

MASTERCHEF WINNER APPOINTED BRAND AMBASSADOR

Lidköping, Sweden, April 2016

ASKO Appliances has today announced Adam Liaw as its new brand ambassador.

Adam Liaw is a passionate home cook and winner of the 2010 MasterChef Australia (Season 2). He is globally inspired: writing cookbooks and doing TV shows on various international kitchens. His latest project is about Scandinavian cooking with the show Destination Flavour Scandinavia, so the link with ASKO is an obvious one.

“We are proud and delighted to have Adam Liaw as ASKO’s Brand Ambassador,” said Črt Prasnikar, Managing Director of ASKO Appliances Australia. “His extensive knowledge of, and love for, cooking are invaluable assets to have on board to showcase the ASKO brand in a competitive market. Adam will be our guiding light in the kitchen.”

ASKO has been designing and manufacturing kitchen appliances for over 50 years. The combination of this experience and Adam’s expertise of the intricacies of food will be the basis for sharing a wealth of cooking knowledge with all current and future ASKO customers.

At the heart of ASKO design is a combination of timelessness, simplicity and functionality. “One of the reasons I’m so excited to be working with ASKO is that it fits so well with the Australian lifestyle,” Adam said. “ASKO has so many great products that have been created to make life in the kitchen easier. I’m definitely a big fan of the Volcano wok burner as it has been designed to help home cooks create perfect Asian dishes.”

Adam will be working with ASKO to create a cookbook and ‘How To’ demonstration videos that will be distributed via his social media networks. “I can’t wait to introduce the rest of Australia to ASKO’s incredible products and have a long working relationship with them,” he said.

We look forward to work with Adam, starting off in Milan at the upcoming Salone del Mobile Milan, FTK area. You can find Adam and ASKO in hall 09, stand C01 - D02

About Adam Liaw



Adam Liaw is a cook, writer and television presenter based in Sydney, Australia. He is the author of four cookbooks. His latest, Adam Liaw's Asian Cookery School, is available in stores now. His popular television series, Destination Flavour, has traveled through Australia, New Zealand, Japan and Europe. Destination Flavour Scandinavia will premiere on SBS Australia in 2016.

Adam is a regular columnist for Fairfax newspapers' GoodFood, Sunday Life magazine and The Guardian. In 2010 Adam won MasterChef Australia. His victory is still the most watched non-sporting television event in Australian history.

With more than 250K followers, Adam's social media presence is ranked by Klout as the most influential in the Australian food industry. Adam is also UNICEF Australia's National Ambassador for Nutrition.