

Unleash your Hidden Dragon!

-Celebrate the Year of the Dragon with Unilever Food Solutions and Knorr Blue Dragon-



Thursday, 26th January 2012. Calling all chefs and student chefs! Think you have the talent and creativity to stand out from the crowd? Then get creative and spice things up in the kitchen by making your own masterpiece using one of the Knorr Blue Dragon Oriental pastes or newly launched and innovative Knorr Blue Dragon Create More Concentrated Sauces; and be in with a chance to win a trip-of-a-lifetime to Thailand!

For the winner, a trip-of-a-lifetime in Thailand is waiting! There, you will be immersed in a world renowned of its food culture enjoying a seven night trip for two in Phuket. You will also have the opportunity to visit local food markets and take part in two professional master classes from expert chefs at the Blue Elephant Cookery School in Phuket.

Entry is simple! Just visit www.knorrbluedragon.ie to register for your free Knorr Blue Dragon paste sample, then upload your original recipe along with a picture of the dish and a short methodology by the closing date of Friday, 13th April 2012. Alternatively, you can download an entry form which can then be mailed on completion. There are a huge variety of products to choose from – Knorr Blue Dragon pastes are available in Laksa Curry, Thai Green Curry, Thai Red Curry and Char Siu, and the new Knorr Blue Dragon Create More Concentrated Sauces consist of Thai Red Curry, Thai Green Curry, Sweet & Sour, Black Bean, Hot Sweet Chilli, Szechaun, Satay and Hoi Sin.

Once all entries have been received, the panel of expert judges, which includes Mark McCarthy, Unilever Food Solutions Business Development Chef; Kevin Hui, Proprietor of China Sichuan, Sandyford, and Ken McGuire, renowned Irish

Food Blogger of food blog, Any Given Food; will then be faced with the task of choosing five finalists. These five finalists will then fry and sizzle it out for first place in a cook-off at the Unilever Development Centre in Greenogue, Dublin.

Speaking at the launch of the Knorr Blue Dragon Competition this week, Mark McCarthy, Business Development Chef, Unilever Food Solutions, said: "With Oriental cuisine continuing to grow in popularity among Irish consumers, this competition comes at the perfect time. I hope that chefs and student chefs use this opportunity to showcase their creativity and culinary skills, while still demonstrating an understanding of Oriental cuisine and its heritage. With Knorr Blue Dragon now consisting of a wide range of authentic Oriental pastes and concentrated sauces, I'm looking forward to seeing what Ireland's chefs create."

Also looking forward to the inaugural year of the competition is guest judge and food blogger Ken McGuire, of Any Given Food: "I'm extremely excited to be part of this special competition, and am looking forward to seeing – and sampling! – the creativity and culinary flare that the Irish chefs bring to the table. With the cook-off bringing together the top recipes, I can't wait to see the incredible talent that will be on show by these chefs."

Guest Judge, Kevin Hui, Proprietor of China Sichuan, Sandyford, adds: "I'm delighted to be on board as guest judge for this competition and am expecting a high standard of entries. This is also a great chance for Ireland's established and up-and-coming chefs to have the support of such a fantastic brand as Knorr Blue Dragon - may the best chef win!"

And if you are not one of the lucky finalists, there is still a chance that your recipe may appear in the Knorr Blue Dragon Recipe Book 2012. A selection of the top recipes will be chosen to compile this book which will be distributed far and wide, meaning that your recipe can still inspire others and bring a taste of the orient to their dining room tables. So get experimenting and be creative and may the best chef win!

-ENDS-

For more information contact:

Fiona Ryan, H+A Marketing + PR

021 4666200 Mob: 087 7717706

fryan@hagroup.ie

About Unilever Food Solutions:

At Unilever Food Solutions, we help chefs all over the world serve tasty,

wholesome meals that keep guests coming back for more.

We create ingredients that save precious preparation time in the kitchen, without compromising on flavour or flair. We constantly provide ideas and inspiration that keep menus fresh and exciting. Unilever Food Solutions ingredients are some of the staples of professional kitchens in 74 countries around the world, and include Knorr, Hellman's, Lyons and more.

Unilever has been involved in food since the 1880s. We understand the critical balance between impressing guests and making a profit, and how to keep menus fresh and exciting as times and tastes change.