

## **Chef's Basket redefines its culinary journey**

### **Unveils a new brand identity that expresses infinite love for food**

**Mumbai, 3<sup>rd</sup> April 2017:** Chef's Basket, a leading gourmet cuisine brand from Fizzy Foodlabs, announced that it is embarking on a new culinary journey and re-defining its brand identity. Chef's Basket, with its new identity and continued efforts in innovation around flavour and packaging in the category is going the extra mile to bring international cuisines to the kitchens of India.

Emphasising on the need for re-branding, Varun Jhavar, Director and CEO of Fizzy Foodlabs said, "What we choose to eat, how we prepare it, serve it, and even how we eat it are all factors profoundly touched by our individual cultural inheritance. It is becoming obvious that an understanding of many aspects of the cultures of others, including their food traditions, is indispensable in any human communication. Consumers are inspired by new cultures and want to try new cuisines and they are slowly inclining towards the global food palate. We believe that consumers are always excited to explore their taste buds and open to experiment with diverse cuisines. Chef's Basket offers premium culinary experiences and authentic taste igniting love for global cuisine. With our innovative recipe kits, we encourage our customers to be fearless in the kitchen, indulge in their love for cooking and enthuse the chef within them."

The new brand identity reflects youthfulness, vibrancy and expresses infinite love for food that connects well with its young urban and semi-urban consumers. It introduces people to innate food desires they never knew they had, driving the core philosophy, appetite creates adventure. The brand transformation is reflected in the new packaging, logo and re-designed website. The new identity is gaining popularity through the campaign "Go Chef Yourself" with its television, print and outdoor advertisements along with digital amplification. The campaign inspires everybody to cook and to live the experience of being a chef at home.

Food is a powerful force that brings people together at every occasion. Globalization is the breaking down of barriers across the globe, resulting in an integration of culture, economics, trade & politics. Gourmet food in India is largely inaccessible and the demand for international and gourmet foods is growing significantly. This drove the founders to conceptualize Fizzy Foodlabs and its brands such as Chef's Basket. The brand provides consumers with an unparalleled experience, sparking their love for food from across the globe. Chef's Basket's gourmet recipe kits have ingredients in recipe proportions with easy to follow directions to empower consumers to enjoy authentic cuisine at home, effortlessly.

Chef's Basket's product range includes Indo-Chinese, Italian, Mexican and Oriental ready-to-cook and ready-to-serve food in portion packages. With no preservatives in its products, the company aims to provide fresh, healthy and tasty gourmet food manufactured and packaged through innovative technology to initiate home cooking experiences.

**About Fizzy Foodlabs.**

Fizzy Foodlabs, a Mumbai based ready to cook and ready to serve food startup was incorporated in August 2012 by three IITians Nipun Katyal, Varun Jhawar and Manish Tirthani and has two brands – **Chef's Basket** and **Colonel & Co**. Chef's Basket offers fresh, natural and authentic global cuisine in ready to cook portion pack formats through its Cook Easy range. Chef's Basket Fresh offers different flavors of ready-to-serve healthy, all natural dips such as hummus and salsa. Colonel & Co is a new age snack brand that brings nachos & salsa in a single chip & dip format for the first time in India.

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