

# The Michelangelo to host a Taste Of India

For four days The Michelangelo in Joburg's Sandton neighbourhood will be transformed into a cosmopolitan melting pot of tastes, colours, sights and experiences when Taste Of India launches from 20-23 August 2013.

Overlooking Nelson Mandela Square, the Renaissance-style hotel will be sending guests on one of the wildest culinary trips of their life.

"India bristles with an eclectic melange of cuisine that is both intoxicating and astonishingly diverse," said Roberto Rosa, GM of the Michelangelo Hotel. "The Michelangelo has previously hosted a number of decadent food promotions and festivals with authentic dishes from various countries across the globe, including Mauritius, Malaysia and Mexico, but we're more excited than ever to bring guests a taste of Indian magic."

Offering guests a spread of traditional Indian dishes, from savoury jewels like Papad ki Sabz, Chole bhaturei, Poppadom Curry and crispy flatbread to platefuls of sweet treats like Gajar ka Halwa, Idli, Kuzhakkattai and Sakkara pongal, top Indian chef Jerry Mathew will be transforming the freshest ingredients into favourite vegan, vegetarian and Jainism dishes.

## Organic farming techniques

Arriving in South Africa from his home country, India, on 4 August, Mathew is a member of CGH Earth, a family-run enterprise providing authentic experiences of true Keralan hospitality, ayurveda and heritage through responsible tourism initiatives. He's renowned for having successfully implemented the Farm to Fork concept at Marari Beach Resort in Alappuzha District of Kerala, India, utilising organic farming techniques.

"Food is about sensory escape. I believe in creating dishes that tease all one's senses," said Mathew. "Eating starts with the eyes first, then the nose, then the ear, then the touch (feel) and lastly the taste buds in the mouth. Every traditional food has a reason to be so and, hence, there is absolutely no need to improve it, add to it or take away from it. Memorable food experiences are about going back to basics."

Mathew will be taking diners on a culinary adventure through India in the heart of Nelson Mandela Square, together with chef Rob Creaser's culinary brigade. Creaser of Michelangelo's Piccolo Mondo is renowned for designing dishes that do not just feed the appetite and appease the taste buds, but bring with them a visual signature never seen before.

"This is truly a not-to-be-missed event" added Rosa. "It allows us to bring the culture and heart of Indian cooking to the South African foodies without leaving Sandton. Guests can experience one of the many themed nights, including a special charity evening - a Dinner Of Gratitude - taking place on Friday, 23 August. Proceeds from the dinner will go towards an incredibly worthy cause."

## SA Tourism support

"India is a key growth market for South African Tourism and in recent years we have seen a significant increase in tourist arrivals from India. In 2012 we welcomed 106 774 Indian tourists to South Africa and grew by 18.2%. We have strong Indian communities in South Africa, but we still have the challenge of adequately catering for the very specific dietary requirements of Indian travellers, which will help enhance our destination's reputation as a welcoming and friendly country that caters for the needs of our tourists. The Taste Of India event and chef Mathew's presence here also helps our tourism hospitality products sharpen and improve their skills in better catering for the variety of dishes needed to service Indian tourists," said Thulani Nzima, CEO of South African Tourism.

In addition to the taste temptations, a dance group from the Ghungroo Dance Academy will entertain diners with traditional and Bollywood dance numbers. With entertainment sponsored by South African Tourism, each night will be filled with graceful twirls and breathtaking footwork that will add to the full cultural experience this event has to offer.

The event will also showcase the exotic Indian decor and designs, sponsored by CS Events. Deeply rooted in the country's culture and history, Indian decor features rich textiles and colours, often handmade using traditional methods, and guests will not only experience a cuisine feast but a cultural one too.

For more information and bookings, call +27 (0)11 282 7463 or [michbanq1@legacyhotels.co.za](mailto:michbanq1@legacyhotels.co.za)

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