

**Avid Learning presents an #AVIDWORKSHOP on the art of capturing culinary experiences through words by Rushina Munshaw Ghidliyal**

*“Food is culture, habit, craving and identity.”*

*– Jonathan Safran Foer*

**For Immediate Release**

From recipe writing to food journalism and criticism; from Instagram posts to food fiction, recording and depicting our culinary experiences has always been a multisensorial, individualistic and thoroughly memorable activity.

Even though we live in the age of #Foodstagram, #Foodblogging and #FlashyGastronomy, every bite we eat invokes a flood of memories and every recipe tells a story. Join **Avid Learning** for **Eat, Write, Love! A Food Writing Workshop** conducted by *Author, Columnist, Food Historian and Founder of APB Cook Studio*, **Rushina Munshaw Ghidliyal** who will introduce aspiring food writers to the strong literary tradition of forming critical opinions about food, and will provide tips on how to carve a unique space in this genre, in the age of social media. Through this workshop, Rushina will introduce basic tenets and touch upon the latest trends in food writing while exploring inspirational mediums and providing instruction on establishing unique voice and tone!

**Highlights:**

- Learn about Different Genres of Food writing
- Introduction to different Publishing Platforms
- Food writing in the age of Social media
- Stir Yourself into it - engaging readers & cultivating your 'Brand'

Join us for this workshop which is sure to provide plenty of food for thought!

**Where:** Essar House – Podium, 11 K.K. Marg, Mahalaxmi, Mumbai – 400034

**When:** Saturday, 8th June, 2019; 9:30 AM to 10:00 AM - Registrations : |10:00 AM – 4:00 PM - Sessions

**Fee:** Rs. 1500/- (Including lunch)

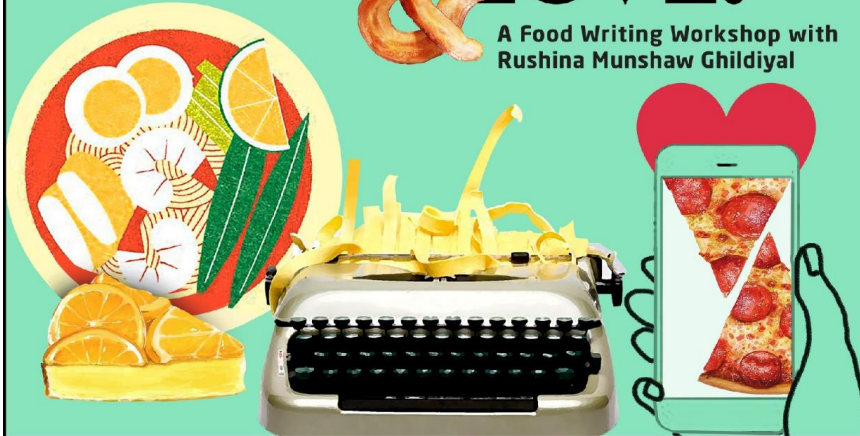
**RSVP:** [www.avidlearning.in](http://www.avidlearning.in) (Prior registration required)

#AVIDWORKSHOPS



# EAT, WRITE & LOVE!

A Food Writing Workshop with  
Rushina Munshaw Ghildiyal



Even though we live in the age of #Foodstagram, #Foodblogging and #FlashyGastronomy, every bite we eat invokes a flood of memories and every recipe tells a story. Join **Avid Learning** for a day-long workshop conducted by *Author, Columnist, Food Historian and Founder of APB Cook Studio*, **Rushina Munshaw Ghildiyal** who will introduce aspiring food writers to the strong literary tradition of forming critical opinions about food, and help them create their own unique space in this genre, in the age of social media.

#### Highlights:

- Learn about different genres of food writing
- Introduction to different publishing platforms
- Food writing in the age of social media
- Stir yourself into it - engaging readers & cultivating your 'Brand'

**DATE:** Saturday, 8th June, 2019

**TIME:** 9:30 AM to 10:00 AM - Registrations | 10:00 AM to 4:00 PM - Workshop

**VENUE:** Essar House - Podium, 11 K.K. Marg, Mahalaxmi, Mumbai - 400034

**FEE:** Rs. 1500/- (Including lunch)

**RSVP:** [www.avidlearning.in](http://www.avidlearning.in) (Prior registration required)



@avidlearning



/avidlearning



@avidlearning



/avidlearning

## About the Instructor

**Rushina Munshaw Ghildiyal** is a published author, columnist, gastronome, menu consultant, food historian and teacher with more than 15 years of experience in the Indian food industry. She runs A Perfect Bite Consulting LLP, a firm devoted to designing culinary experiences for brands and consumers through creative content, events, and workshops. She operates out of APB Cook Studio, her state-of-the-art kitchen in Mumbai, where she experiments, curates, designs and develops new ideas around food and food products.

## About AVID

**Avid Learning**, a public programming platform and cultural arm of the Essar Group, has conducted over 1000 programs and connected with more than 125,000 individuals since its inception in 2009. Driven by the belief that Learning Never Stops, AVID's multiple formats like Workshops, Panel Discussions, Gallery Walkthroughs, and Festival Platforms create a dynamic and interactive atmosphere that stimulates intellectual and creative growth across the fields of Culture & Heritage, Literature, Art and Innovation.

Facebook: [www.facebook.com/Avidlearning](http://www.facebook.com/Avidlearning); Twitter: [www.twitter.com/Avidlearning](http://www.twitter.com/Avidlearning); Instagram: @avidlearning