

ScoutMyTrip Bets Big On 'Chennai Biryani

Chennai, Dec 18 : ScoutMyTrip, a Mumbai based road trip planning platform, began its unique initiative called the Great Indian Food Trip (GIFT) in association with Milton, in South India this week. The 10-day Biryani Trail campaign is part of the Great Indian Food Trip, an asset created by ScoutMyTrip to rediscover the lost treasures of Indian cuisines in the busiest cities of India. The mega campaign which is currently in Chennai, covered two important iconic Biryani destinations of Hyderabad (9th Dec) and Bangalore (11th Dec) this week. Next up destinations include Coimbatore, with the trail finally ending at Calicut. Part of this entertaining trip are passionate travelers like Deepak Ananth (CEO, ScoutMyTrip), Srikanth Bhamidi, an avid traveler from Hyderabad, blogger Saumya Rai (RoadtoTaste) and Himanshu Sehgal (MyYellowPlate).

While India swears by Hyderabad Biryani, ScoutMyTrip considers Chennai to be a strong contender and there is a steep competition going on for 'The best Biryani in South India'. With ScoutmyTrip founders Deepak and Vineet both being from Chennai, local flavoured biryanis like Ambur, Dindigul and Chettinad Biryani are amongst the must-haves for this team. The team plans to meet numerous foodies and travelers over meetups, to discover the Chennai based variations of the dish. Following this will be the 'Chennai Biryani Trail' at iconic eateries like Charminar biryani- Roypettah, Aasife Biryani - Tank Bund Road, Junior Kuppanna- T Nagar, Amirunissa - Triplicane, and Kalyana Bhavan- Egmore. The team would conduct food-tasting sessions and further each Biryani type would be carried in Milton casseroles for comparisons.