



## MEDIA RELEASE

For Immediate Release

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### MAGGI® KREATIF CHEF ENLIVEN SECONDARY SCHOOLS COOKING COMPETITION 2011

MAGGI®'s Secondary Schools Cooking Competition was initiated in 1997 in collaboration with the Ministry of Education. Each year, 16 states will organize a competition in search of winners to represent each state to the national level.

This programme involves Home Economics (ERT) teachers, State Technical and Vocational Unit and State Education Department's Co-Curriculum Unit. The competition is targeted to Form 1- 3 students.

A total of 10 schools x 30 students each team represent their districts in preparing four healthy recipes with 'Wedding Dishes' theme in 90 minutes. Each team is also given additional 30 minutes for the MAGGI® Kreatif Young Chef Challenge category and ultimately only one group will be announced as the winner.

"It is our aim to bring back the joy of cooking into Malaysian homes because MAGGI® believes **Happiness is Homemade**. We also feel that it is best to nurture this healthy habit from a very young age", said Izham Mohamed, Executive Director Food, Malaysia/Singapore – Nestlé Products Sdn Bhd.

MAGGI®'s aim in organizing the Secondary Schools Cooking Competition, with the support of Ministry of Education is to cultivate the interest of the students to select, Home Economics as an elective subject, specifically in the area of cooking in the Integrated Life Skills (KHB) curriculum.

Other objectives are to draw out the talent and creativity of students, raise a deeper awareness of the importance of food nutrition and a balanced diet, teamwork and to promote cooking as a career.

Prizes to be given away are as follows:

First	Cash RM1,000.00 + Certificate + Trophy + MAGGI® Hamper
Second	Cash RM 500.00 + Certificate + Trophy + MAGGI® Hamper
Third	Cash RM 300.00 + Certificate + Trophy + MAGGI® Hamper
7 Consolations	Cash RM 150.00 + Certificate + Trophy + MAGGI® Hamper

Grand Final: 18 & 19 October at Hotel Primula, Kuala Terengganu.

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