



VIRASAT
HERITAGE FOOD FESTIVAL

The Heritage Food Festival

5th -7th January 2024
Merriment- SBR, Ahmedabad



Prow Services
Communicate Creatively!

Why Virasat?

**Virasat Means
Legacy, Heritage Or Inheritance.**

The Heritage Food Festival aims to bring out the rich legacy of food in India.

Our first Heritage Food Festival is in Ahmedabad, which is India's first World Heritage City.



The Organisers

PROW SERVICES

Prow Services specialises in offering a complete suite of 360 Marketing services designed to elevate a brand's presence, drive engagement, and deliver measurable results.

Prow Services has been involved with Ahmedabad Times Fashion Week, Gujarat Anmol Ratna, Wings Walkathon, LD Alumni meet, etc.



IFEA

Innovative Food Entrepreneurs Associates (IFEA) is a networking platform for all food entrepreneurs with its own App, culinary magazine, newsletter, website and social media handles. IFEA membership encompasses hoteliers, restaurateurs, café owners, ice-cream companies, bakeries, mithai shops, caterers, home chefs, etc.



Previous events

GreenDot

This pure-vegetarian food festival was organized by Mirror and IFEA. It had stalls covering 30 distinct cuisines of India.



Food Festival of Women Chefs (two editions at Sports Club)

Inspired by Women's Day, this food festival was organised by IFEA and Active Media. The super-successful food festival in 2020 created a platform for home-based women food entrepreneurs and heralded Ahmedabad's home chef revolution.



Previous events

Home Chef Festival (two editions at TRP)

During the two editions of this festival, more than 50 home-based entrepreneurs showcased their food to an appreciative audience.



Earth Festival (Urban Chowk in 2019 and at AMA IN 2023)

The exhibitors were from different cities, like Anand, Vadodara, Udaipur, Pune, etc showcasing vegan, organic, cruelty-free and environment-friendly products.



Previous events

Food and Agriculture Tourism Conference

This conference was organised by FICCI FLO in association with IFEA at Madhuban Resort. Experts from around India came to Anand for the conference.



Millet Festival

The Sustainable Grains Symposium and Millet Festival was organised by the American Corner (A collaboration between the US Consulate and Indo-American Education Society) and IFEA at Nocotel Ahmedabad on World Food Day, October 2022. The event brought together agriculture scientists and technologists, nutritionists, chefs, culinary experts, heads of NGOs, educators and food entrepreneurs for expert discussions



The Curator

Anil Mulchandani is an internationally--published author, freelance journalist, award-winning travel writer and a food critic. Anil Mulchandani has lectured about Gujarat's heritage at seminars organised by Government of India, universities, hotel and tourism management institutions, chambers of commerce, industry organisations, and NGOs.

He has curated food festivals at 5-star hotels and luxury resorts, seminars, conferences, symposiums, workshops, competitions and expert discussions.



The Curator



The Exhibitors

Virasat welcomes participation from:

- Hotels and resorts.
- Heritage Hotels.
- Restaurants, cafes and lounges.
- Bakery and confectionery.
- Mithai.
- Farsans and Snacks
- Ice-Cream, Desserts and Shakes.
- Quick-Service Fast Food.
- Street Food.
- Caterers
- Home chefs.
- Beverages.
- Travel, tourism and event businesses.



The Exhibitors



Audience Engagement

- Kids Zone: A play area and food space specially for children.
- Pet Zone: We aim to be pet-friendly for those who cannot leave their dogs and cats at home.
- Stage shows: Singers, musicians and bands.
- Games, quizzes and contests.
- Cooking Workshops

Workshop Partner



Gujarat Varso Gallery

Virasat in Ahmedabad will bring alive the rich tradition of architecture, culture, arts, crafts and cuisine for which Gujarat is world-renowned through:

- Photo-booths/selfie-points with motifs landmarks of Gujarat.
- Textiles and handicrafts of Gujarat.
- Art and Picture Gallery showcasing the heritage of Gujarat.
- Gujarati cuisine pavilion with specialties from across Gujarat.



Gujarat Varso Gallery



Workshop Partner



Gujarat Virasat Heritage Tourism Awards

PREVIOUS AWARDS BY IFEA

- Hospitality Awards with Aakar & KREMAG
- Women's Day Culinary Award with Sports Club & SBI
- Food Enterprise Achievement Awards with KREMAG & Aakar
- Mothers Day Awards with SNS and Novotel
- Fempreneur Awards with Aayna at Courtyard by Marriott



Gujarat Virasat Heritage Tourism Awards



Targeted advertising, social media and publicity strategy

The 360 Degree Publicity Plan of the event covers:

- Newspaper advertisements and advertorials.
- Social Media Campaign.
- Outdoor Advertising Campaign.
- Influencer Marketing.
- FM Radio.
- Public Relations and Communications.

Sponsorship Opportunities

Sponsors will enjoy:

- A high-level of visibility for brands and products to thousands who attend the event.
- Visibility of the brand logo to lakhs of households reached through targeted advertising, social media and public relations efforts.
- Since the event is being co-organised by IFEA, the sponsors will get a direct connect with the Hotel, Restaurant, Catering, Food Processing and Home Chef Industries.
- An opportunity to reach a targeted audience through activities like cooking workshops, cooking competitions, kids zone, quizzes, games, contests, pet zone, etc.
- A massive audience reach through the media coverage of the event on Television, Radio, Digital Media, Social Media, etc.
- Virasat offers an opportunity to get your brand name associated with heritage and the arts.

We also have the option of Activities Sponsor, ensuring affordability for smaller companies to reach their targeted audience through various activities.

The Venue

Merriment Party Plot is ideally situated off Sindhu Bhawan Road.

For Sponsorship, Stalls and Participation:

Prow Services

+91 98792 07341

Email

ruchit@prowservices.com

Working Time

Monday to Saturday: 11 AM to 7 PM

Sunday

Closed



VIRASAT
HERITAGE FOOD FESTIVAL

IFEA Team

Anil Mulchandani
90999 25789

Dilip Thakker
98795 36877

Rohit Khanna
99099 00010

Darshan Rawal
(+917 981-0553)

Email: feagujarat@gmail.com



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