



MEDIA RELEASE

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Online Christmas Bake-along – December 8

Fire up the oven and be part of Australia's first ever virtual Bake-along.

It's all about helping Kialla Pure Foods celebrate a quarter of a century in organic grain milling.

Join specialist cake baker Gillian Bell as she shows you how to cook a delicious Christmas cake and talks about the benefits of using Australian Certified Organic ingredients.

"We have access to some beautiful ingredients in this country," says Gillian, "and this virtual Bake-along is an opportunity to share knowledge while telling the story of why it is important to support local and Australian Certified Organic produce."

On December 8, using live stream internet video, you can watch and bake in real time with Gillian, while participating in the conversation about our food with her and the virtual 'panel' of guests.

These include farmers, home bakers, food bloggers and enthusiasts, as well as experts in the areas of sustainability and the environment.

"Often the conversation around organics focuses on the health benefits," says Gillian, "For me, using organic products in my baking is also about supporting the local farmer and encouraging them to keep farming in a way that looks after the land and the environment."

Kialla Pure Foods, one of the largest organic cereal grain processors in Australia, only mills 100% certified, GM free organic cereal grains.

The company's Sheridan Kennedy says, "Gillian was involved in a Bake-along organised by *The Guardian* in the UK in 2009. She approached Kialla with the idea of doing it in Australia.

"Now in 2013, the technology allows us to have a real time virtual Bake-along, and a real time conversation around food. We're using Google+ Hangouts on Air to stream the video via Facebook, YouTube and our blog. People will be able to tweet and comment and we'll be responding immediately, as if they are present at a live event."

Join in the fun and make a cake to share with family and friends that has a great ethical story to go with it. Go to www.kiallafoods.com.au/bake-along or join the Twitter conversation at <http://twitter.com/KPFBake>

Images available.

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