

15 February 2010

## Kids in the Kitchen To Cook Up a Storm

**Children can take part in hands-on cooking classes with celebrity chefs during the Tasting Australia festival on 1 and 2 May. The IGA Kids in the Kitchen will give children the opportunity to learn about the principles of simple and delicious food preparation with their cooking heroes.**

The IGA Kids on the Kitchen cooking classes will be taken by well-known chefs and celebrities Simon Bryant, Maggie Beer, Stephanie Alexander, Maeve O'Meara, Darren Simpson, Anna Gare, Neil Morrissey, Richard Fox, Rosemary Shrager, Paul Rankin, Pete Evans, Ben O'Donoghue, Patrick Martin, Laurent Pommey, Andrew Fielke, Mathew Goodlet, Kay Richardson, Nhut Huynh, Adam Swanson, Natalie Von Bertouch, Rebecca Stubbs, Melanie Gowers, Andre Ursini, Poh Ling Yeow, Ed Halmagyi, Salvatore Pepe, Ian Parmenter and Stuart Walsh.

Ian Parmenter, Festival Director, Tasting Australia said the inaugural IGA Kids in the Kitchen is expected to be a hit.

"This is a FREE event and an opportunity for Tasting Australia to influence children's food choices in a fun and interactive environment," he said.

"Tasting Australia is using this new event component as a way to educate kids about food in a pleasurable way, making it fun and entertaining using the best talent on offer, all who are generously donating their time."

On the eve of the *Junior MasterChef* phenomenon, this is a chance for kids to cook with celebrity chefs from Australia and around the world.

With four sessions held each day during the BankSA Feast for the Senses presented by the LifeStyle FOOD Channel (1 – 2 May 2010) along the Adelaide Riverbank Precinct, 160 youngsters will be lucky enough to rub shoulders with their TV chef icons. Each session caters for 20 children, who will be in groups of five cooking using the Miele Cooking Pods.

Jason Roberts, IGA's Food4Life Ambassador, celebrity Chef Presenter and former host of Channel Nine's program *Fresh* will be the MC for the event.

As a first time sponsor of Tasting Australia, IGA is delighted to be supporting a cooking program for children.





# media release

“At IGA we pride ourselves on the freshness and quality of products available within our stores. We like to feel we are adding to the community we serve at every opportunity and delivering lifestyle activities that all family members can participate in,” said Greg Farrell, Marketing Manager, IGA, South Australia.

“We are looking forward to translating this through the IGA Kids in the Kitchen programme and encouraging our kids to be involved in cooking the family meals which brings families closer together and opens up opportunity for conversation.”

Visit [www.tasting-australia.com.au](http://www.tasting-australia.com.au) to view the celebrity chef profiles and additional details about the IGA Kids in the Kitchen program.

Tasting Australia, the international food and wine festival, will be held in Adelaide and regional South Australia from 29 April – 6 May 2010.

**For further information contact Michele D’Aloia on 0417 837 896 or [michele.daloia@bigpond.com](mailto:michele.daloia@bigpond.com)**





# media release

## IGA Kids in the Kitchen Program

IGA Kids in the Kitchen will be staged at the BankSA Feast for the Senses presented by the LifeStyle FOOD Channel, along the Adelaide Riverbank Precinct.

### **Saturday 1 May 2010**

<b>Time</b>	<b>Talent</b>
11.30 am – 12.30 pm	Stephanie Alexander, Darren Simpson, Anna Gare and Ian Parmenter
1.00 pm – 2.00 pm	Adam Swanson, Salvatore Pepe, Mathew Goodlet, Kay Richardson
2.30 pm – 3.30 pm	Rebecca Stubbs, Melanie Gowers, Poh Ling Yeow and Nhut Huynh.
4.00 pm – 5.00 pm	Natalie Von Bertouch, Maggie Beer, Andre Ursini and Maeve O'Meara

### **Sunday 2 May 2010**

<b>Time</b>	<b>Talent</b>
11.30 am – 12.30 pm	Pete Evans, Ed Halmagyi, Ben O'Donoghue, Anna Gare.
1.00 pm – 2.00 pm	Andrew Fielke, Rosemary Shrager, Richard Fox and Neil Morrissey.
2.30 pm – 3.30 pm	Simon Bryant, Kay Richardson, Stuart Walsh and Nhut Huynh.
4.00 pm – 5.00 pm	Paul Rankin, Darren Simpson, Patrick Martin and Laurent Pommey.

**Entry is FREE and registration will be taken onsite each day at a ticketing information booth from 11.00 am.**

