

## Fair Cooking Campaign

**Date: 9<sup>th</sup> – 13<sup>th</sup> November Venue:**

**The Junction Café, Hauz Khas Timing:**

**8:00 PM to 11:00PM**



Fair Cooking Campaign was conceptualized to promote and showcase the fine quality of the Fair Trade Certified Food Ingredients. This campaign was designed to make consumers aware about the only food ingredients which will not only keep them healthy but also their conscience. The Fair Trade Certified Ingredients are free from exploitation and child Labour and are grown and harvested/cultured using eco-friendly practises.

The Fair Cooking Campaign was supported by Fair Trade International - India Chapter in two phases, one was at the venue of the Conference i.e., Hotel Crowne Plaza, Okhla during the entire conference and at Fair Cooking Night held on 10<sup>th</sup> November, 2017 at The Junction, Hauz Khas .

Both the venues were provided with Fair Ingredients like Fair Spices, Fair Cashew, Fair Raisins, Fair Coffee and Fair Rice. In the First phase of the Campaign a Fair Dish was included in the Daily Menu being served at the conference. In the second Phase the host restaurant for Fair Cooking Night served a full-fledged Fair Menu to the dignitaries and delegates. The Fair Cooking campaign was a great success as the delegates relished every dish they were served with. The Fair Cooking Night which was also the main attraction of the conference turned out be a great evening as the delegates were seen enjoying and unwinding themselves over the food and drinks that were being served and yet utilised every possible opportunity to network.

The entire campaign would not have been successful without the contribution of Sponsors and Partners. The high quality Fair Ingredients were provided by Fair Trade International – India Chapter and SIPA, Chennai whereas they were brought into an Exquisite form to treat the taste buds by the Chefs of the restaurants HOTEL CROWNE PLAZA TODAY, Okhla and THE Junction Café, Hauz Khas. A special thanks to Ms. Parull Mahajan and the entire Board of Fair Trade Forum India who made this event happen.



Fair Cooking Campaign not only successfully promoted Fair Ingredients but also made people aware of the benefits associated with the usage of these ingredients. The campaign also garnered appreciation and visibility over various platforms and successfully achieved what it was designed for.