panels, Merino Besco, Merino Hanex, My Space and Vegit. The Group has a strong presence in 60 countries with more than 3000 employees and a strong channel of network of dealers, sub dealers and retailers.

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