

# VR Bengaluru rings in VR Two with the immensely popular World on a Plate by Gold Rush Entertainment

~ *Masterchefs George Calombaris and Sarah Todd partner with Ranveer Brar in a first* ~

**Bengaluru, June 11<sup>th</sup> 2018:** VR Bengaluru, the city's favourite lifestyle destination, today inaugurated Season 3 of India's biggest gourmet food festival—World on a Plate—produced by Gold Rush Entertainment with an overwhelming response from food lovers. The three-day event, from June 8-10, is host to stalwarts from the culinary world, including Masterchefs George Calombaris, Sarah Todd and Ranveer Brar. The celebrity chefs conducted exclusive master classes and mingled with budding professionals in select tete-a-tetes. This is the second time VR Bengaluru is hosting World on a Plate, which is part of an exciting line up of curated events, for the on-going **VR Two anniversary celebrations**.

The celebrations started a few weeks ago with the Wilder Fest where a lively set of vegan-evangelists promoted an alternative lifestyle. The vegan fest concluded with an enthralling performance by versatile Bollywood artiste and vegan Monica Dogra.

After today's **World on a Plate**, next week will be a unique puppet show "Dhaatu" which will revive mythological storytelling through puppetry. It promises to bring back the nostalgia of watching puppet shows and reviving the near-extinct art of puppet theatre. Patrons can enjoy a show, take a puppet home or make one themselves at the puppetry workshop. The ancient tradition that evolved over hundreds of years, puppet theatre has a subtle flavour of its own.

The second anniversary celebrations will conclude with "Party under the Sky" after a fortnight where international artiste Burn in Noise in collaboration with Future Sound will set the dance floor for the ultimate closing ceremony. VR Bengaluru, on earlier occasions, has hosted renowned musicians and artists from across the world, including Gypsy Kings, Zen Mechanics, Karsh Kale, Penn Masala, Liquid Soul, DJ Chetas Live and Thalavattam among others.

At **World on a Plate**, culinary expert and chef Saransh Goila kick-started the event on June 8<sup>th</sup> with his signature *Goila butter chicken*, the best butter chicken in the world as Calombaris calls it. Patrons savoured the epic dish at VR Bengaluru, and also ordered it via Uber Eats.

In addition to this, today, patrons came out in support for **GiftAMeal with HUG**—an initiative to collect funds for the underprivileged as part of a hunger management program—which aims to give away 100,000 meals in 2018. World on a Plate and Gold Rush have supported this noble initiative for three years.

**Jermina Menon, VP Marketing of Virtuous Retail South Asia said,** "As we celebrate yet another resounding year at VR Bengaluru, we have curated a vibrant range of unique experiences for our patrons. We are thrilled to partner with Gold Rush Entertainment to host World on a Plate for the second time in a row. It is a marquee event in our eclectic events calendar for VR Two anniversary, that hosted Wilderfest in May, and will have Dhaatu and Party under the Stars in the coming weeks. Our

endeavour is to proffer a platform for exclusively curated events marked by music, live performances, global cuisines and celebrations to share our joy with the people of Bengaluru, bringing alive our philosophy of Connecting Communities©."

**Kiran Soans, CEO of Gold Rush Entertainment said,** "We believe in creating exquisite experiences for our customers. Our previous association with VRSA for World on a Plate was a raging success. Even this season, we've brought global celebrities of fine dining: George Calombaris, Sarah Todd and Ranveer Brar. This edition of World on a Plate is bigger in scale and size and guaranteed to be an unparalleled culinary journey for connoisseurs and aspiring chefs."

Visitors relished gastronomic delight over the weekend in grand style as a legion of legends from the MasterChef galaxy captivated their senses with the right ingredients. Italian fine dine restaurant Toscano hosted a red carpet for George Calombaris which gave his fans a rare occasion to meet their icon up close.

At least 35 exciting pop-ups by the most sought-after chefs and mixologists in the country are hosting a **Taste Theatre** at VR Bengaluru, turning World on a Plate into a festival of flavours. The by-appointment events draw to a close on June 10<sup>th</sup>, as some of India's more well-known chefs spin their culinary magic to win the coveted WOAP awards for the best restaurant, cocktail bar and patisserie.

The celebrity chefs will judge the participants on 10<sup>th</sup> June. Patrons can also cast their prized votes at "People's Choice Awards" live! The awards will be for:

1. Teacher's Restaurant of The Year - Judges Choice (Gold, Silver & Bronze)
2. Uber Eats Restaurant of The Year - People's Choice (Gold, Silver & Bronze)
3. Gold Rush Patisserie of The Year - Judges Choice (Gold, Silver & Bronze)

For two days i.e. June 9<sup>th</sup> and 10<sup>th</sup>, VR Bengaluru will be the epicentre of World on a Plate Masterclasses by celebrity and top-notch chefs for Indian and global cuisines including Mexican, Persian, Mediterranean and European, in their contemporary and modern avatars.

The **VR Two** anniversary celebrations will also host the much-awaited launch of exclusively crafted beers by The Whitefield Arms on June 10. The beers, an ode to the rich Anglo-Indian legacy celebrating the Whitefield heritage, are aptly named The Whitefield Brew, Mysore Stout, Kolar Gold Ale, Three Lancers and the Winston thus celebrating a page from the history of Bengaluru.

In a first, the Whitefield Arms also opened the gates to 'Canine Street' for patrons to enjoy a chilled brew and world class dishes with their pawed friends.

The associate sponsors for the World on a Plate by Gold Rush Entertainment are Home Centre for the kitchenette and Philips Appliances for the kitchen appliances. Teacher's Scotch Whiskey presents the prestigious WOAP Restaurant of the Year Award for 2018. Other partners include The Waverly (Hospitality), Pepsi (beverages), Hoegaarden (Beer), Radio One (Radio), Sumeru (Snacks), Uber Eats (Online Delivery).

**Highlights of the event are:**

- Masterclasses by George Calombaris, Ranveer Brar and Sarah Todd
- Masterclasses on Indian, Mexican, European, Mediterranean and global cuisines

- “WOAP Restaurant of The Year” - the most coveted and credible hospitality award
- 35 mouth-watering pop-ups will present “Taste Theatre”
- India’s first food fest with “Canine Street” at The Whitefield Arms
- Launch of craft beer dedicated to legends of Karnataka

For details about the event and to book your seat log onto <http://www.worldonaplate.in/>

### **About Virtuous Retail South Asia**

VRSA is India’s only institutionally backed retail platform, developing and managing community-oriented lifestyle centres across the country. VRSA is aggressively expanding its pan-India portfolio which currently includes its flagship centres VR Surat, VR Bengaluru and VR Chennai. Over the last 9 years, VR has redefined the spatial retail experience for consumers by delivering innovative centers that seamlessly integrate shopping, hospitality, F&B, leisure and entertainment. These award-winning lifestyle centres are designed and operated by VRSA as social hubs that are ‘Connecting Communities<sup>®</sup>’ and celebrate local culture while enhancing the overall brand image of the city they are located in.

Please visit [www.virtuousretail.com](http://www.virtuousretail.com) for more information.

### **About VR Bengaluru**

VR Bengaluru is Virtuous Retail South Asia’s flagship center in the city and is a first-of-its-kind community centric integrated lifestyle destination in India. VR Bengaluru plays host to an award-winning luxury boutique hotel & residences, collaborative communal work spaces for start-ups and entrepreneurs and a multi-level premium retail arcade. The lifestyle services at the centre also includes a nine-screen multiplex including an IMAX, several pubs, cafes and restaurants along with an upscale food court, community event spaces, public art, a fitness club, spa and salon, and a rooftop pool alongside a unique banqueting space equipped with a large-scale LED screen.

The nickname ‘Black Box on Whitefield Road’ is inspired by the striking black façade, which makes VR Bengaluru stand out from the generic building landscape on Whitefield Main Road. Equally compelling is the unique mix of experiences and the integrated design of the development that enables customers to move seamlessly among the different uses.

## Gold Rush Entertainment

Conceptualized in 2015, Gold Rush was founded by Kiran Soans. A disruptive marketing and events company, Gold Rush believes in breaking conventional rules, to disrupt status quo and experiment with new marketing methods.

World on a Plate is the brain child of Gold Rush, inspired by the CEO's travel and research on world cuisines and food festivals across the globe. WOAP provides a platform for chefs, cuisines, restaurants and food lovers of India to come together and showcase the depth and array of Indian culinary art.

### More information on VR Bengaluru is available on:

Facebook: <https://www.facebook.com/VRBengaluru>

Twitter: <https://twitter.com/VRBengaluru>

Instagram: <https://www.instagram.com/vrbengaluru/>

### For further information, please contact:

Deepayan Roy | 9619960855 | [deepayan.roy@pprww.com](mailto:deepayan.roy@pprww.com)

Medha Banerjee | 9874393817 | [medha.banerjee@pprww.com](mailto:medha.banerjee@pprww.com)



