



Food Forward India launches their website.

India's first fun & free, food-only digital repository will launch in two days.



Remember, remember the 5th of November!

It's been a year of ideating, designing and rethinking how to best translate everything that Food Forward India stands for into a website. A travelling non-profit initiative, we're out to give the world a taste of India's incredible culinary complexity.

We thought and thought, then thought some more with some very creative minds - the incredibly talented graphic designer [Shirin Johari](#) and web developer Fareesh Vijayarangam from [Farenthesis Ventures](#) - and **we envisioned to change forever, the stereotypical narrative on Indian cuisine, by creating a one-of-a-kind platform that explores the country's beautifully complex food identity in our fun, pink-tinted way.**

Many great features

We hope to give the whole world a taste of India's culinary complexity by cataloguing and mapping its astonishingly varied urban, rural and tribal cuisines. Helping build, at the same time, the country's immense potential for sustainable food-based tourism.

So our website in a way will address these with a series of some very fun features that should let everyone freely do that:

- **an interactive digital Indian food repository** divided by 7 main categories and digital media format (video, podcast, articles) + an interactive map for Indian states
- **Hindi version of the website** coming soon after launch!
- **an unusual homepage** inviting to interact and explore the website content and Food Forward India in a playful way (Psst! many secret perks hidden there!, but we won't say more.)
- A **quick "How to India?" guide** featuring basic information which reflect in some of the reasons for India's complex food scene - a feature mainly directed towards everyone who would like to brush up on their general understanding of the country.
- **all information on Food Forward India, its projects and the team** in one place altogether presented in a visual, memorable way
- **3 latest stories cards** accessed from our homepage - so come back often, we will be uploading new content there regularly!
- **more information, beautiful films and photos** that you won't find on social media!
- **a press page** specially dedicated to all press inquiries. (psst! our new press kit coming soon & will be available for download straight from our page)
- **easy share buttons** on all pages to share whichever content via social media with anyone you like!

The site will be fully compatible for mobiles and desktops.

Visit the website



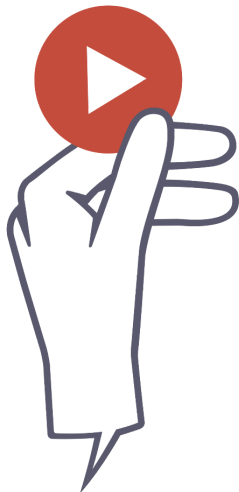
special website launch **SURPRISE!**

The first 450 people who enter our website and sign up into a special pop-up box, will be in for a special treat!

The trick here is, to think of your very best friend or a very special person you would like to dedicate it to anywhere in the world. Sure, you can put your own name in there. But where's the fun? We encourage you to share the love!

We'll keep it a surprise for a while - once your friend receives it, only then you will find what was the fun about!

There's more ...



Food Forward India will have its YouTube channel. It will feature scenic videos from Rural Escapes where we will showcase the people and initiatives we meet, Urban Adda talks and all of the Virtual Escapes videos of our contributing speakers, which we so far have only shown via IGTV on Instagram.

Our YouTube will also launch on the 5th of November.

Stay tuned!