

Big Bazaar invites you to experience ‘Tastes of Thailand’ festival till 15th July

Chennai, 20th June 2019: Big Bazaar, India’s leading hypermarket chain by Future Group together with Thai Trade Center Chennai, overseas wing of the Department of International Trade Promotion, Thailand announce, ‘Tastes of Thailand’ festival; an opportunity for food lovers to experience the authentic flavours of Thailand. The Thai festival was inaugurated in the presence of the Thai Consul-General Nitirooge Phoneprasert, Royal Thai Consulate General at Big Bazaar, Express Avenue Mall, Chennai. The inauguration was followed by a LIVE cooking session by Chef Ram, specialised in Thai cuisine from *Benjarong Thai SELECT awarded restaurant*, who prepared some exotic Thai dishes.

Blending with flavours and attractive colours, Thai dishes is easy to prepare unlike other cuisines. Foodies can now head to their nearest Big Bazaar and purchase a wide range of fresh Thai fruits, exotic vegetables, authentic sauces and other ingredients at special prices during the ‘Taste of Thailand’ festival till 15th July 2019.

Jittima Nakamano, Director, Thai Trade Centre Chennai says, *“Thailand is keen to introduce new Thai quality products to Indian customers, particularly Thai fresh fruits, ingredients and new food innovation products such as vegan and organic. Joining hands for the first time with Future Group through Big Bazaar, we are certain that Thai food and ingredients will be easily reachable throughout India.”*

Expressing his views about the festival **Venkateshwar Kumar, CEO, South – Big Bazaar** says, *“Taste of Thailand takes you to a small trip to the land of authentic Thai food. Through this festival we invite our customers to explore a cuisine that is so diverse and at the same time so comforting similar to Indian food. We are delighted to inaugurate the festival with members from the Thai consulate and look forward to an exciting festival.”*

Speaking about his experience of cooking at Big Bazaar’s ‘Taste of Thailand’ festival **Chef Ram, Benjarong Thai Restaurant awarded by Thai select from Ministry of Commerce Thailand** says, *“Thai cuisine always manages to tickle everyone’s palate and people love it for its combination of flavours – creamy, tangy and at times spicy. Thai cuisine is prepared using aromatic herbs which makes it healthy and extremely tasty. Prepped with the right ingredients, anyone can make a perfect Thai dish. I hope with my recipes, every home chef can prepare restaurant style food in their own kitchen.”*

Taste of Thailand showcases a wide range of special and exotic Thai ingredients like fresh kafir lime leaves, Thai ginger, Guava, Asparagus and coconut milk. Customers can also grab other Thai mixes, curry pastes, sauces, spices and other products from brands like Pantai, Japanese Choice, Kato, Foco, Tong Garden and Real Thai at a special discount.

Visit Big Bazaar at Express Avenue Mall and Phoenix Market City in Chennai and discover a bit of Thailand.

About Big Bazaar

Big Bazaar is the flagship hypermarket retail chain from Future Group, having presence in over 100 cities across the country. With its motto of "Making India Beautiful", Big Bazaar ensures that all the products are of good quality and offered at the lowest prices. Promising 'more for less', Big Bazaar, offers 1.6-lakh mass-market product ranges that are sought by a majority of Indian consumers. It also offers a host of value-added services. The special discounts and promotional offers, which are available at regular intervals, make the format very unique and distinct. The consumer experiences a new level of standard in price, convenience, comfort, quality and store service levels.

For more information, contact:

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