

Sanjeev Kapoor shares his daawat secrets with chef from the US

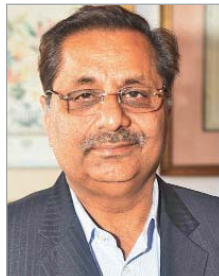
With brands like Daawat, Heritage and Royal, LT Foods, is one of the leading specialty foods company in several countries in the world, including India and the US. In an interesting event held at Taj Mansingh hotel, the brand brought together one of the top 10 rising chefs of the US, Chef Joseph “JJ” Johnson and world renowned India’s Chef Sanjeev Kapoor.

A highly awarded chef in New York, Chef JJ has worked extensively with rice and other grains. He was invited to visit the *basmati* growing farms in India and to study India’s culinary and cultural heritage. At the event, he interacted with some of the renowned Indian chefs and was given a demonstration on *basmati* cooking by Kapoor. He also handed some the secrets of *biryani* making to Chef JJ.

Chef Kapoor said, “I’ve been associ-



Antionette



Vijay Kumar Arora

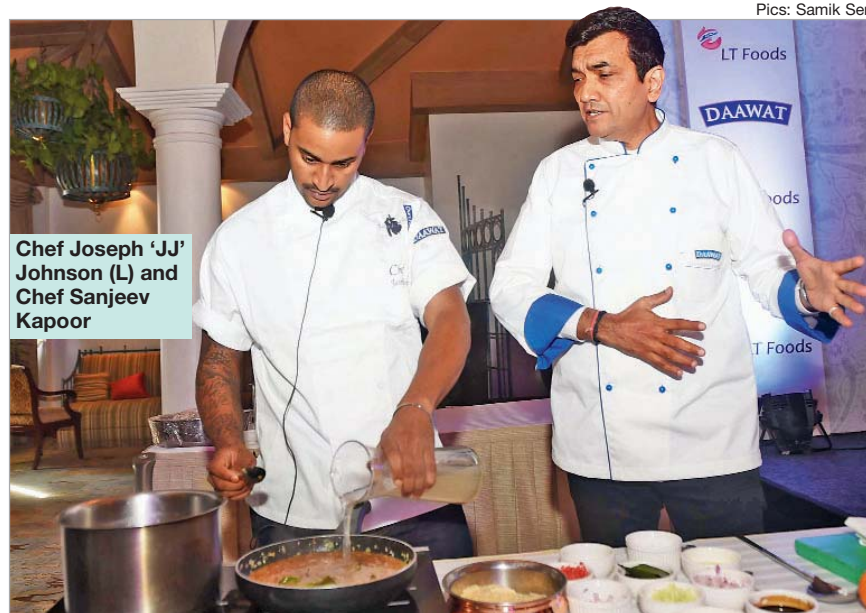


Ashwani Arora

ated with this brand long before I started working with their brand Daawat. One of the main factors for this long association has been their commitment to not only supply good quality products, but also their strong commitment towards the chef community. I was happy to see how they are working similarly in the US and across the globe to spread *basmati*, which I believe, is one

of the finest rice grains.”

On his 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. Now, I have a whole new respect for one of my favourite types of rice to cook with and



Chef Joseph ‘JJ’ Johnson (L) and Chef Sanjeev Kapoor

Pics: Samik Sen

I can’t wait to get back and share some of my journey in some new dishes that I will create using *basmati*.”

Vijay Kumar Arora (CMD, LT Foods Ltd), said, “Daawat is now a globally recognised 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 deliver on the expectations of our customers and will look to conquer more hearts and markets across the globe in the coming years.” Star Chef CEO Antionette and Ashwani Arora, joint managing director, LT Foods Ltd, also attended the event.