

**South Mumbai Gourmands have a reason to celebrate:
Foodhall launches its newest store at Vama, Pedder Road**

National, 2nd April 2019: Future Group's premium lifestyle and food superstore, **Foodhall**, is now open at Vama Departmental Store.

South Mumbai's first Foodhall featuring many of the exclusive concepts and unmatched experiences that were first launched at the new Linking Road superstore in December 2018, offers an exhaustive range of everything from daily essentials to exotic foods – ideal for the well-travelled, urban consumer. Spread across 8,300 sq. ft., this sprawling store is located within the Vama Departmental Store on Peddar Road, adding a unique gourmet experience to an otherwise busy arterial neighborhood.

Says **Avni Biyani, Concept Head, Foodhall**, “Buoyed by the success so far of the Foodhall at Linking Road – one of our most ambitious projects ever, which aims to be India's answer to the highest quality gourmet stores seen across the world – we are delighted to launch our newest Foodhall at Vama. We are keen to bring our roster of unique, culinary experiences to a discerning South Mumbai audience, who we are confident will appreciate the well-curated offerings that Foodhall at Vama will provide.”

For the first time ever, food lovers in South Mumbai will be able to experience exclusive culinary offerings like Foodhall's thoughtfully-curated **Cheese Cellar**, which is dedicated to over 150 varieties of cheese spanning 20 countries with experts helping you assemble cheese & antipasti platters paired with wines and charcuterie for your parties; and the **Meat Market**, stocking everything from cold cuts and varieties of eggs to exotic meats such as whole Peking duck prepped and cut in-store, Japanese quails, farm rabbits, and guinea fowl. As a nod to health trends, the market also has Kadaknath chicken, a rare, locally-bred bird prized for its protein content and flavor as well as lobsters, shrimps, basa, tilapia and crabs. An elegant **The House of Tea (THT)** tea salon offers a one-of-its-kind traditional British High Tea Ceremony with a menu of over 40 loose leaf teas to choose from, and also a tea tailor experience where patrons create their own infusions. A unique tea and cheese pairing experience is also offered here. Additionally, coffee lovers can enjoy coffee from **KC Roasters**, at a state-of-the-art coffee lab set up in store. This is the first time this favoured coffee brand is available in South Mumbai. For the sweet toothed, Foodhall is offering a fun and interactive softie counter under their **Xoco 57** brand of single-origin, handcrafted chocolate, which allows patrons to make their own softie and choose customized toppings.

A custom-built 8 x12-foot **Hydroponic Wall** offers patrons fresh, leafy vegetables which deliver a farm-to-cart experience, and plants which are available for purchase. A number of

live counters encourage an interactive experience for customers. These include a make-your-own, fresh **Nut Butterstation** with toppings of one's choice; a live **Guacamole counter**; and a try-and-buy **Persian dips station**.

The 35-seater **Café by Foodhall** offers patrons breakfast and lunch menus, making it an ideal pick for those looking for a quick breakfast or a light lunch in the area.

Foodhall's range of specialty brands are also on display at this new store, including the **ARQA** spice station; and the **Foodhall Bakery**.

Patrons who prefer to shop from the comfort of their homes can avail of Foodhall's WhatsApp home delivery service, by calling or messaging on: +91 9136466425.

Foodhall at Vama

Vama Departmental Store, Peddar Road, Mumbai – 400026

Timings: 9:00am – 11:00pm, Monday-Sunday

For home delivery, call or WhatsApp on: +91 9136466425

About Foodhall

Foodhall, a premium lifestyle food superstore by the Future Group, is a pure gastronomical delight. Latching on to the love for global cuisines, Foodhall is an answer to every foodie's inner epicure. Started in May 2011, Foodhall is a one-stop destination for a well-travelled urban consumer who understands the nuances of gourmet cooking. Currently Foodhall is present in Mumbai, Bengaluru, New Delhi and Gurugram.

Foodhall has an extensive global variety in every category such as Live Station, FMCG, fruits & vegetables, Cheese counter that comprises of cheese from world over, Bakery & Patisserie, Specialty Cold Cuts & Meat, Dry Fruits, General Merchandises and **ARQA** Spice Station.

Under Foodhall, there are specialty brands for niche products. One is **THE HOUSE OF TEA BY FOODHALL (THT)**, which creates around 70 varieties of interesting loose leaf blends that are distinct and unique from each other. Another brand is **FOODHALL SPECIALS** - A homegrown range of products gorgeously handcrafted by the in-house chefs of Foodhall. The range includes flavored butters, crème cheese, moist cakes, cookies, pound cakes, biscotti's, and variety of Middle Eastern sweets, exotic flavored jams, flavored nuts, granola health bars and many more. **ESSENTIALS BY FOODHALL** offers unique and premium range of staples - pulses, cereals and flours such as Almond Flour, Hazelnut Flour, Quinoa Flour, White/Black/Red Quinoa etc.

Foodhall has also devised tailored services that extends the flavor of gourmet food for special occasions. One such service is the **BLUE RIBBON GIFTING BY FOODHALL** - a service that includes customized hampers for corporate gifting, housewarming parties, wedding, baby showers and other special occasions. Another interesting service is the **PARTY CHEF MENU** that offers a wide variety of options from dips, canapés, pâtés & platters to salads, entrees and desserts from the Party Chef Menu, allowing customers to cater any type of event, stress-free.

Foodhall's **BUSTAAN** brings the purest and most authentic dry fruits, seeds and nuts to the discerning consumer. There is also **Xocolatl57 by Foodhall**, the in-house brand of single-origin handcrafted chocolate.

Café by Foodhall offers an extensive gourmet menu using the freshest ingredients sourced from the best suppliers from across the country. Its carefully crafted menu including sandwiches, wraps, buddha bowls, salads and a lot more can be enjoyed at any time during the day and offers great value for money.

Foodhall has also recently launched its first Italian gourmet restaurant '**Sorrentina by Foodhall**' in the Linking Road store. Sorrentino brings to the table modern Italian cuisine rooted in tradition.

The **Foodhall Cookery Studio** at the Linking Road Store is a one-of-its kind experiential kitchen that brings culinary experts together to offer interactive cooking classes and certification courses. Foodhall has associated with prestigious culinary institutions like **Lavonne** (Bengaluru), **SoHo Wine Academy** and **The Health Awareness Centre (THAC)** to provide their accredited programmes at the venue which span three to five days.