

USA Blueberries Monsoon Masterclass

An Immersive Culinary Experience with Chef Rakhee Vaswani



Date: 10 June 2026

Venue: Food Square, Mumbai

The Culinary Vision

The USA Blueberries Monsoon Masterclass was designed to inspire consumers and creators by showcasing the versatility of USA Blueberries in Indian cuisine. Through a live cooking experience, guests discovered how blueberries can be incorporated into familiar monsoon favourites while adding nutrition, flavour, and visual appeal.

Event Objectives:

- *Showcase the versatility of USA Blueberries in Indian recipes.*
- *Increase awareness of the ingredient among home cooks and food enthusiasts.*
- *Create engaging experiences for content creators and influencers.*
- *Encourage recipe experimentation and everyday usage.*



Monsoon Setup & Brand Experience

- The venue was transformed into a vibrant monsoon-themed culinary space that reflected the freshness and premium quality of USA Blueberries.
- Guests experienced:
- Beautiful themed décor and product displays.
- Interactive cooking and tasting stations.
- Dedicated content creation zones.
- A warm and immersive atmosphere encouraging photography and social sharing.



Guest Attendance & Audience

The event brought together a diverse audience passionate about food and culinary innovation.

Attendees included:

- Food bloggers
- Lifestyle influencers
- Digital content creators
- Home chefs
- Cooking enthusiasts

The mix of audiences encouraged conversations, recipe sharing, and authentic brand engagement throughout the session.



Educational Session

The session began with an introduction to USA Blueberries, helping guests understand what makes them unique.

Topics covered included:

- Growing regions and quality standards.
- Nutritional benefits and antioxidant properties.
- Storage and handling techniques.
- Practical ways to use fresh and frozen blueberries in everyday cooking and baking.

This educational segment gave participants greater confidence in incorporating blueberries into their daily meals.



Live Masterclass with Chef Rakhee Vaswani

Chef Rakhee Vaswani demonstrated a range of creative monsoon recipes featuring USA Blueberries. Throughout the session, she shared practical cooking techniques, flavour combinations, plating ideas, and useful kitchen tips. Guests actively participated by asking questions and learning how blueberries can complement both traditional Indian dishes and modern recipes. The live demonstration encouraged creativity while highlighting the ingredient's versatility.



Curated Tasting Menu

A specially curated menu showcased USA Blueberries across savoury dishes, desserts, and beverages.

Featured Recipes

- Blueberry Shakarkandi Papdi Chaat
- Blueberry Chaat Cups
- Street Style Blueberry Dabeli
- Blueberry Shrikhand Cheesecake Jars
- Saffron Rasmalai Cake
- Blueberry Jaljeera Spritz
- Blueberry Saffron Kahwa

Each recipe demonstrated a unique way to incorporate blueberries into familiar Indian flavours.



Interactive Engagement

The masterclass encouraged active participation throughout the event.

Highlights included:

- Live Q&A with Chef Rakhee Vaswani.
- Recipe discussions and cooking tips.
- Food tasting sessions.
- Content creation opportunities for influencers.
- Networking among creators, home chefs, and food enthusiasts.

The interactive format helped build stronger connections between the audience and the USA Blueberries brand.



Key Event Milestones

The event successfully met its objectives by creating meaningful engagement and strong brand visibility.

Key achievements included:

- High audience participation.
- Positive feedback from attendees.
- Strong social media content generation.
- Increased awareness about USA Blueberries.
- Successful demonstration of the ingredient's versatility across multiple recipes.



Event Highlights

Several elements contributed to the success of the masterclass.

- Effective integration of USA Blueberries into familiar Indian recipes.
- Premium takeaway hampers that encouraged post-event recipe trials.
- High-quality user-generated content including reels, photographs, and testimonials.
- Strong collaboration between chefs, creators, and the brand.

These highlights reinforced USA Blueberries as a premium yet accessible ingredient for everyday cooking.

Key Performance Indicators (KPIs)

✅ Successfully conducted the **USA Blueberries Monsoon Master Class** on **June 10, 2026** at Food Square, Mumbai.

👥 **40+** invited consumers, bloggers, influencers, media, and retail stakeholders participated.

📢 Enhanced awareness and consumer trial of **USA IQF & Dried Blueberries** through live demonstrations, tastings, and in-store engagement.

📱 Strong digital content created through photos, videos, reels, and influencer participation.

🛍️ In-store promotion **extended until July 15, 2026** to leverage the **Taste of America Campaign**, providing additional retail visibility and consumer engagement.

📈 **Expected sales growth: 1–2%** increase in sales of USA IQF & Dried Blueberries at Food Square as a result of the Master Class and extended promotion.

Note

A detailed report on the ongoing in-store promotion, including retail sales performance, consumer engagement metrics, media coverage, and overall campaign outcomes, will be submitted in the next monthly report following completion of the promotion..