

Press Release

Oman Avenues Mall hosts Cake Talks, full support to community events

April 02, 2019

MUSCAT: Oman Avenues Mall, the largest mall in the Sultanate of Oman hosted Cake Talks, a knowledge sharing platform for bakers and culinary artistes. The Cake Talks event held over two days at the mall's Gold and Platinum Party Hall comprised of all the latest ideas, live competitions, and demonstrations from the world of sugarcraft, cake decoration and baking.

The theme of the competitions held during the event encompassed topics such as queen of the show, best bakery of the year, professional level baker, amateur level baker, unique flavoured cake and decorated cupcakes. A life size cake created by Reema Siraj Studio, Dubai, was displayed at the event. The Battle of the Bakers competitions witnessed participation from cake enthusiasts from across Middle East. Amal Salim Al Siaby made a live demonstration on pistachio fudge and Chef Asanaka Dharmaratna made a presentation on cake decoration. Hadeel Mohammed Redha Hassen owner of Masterchef gave a speech on women's empowerment. The competition was open to all cake enthusiasts in Middle East including beginners, professionals, hobbyists and bakeries.

Cake Talks 2019 was inaugurated by renowned professional sugarcrafter Alan Dunn who is also a well-known baker, confectioner and author. One of world's leading authors, Alan has written several books on sugarcrafting. Apart from being an accredited demonstrator for The British Sugarcraft Guild, he also teaches and demonstrates across Europe, as well as USA, Canada, New Zealand, Australia, Brazil, Japan and South Africa.

The idea of Cake Talks was conceptualised in 2013 by four Muscat based hobby-bakers as a knowledge sharing platform meant for baking enthusiasts. Since then, Cake Talks has grown significantly and attracted attention from all over the world and Middle East. In 2018, over 30 workshops were conducted under the auspices of Cake Talks attended by more than 200 students.

A spokesperson for Cake Talks said, "We thank Oman Avenues Mall for their support and encouragement. We owe this year's success to them. Continuing the momentum gained in 2018, we hoped to expand into new horizons by inviting international cake artists and chefs from outside the Muscat region. We are pleased that we were able to achieve our goals."

Derick Michael, General Manager, Oman Avenues Mall said, "We are delighted to have supported and hosted the popular community event Cake Talks. We were pleased to have provided a bigger platform for cake enthusiasts and hobby bakers to reach out and show the attractive pieces created by them. It was targeted at all involved in baking and sugarcraft

from amateur to professional bakers and foodies. A true visual treat, it offered an exciting and unforgettable experience for all attendees.”

About Oman Avenues Mall

Oman Avenues Mall, a division of the renowned LuLu Group International, based at Abu Dhabi, is one of the largest and finest malls in the Sultanate of Oman. Oman Avenues Mall boasts an impressive line-up of prestigious retailing brands, fine dining options, and fun, entertaining experiences for the discerning shopper; while being envisioned as a dynamic new retail-led mixed-use destination. The genesis of the concept is the creation of a true multi-use development that assimilates venues for retail, entertainment, hospitality, and high end commercial use. Oman Avenues Mall, with its striking architecture, is an eclectic ensemble of retail offerings spread across 72,000 square-metres of built-up space in 145,000 square-metres. This ultimate shopping destination has an impressive line-up of retailers unrivalled by any other shopping centre in Oman. Located in the heart of the city with a host of unparalleled amenities and services, Oman Avenues Mall will provide the most refreshing experience that you have ever had.

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