

Knox Foods rope in Chef Prakash Chand as their Ambassador of Culinary Innovation



Extra Moments...

Sydney, New South Wales Dec 9, 2021 ([IssueWire.com](https://www.issuewire.com)) - [Knox Foods](#) has brought on board a nationally and internationally acclaimed culinary expert **Chef Prakash Chand as a part of a major brand-building initiative as well as assisting the company to execute its social responsibility. As the ambassador of the company, anyone connected with the culinary field can expect to see the Chef conducting free monthly workshops which will include but are not limited to **plating, cost-cutting or upskilling the aspiring and seasoned chefs. Besides, Knox has plans to help small manufacturers, who cannot afford to have a full-time product development team develop new products.****

Born in Fiji, Chef Prakash started his culinary journey more than 4 decades ago. He has a long working history in various senior culinary positions in dnata, owned by Emirates group who provide flight catering services across six continents as well as Cathay Pacific Catering, Gate Gourmet, and many more. Besides, he has helped a big chain of restaurants with menu development and cost savings. Having won numerous awards, not only is he a renowned chef but also an inspiration to young and upcoming chefs in Australia.

Chef Prakash, commenting on the announcement said, “This partnership with Knox will be a special one as I believe our values are closely aligned. I always strive with lots of love and passion to improve every individual’s knowledge and culinary skills and create the best possible authentic flavours with professional techniques when preparing and presenting meals.”

Both Knox and Chef Prakash share a similar culinary passion. The idea of both coming together culminates from the vision to further empower the chefs, restaurant owners, or packed food manufacturers with his experience and knowledge by bringing innovation to the forefront of operations.

The CEO, Ajay Pal Singh added, “Knox is a company that is not there just to do business. We believe in paying back to the community members and supporting them to resolve their stresses and pain points. Having Chef Prakash onboard will take us one step closer to this goal as he is a great believer in giving back to the community. It’s such a great feeling to see the community growing and becoming prosperous. We welcome all the like-minded businesses to come together and do their bit in this respect.”

The Co-Founder Prabhleen Kaur enthusiastically exclaimed, “I am excited to welcome Chef Prakash to the Knox family. His enthusiasm, intensive knowledge of the market, and depth of experience in the food services industry make him an asset to the business. We look forward to learning and growing with him. Welcome onboard Chef.”

ABOUT KNOXX:

Knox Foods is one of the major food ingredients suppliers for packed food manufacturers and food services distributors of Australia. Our product range includes Processed tomatoes, Rice (Basmati, Arborio, Thai), Coconut products, Pineapple products, Dehydrated Vegetables like Onion, Garlic, Ginger.

Our products come in regular packaging sizes such as bags in boxes, drums, and cans. Although we

specialise in institutional pack sizes for all the products yet pack sizes can be further customized to suit customers' operational convenience and cost-effectiveness.



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Source : Knox Business Group Pty Ltd

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