

TRAVEL AND HOSPITALITY

With culinary presentation, Taj Hotels prioritizes cultural preservation

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The "Culinary Maestros of the Taj" campaign honors the innovations of chefs updating traditional Indian cuisine. Image credit: Taj Hotels and Resorts

By EMILY IRIS DEGN

Hospitality group Taj Hotels and Resorts' latest campaign honors the work of chefs.

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The brand unveiled the "Culinary Maestros of the Taj" slot, nodding to the hotel's heritage-focused philosophy as explored through food. Master chefs bring together a deep sense of appreciation for Indian culture through their modern spins on a historic cuisine.

Forward-facing food

India's culinary heritage has deep roots, said to be over 5,000 years old, combining the traditions and flavors beloved by various groups that have lived in and moved through the subcontinent for 8,000 years.

Chefs throughout Taj's India-based hotels are among this historic culinary category forward in the face of many hurdles.

To those who add a nuance of perfection to every recipe with their penchant for flavours. This International Chefs Day, we pay an ode to our Culinary Maestros who capture our hearts with their culinary delights! [#TajHotels](#) [#InternationalChefsDay](#) pic.twitter.com/HgUZ1GL1gb

Taj Hotels (@TajHotels) [October 20, 2022](#)

Unfortunately, despite being one of the most labor-intensive cuisines to authentically cook, Indian food has been historically excluded from fine dining. According to the *Washington Post*, this is largely due to a "global hierarchy of taste" and the perpetuation of stereotypes.

To date, the Michelin Guide has yet to enter India, leaving hundreds of deserving chefs around the nation without any official Michelin Stars. As of 2020, Indian restaurants abroad have yet to surpass a two-Star ranking, despite

being in countries that host the Michelin Guide.

Many young chefs are trying to break down these barriers for authentic Indian cuisine, from reimagining classic dishes to plating historic recipes in more familiar ways to European and American diners.

Taj Hotels as a company has attempted to step into the new crazes and market movements that have come up such as the rise of food delivery ([see story](#)), while supporting its culinary employees' quest to uplift traditional Indian flavors in-house.

Fun lunch at Loya, the new restaurant at the [@tajpalacedelhi](#).

Quantum leap for [@TajHotels](#) Indian food. And I have to say that that the [@tajpalacedelhi](#) now seems the classier of the Taj's two Delhi hotels.

Congratulations Puneet, Rajesh, Prasanjit et al pic.twitter.com/VgntMXjWh1

vir sanghvi (@virsanghvi) [October 23, 2022](#)

The "Culinary Maestros of the Taj" campaign celebrated their chefs' innovations, spotlighting their journeys into the field and their new takes on centuries-old dishes.

Arun Sundararaj, director of culinary operations at Taj Mahal, New Delhi; Amit Chowdhury, executive chef at Taj Mahal Palace, Mumbai; Rohit Sangwan, executive chef at Taj Lands End, Mumbai; and Rajesh Wadhwa, culinary operations leader and chef at Taj Palace, New Delhi were each interviewed in their own video slots.

Chef Sundararaj reimagines classic concepts

The individual hotels' food news was highlighted, with all of the locations being united through their commitment to the brand's sense of self.

Each chef had their own style, but each of them involved localized flavors and Indian dishes, many of which spoke to the push for modernization. Chef Chowdhury especially focused on the fusion of historic food and flavors with burgeoning trends such as Western veganism and French-styled plating.

#Tajness

In 2016, Taj Hotels and Resorts streamlined its stated philosophy, introducing the idea of #Tajness.

The move put Indian heritage at its heart, and further incorporated the brand's national culture throughout operations ([see story](#)).

Since then, Taj has often celebrated India and its history through campaigns and various activations ([see story](#)).

We are proud to share that [@Rambaghpalace](#), Jaipur, a crown jewel in the Palaces collection of the Taj, has been ranked as No.1 Hotel in the World in the recently released 2023 Travelers' Choice Best of the Best list by Tripadvisor. pic.twitter.com/tqwjULr7sW

Taj Hotels (@TajHotels) [May 23, 2023](#)

The brand's locations throughout the country have also seen numerous awards as a result of this heritage-centric approach to hospitality.

Most recently, Taj's Rambagh Palace in Jaipur was ranked as the number one hotel in the world for the 2023 Travelers' Choice Awards by the global travel site, TripAdvisor.