



Food Network star Anne Burrell shows off some of her creations for an all-Cheetos menu for a three-day pop-up restaurant, during a press preview in New York.



A garnished beverage made with Cheetos.



A grill cheese made with Cheetos. — AP photos

## Dangerously cheesy? Cheetos pop-up restaurant opens in NYC

Gourmet fun or just plain cheesy? A three-day pop-up restaurant devoted to Cheetos, yes Cheetos, opened in Manhattan on Tuesday, with every table already booked with diners ready to pay between \$8 and \$22 for such creations as Cheetos meatballs, Cheetos crusted fried pickles, Cheetos tacos, Mac n' Cheetos and even Cheetos cheesecake.

"I worked hard to incorporate Cheetos into every dish and not just say, 'Oh here's a dish with a sprinkle of Cheetos on top,'" said spiky-haired celebrity chef Anne Burrell, who was given the task of coming up with the menu for The Spotted Cheetah. "I really tried to think about the flavor of each Cheeto and what would pair really well with it." But the question seemingly on everyone's orange-coated lips is: Why?

Makers of the popular puffed cornmeal snack say the pop-up was the deliciously shrewd result of whimsy and marketing after executives noticed Cheetos fans posting their own recipes incorporating the crunchy treat on social media. "So we thought it was a great trend to try to capitalize on and bring to life an idea, a concept like this really that spoke to how you could use Cheetos in such a variety of different ways," said Ryan Matiyow, a marketing manager for Frito-Lay, a unit of PepsiCo. He said the 300 reservations available for the eatery's three nights sold out within six hours.

Burrell, host of Food Network's "Worst Cooks in America" and other programs, showed off some of her dishes as her staff scrambled to prepare the food and set places in a dining room decorated with swaths of orange fabric and images of brand

mascot Chester the Cheetah. Crumbled Cheetos are part of the breading on chicken Milanese and fried green tomatoes. A garnished Cheetos beverage accompanies a grilled cheese, tomato and bacon sandwich that gets an extra crunch from Cheetos.

Desserts feature the cinnamon sugar Cheetos variety known as Sweetos. Melissa Abbott, a vice president of the Hartman Group, a consumer research firm, said the Cheetos restaurant is partly a reaction to the emphasis on health in today's food culture. "All of the salad and juice bars and all that ... At some point you have to balance the scales a little bit and have some fun." — AP



Tacos made with Cheetos.



## Bugs on the menu at Swiss supermarket

Switzerland's first insect-based food aimed at humans will go on sale next week following a revision of the country's food safety laws, a supermarket chain said Monday. Switzerland's second-largest supermarket chain, Coop, announced it would begin selling an insect burger, and insect balls, based on protein-rich mealworm.

The products, made by a Swiss start-up called Essento, will be available in a handful of Coop branches, including in Geneva, Bern and Zurich,

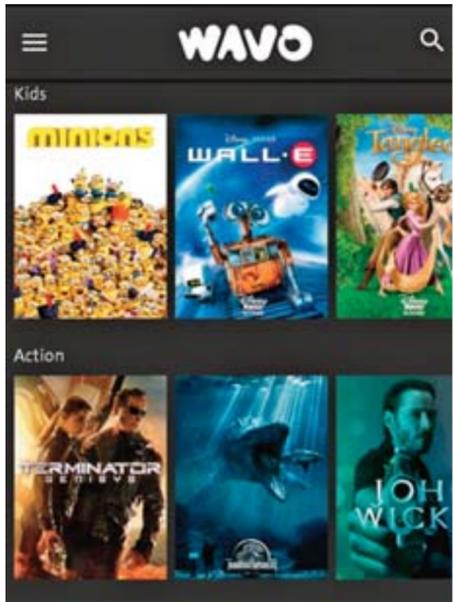
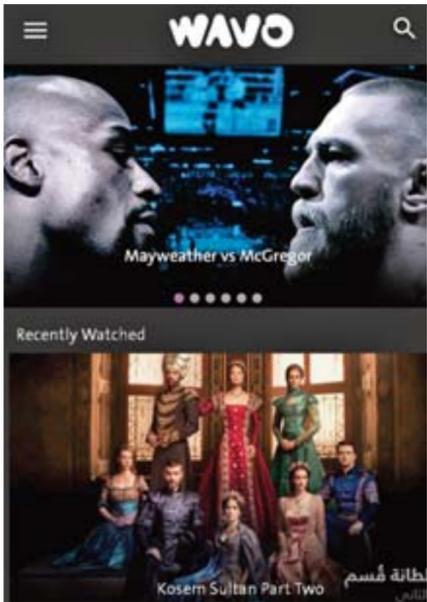
as of August 21, according to a statement. Switzerland is the first European country to authorize the sale of insect-based food items for human consumption, a spokeswoman for the country's food safety authority said. Swiss food safety laws were changed last May to allow for the sale of food items containing three types of insects: crickets, grasshoppers and mealworms, which are the larval form of the mealworm beetle.

These insects, long used in animal feed, must be bred under strict supervision for four genera-

tions before they are considered appropriate for human consumption, according to Swiss law. Local production will thus take a few months to get started. In the meantime, imports are possible under strict conditions—the insects must be raised in accordance with the Swiss requirements at a company submitted to inspections by national food safety authorities. — AFP



## OSN launches flexi-priced TV streaming service, WAVO



OSN, the region's leading entertainment network, yesterday announced its all-new online and mobile app entertainment platform, "WAVO" - which is now available to download and enjoy from the App Store and Google Play. WAVO builds on the pioneering model of 'anytime, anywhere' entertainment with a full spectrum of can't-miss live and catch up TV, Hollywood blockbusters, hit series and a diverse range of Western and Arabic content.

WAVO has something for everyone in four distinct packages with great value and flexible pricing and no annual contracts. Customers can come and go as they please for incredible access to watch when and how they want. The launch of WAVO underpins OSN's strategy to offer entertainment anywhere for everyone, at a price to suit every pocket, as part of 'new OSN' launched earlier this year, specifically developed in the region.

As consumers grow increasingly mobile-savvy, online and app platforms continue to gain traction in the market with revenues in the region set to more than quadruple by 2022.

Martin Stewart, CEO, OSN said: "WAVO is the next phase of new OSN - entertainment everywhere for everyone at a price to suit every pocket. OSN has the best entertainment in the region by far and we're making more of it available to more people through their devices.

"We have lots of happy customers but we know viewing habits are changing, particularly among the young, and we know that everyone, no matter how much they have to spend, wants convenient, quick access to great entertainment - WAVO helps OSN to deliver on that."

Distinct from competitors, WAVO offers an exciting com-



ination of both live and catch-up TV, forging a new path in the online and app entertainment marketplace. Live or on-demand, WAVO's content includes English and Arabic programming, covering hit TV series, blockbuster movies and live and exclusive sporting events - with the option for English and Arabic subtitles - to provide an unprecedented viewing experience.

With an incredible breadth of content, WAVO offers four packages plus the option to purchase daily and weekly passes for access to the best sporting action. Customers can 'stay entertained' by signing up for WAVO Entertainment (US\$9.99 per month), WAVO Movies (US\$6.99 per month), WAVO Sports (US\$4.99 per day; US\$7.99 per week; US\$13.99 per month), or can opt for the WWE Network App (US\$9.99 per month).