

H2Zero launches waterless cooking celeb challenge

To help raise awareness and drive water saving in the Western Cape, 140 BBDO and Smile FM have launched H2Zero, a water saving initiative where renowned local chefs will be challenged, on live radio, to create a menu that uses no water.



Pete Goffe-Wood from Masterchef fame, Franck Dangereux from the Noordhoek Food Barn

{{IMAGE}}

The mayor has warned Cape Town residents that if they continue to use water at the current rate, it is likely that they will run out by December 2017. The hope is that listeners will download the recipes and implement #waterlesscooking in their own homes, every Wednesday.

Top chef tips

The chefs will be on the Smile Drive show with Bailey Schneider and Maurice Carpede guiding listeners through their bespoke waterless menus. They include:

- Ash Heeger, Ash Restaurant
- Callie Anne Gavazzi, Callie Anne Cooks
- Franck Dangereux, Foodbarn
- Liam Tomlin, Chefs Warehouse
- Nina Timm, Easycooking.com
- Pete Goffe-Wood, MasterChef SA & Ultimate Braai Master judge
- Peter Tempelhoff & Ashley Moss, Cellars Hohenort
- Sonja Edridge, The Larder

Download recipes

Listeners are also encouraged to log onto the Smile 90.4FM Facebook page to watch the chefs prepare the meals live on the show, in studio. The menus will be available for download on the Smile 90.4FM website, so that listeners are able to recreate the magic at home.

“We’re trying to create an even greater awareness of water usage,” says BBDO chief creative officer, Mike Schalit. “The H2Zero campaign is just another example of how creativity can be put to use solving our country’s challenges. We hope that this becomes a movement in which people, and establishments alike, see that responding to a problem is not synonymous with sacrifice but instead, can offer an exciting and prospective venture.”

“We were delighted when 140BBDO approached us with the H2Zero concept, especially considering how well it fits with our long-running Smile Water Warriors campaign,” says Smile 90.4FM MD, Lois O’Brien. “As of January 2017, the station has championed efforts to save water and it makes sense to add this creative and exciting element to our ongoing efforts.

If you are a chef, restaurant or organisation that would like to be involved, contact Angelique Edwards from Republic PR on angelique@republicpr.co.za or +27 (0) 21 761 2501.

For more information, visit [H2Zero](#) on Facebook or on [Instagram](#) or follow #waterlesscooking on all social platforms.

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