



Shubham Karchaudhuri <shubham477@gmail.com>

Press Release

Ratnashree Tripathi <tripathiratnashree@gmail.com>
To: Shubham Karchaudhuri <shubham477@gmail.com>

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The Better Foods Farmers Market to debut in Mumbai

- ***Better Foods aims to work towards improving India's Global Hunger Index ranking of 97 out of 118 by working with various stakeholders***
- ***Iconic Mahalaxmi Race Course to see the first Better Foods Farmers Market on 25th and 26th of March***

~ The Better Foods Farmers Market is an endeavor to impact our socio-economic lives for the better ~

Mumbai (17.3.17)- Mumbai's iconic Royal Western India Turf Club or the Mahalaxmi Race Course is going to host the first ever Better Foods Farmers Market starting 25th March. The two day free-entry event will have a variety of farmers selling fresh local produce, live demo counters with food experts dishing out scrumptious eats and kids workshops to get them interested in healthy living.

This farmers market is intended not only for gourmet food proponents and food experts but also for those who are interested in providing the very best in terms of food nutrition to their families while valuing the farmer as an important part of our increasingly progressive and healthy society.

This market is also to see the launch of '**Better Foods**', which is a social enterprise to introduce and spread the practice of food sustainability. From having farmers as a key part of the value chain instead of just being producers to inculcating the habit of better living for all age groups, Better Foods intends to change the way people look at food produce and its impact on lives.

India continues to have serious levels of widespread hunger forcing it to be ranked a **lowly 97 among 118 developing countries** for which the Global Hunger Index (GHI) was calculated last year by The International Food Policy Research Institute. The efforts that Better Foods is looking at are from the perspective of gradually working with various stakeholders to improve India's ranking on GHI while also improving the condition of our farmers and reducing urban and rural nutritional deficiencies. This would help reduce India's and the world's expenses on nutrition related diseases and lead to Better lives.

"The Better Foods Farmers Market is not just another weekend event but the precursor to a much bigger cause which intends to be truly transformative in the way it looks at all stakeholders in the food and nutrition value-chain. It will introduce us to a lifestyle that will change how

*we function as a society for the better. Similar efforts are being made microcosmically across the globe and we are doing our bit.” said **Shubham Karchaudhuri, the Founding Partner of Better Foods and the Founder President of The Food Truck Association (TFTA).***

Speaking on the occasion, **Tanvi Somani, Head - Sustainable Growth at Better Foods** said, *“The new world is about better living while caring for all around us and for all of us at Better Foods, this is the first step in our endeavor of enabling this change across the country and gradually the world.”*

About Better Foods:

The Better Foods is an endeavor to make a socio-economic impact in our lives and that of our farmers by helping everyone's life to get better. It is an honest attempt that seeks to redefine the way food is produced, marketed and cooked. Better Foods is not just a brand that seeks to make food better but is here to help create a better world for us and for our future generations. To know more visit <https://www.facebook.com/thebetterfoods/> & <https://twitter.com/TheBetterFoods>. You can also pre-register on our website www.thebetterfoods.com to stay updates on the latest in the field of Better Living through Better Foods.

For Media Queries:

Email: connect@thebetterfoods.com.

Call: +91 750 626 3950 or +91 901 014 3322

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