

TALLBIRD EMU FARMS in association with FOOD AND NIGHTLIFE MAGAZINE

OFFICIALLY LAUNCHES EMU MEAT IN DELHI

*Featuring live cook-ups by Chef Nishant Choubey, Chef Ravi Saxena and Chef
Mukesh Tanwar*

9th September, New Delhi: Tallbird Emu Farms in association with Food and NightLife Magazine launch the first of its kind meat EMU to the food connoisseurs of the capital. The launch will be held over cocktails and a whole lot of Emu delicacies cooked live by some of the celebrated chefs of the country at CIBO, Hotel Janpath, New Delhi.

Among those who will be mesmerizing the crowd with their culinary acts include the likes of **Chef Nishant Choubey (Exec Chef, CIBO), Chef Ravi Saxena (Corporate Chef, CLARIDGES) and Chef (Senior Chef, VEDA).**

The launch will witness the who's who of the hospitality industry showing support to the inclusion of this new product on the food pallet of the capital.

Looking quite ecstatic at the launch, **Vinay Sharma, Founder & CEO, Tallbird Farms** says, "With this launch event, the EMU Meat selling vertical in TallBird family will be the pioneer of EMU Meat across India. We have planned similar events for Gujarat & Kolkata in coming days. TallBird EMU Farms is a leading player in the country with a proposed pipe line of rearing over 10,000 EMU birds. Owing to its premium category, our plans are to introduce EMU Meat with premium restaurants in the beginning and then to percolate it down to the common man in phased manner. We at TallBird strongly believe that our efforts to introduce Emu meat in leading restaurants of the capital will lead to mutually benefited results for restaurants and TallBird. With a gamut of nutritional value, EMU will be a new & exciting entrant in the menus of the capital."

A visibly delighted **Sumit Goyal, Editor in Chief, Food and Nighlife magazine** comments, "Being the first monthly food magazine of the country we feel indebted to the culinary art and adding the new jewel "EMU MEAT" to our gourmet platters was the perfect gift we could give Foodies. I strongly believe EMU MEAT would be the next big thing in the Food space and it would immediately fill the long time vacant gap in our menu between traditional meats and sea food. It has the perfect taste to woo anybodies palate and the perfect nutrition content which suits today's modern lifestyle."