

Hyderabad, 12<sup>th</sup> December 2017

# For the love of biryani

The Great Indian Food Trip took off in the city



ScoutMyTrip, a road trip planning platform has come up with the Great Indian Food Trip(GIFT) with their first destination being Hyderabad. The ten-day Biryani Trail campaign, part of the Great Indian Food Trip is an attempt to rediscover the lost treasures of Indian cuisines in the busiest cities of India.

The food tour that started from Hyderabad proceeds to

Bangalore, Chennai, Coimbatore ends at Calicut. The team would conduct food-tasting sessions, analyze ingredients and draw comparatives amongst each version. Further each Biryani would be discovered unanimously on the way.

Speaking about the idea of the Great Indian Food Trip, Deepak Ananth of ScoutMy-Trip said, “The birth of Great

Indian Food Trip was a logical step towards the fact that food is and will always be an essential component of travel exploration. The South Indian biryani trail is the first edition of the Great Indian Food Trip. However, we plan to travel across the country soon, not just for biryanis but for many other legacy foods that India offers,” he added.