

New Delhi welcomes the ultimate destination for food lovers

Foodhall@DLF Promenade

New Delhi, February 13 2013: Future Group today announced the launch of Foodhall – a premium lifestyle food destination in New Delhi. Foodhall targets the well-travelled urban Indian consumers, who love to experiment with global cuisine and promises to expose customers to the next level of food retailing. This is the third Foodhall store in India after Mumbai and Bengaluru. Foodhall will also open a 10,000 square feet store in a couple of months in Gurgaon.

Spread over 5000 square feet, this store designed for “foodies” is a one – stop shop for food lovers and offers everything under one roof, right from daily essentials, exotic flavours, secret ingredients to premium kitchen accessories.

Foodhall offers an assortment of fresh and packaged foods and covers international and pan-Indian cuisine. From swiss truffles and camembert cheese to sourdough breads and exotic berries from Europe, Foodhall with its exhaustive range of offering proves to be a one-stop store for the curious and passionate souls who love to treat their taste buds with something new each time.

Well stocked in fresh produce, dairy and packaged foods, this den for food enthusiasts boasts of an extensive frozen section and a good delicatessen selling cheese and poultry. One can also choose from their impressive array of breads, snacks, desserts and savories, both Indian and international.

Foodhall also caters to all the dining and cooking needs of customers with an array of kitchen accessories.

An interesting innovation and a highlight of the Foodhall is the **Open Kitchen** serving fresh cooked food, **Spice Bar** and **Olive Oil Bar**. This heaven for food lovers has mastered everything to do with Food: *Variety, Specialty and Experience*.

A sneak peek into the Foodhall palette will leave your taste buds to explore the following:

- *International and Pan Indian Cuisine*
- *In-house bakery & Patisserie*
- **Spice Bar**-*A range of spice sourced from all over the world in association with a Denmark based spice specialist company called ASA. The Spice Bar will offer a specialized service for grinding and making your own blends*
- **Olive Oil Bar** -*To build an experience to taste and buy finest olive oil from Italy as well as a range of various infused olive oils to choose from*
- **Demo Station** -*Live cooking session by the chefs everyday & special cookery workshop to be conducted periodically by celeb chefs & industry experts for hands on learning*
- *Tea Bar by Chado Teas from LA*
- *Fresh Cheese imported from all over the world*
- *Mezze platters, Mexican platters and Anitpasti platters in addition to a vast variety of sandwiches and salads*
- *A range of fresh Antipasti brought in from the middle east*
- *Fresh local as well as exotics fruits & vegetables imported from all over the world*
- *A dedicated section for the non vegetarian souls*
- *Health Conscious Food*
- *A dedicated section catering to dining & cooking needs well equipped with a range of kitchen tools & accessories*
- *Gifting Solutions*

Foodhall with its array of exclusive offerings and an inviting environment with wooden décor, warm lights and food visuals coupled with superior customer service and innovative display of food promises to create a complete sensory experience which will ensure an experiential, solutions oriented and most pleasurable shopping experience.

About Future Group

Future Group operates some of India's most popular retail chains including Central, Big Bazaar, Food Bazaar, Home Town, Pantaloons and eZone and also has allied businesses in life and non-life insurance, logistics infrastructure and supply chain and brand development. The group operates over 17 million square feet of retail space in over 90 cities and towns and 60 rural locations across India. The group's retail formats connect over 300 million customers to over 30,000 small, medium and large enterprises that supply products and services to its retail chains. Future Group believes in developing strong insights on Indian consumers and building businesses based on Indian ideas, as espoused in the group's core value of 'Indianness.' The group's corporate credo is, 'Rewrite rules, Retain values'