

Press Release

A toast to innovation, passion & fine food...

Future Group launches its new concept 'Foodhall'

Mumbai, Thursday, May 26, 2011: It's time to tickle the taste buds, switch on the sensory buds and open ones heart and mind to an incredible gastronomical sojourn as Future Group today launched its latest venture, **Foodhall** – a premium lifestyle food destination - here in Mumbai's up market Palladium - Phoenix Mills with much fanfare.

The new concept will target the well-travelled urban Indian consumers, who love to experiment with global cuisine, and promises to take food shopping experience to the next level.

Foodhall - the new destination in the town for food enthusiasts was buzzing with interesting conversations and friendly banter as celebrities, socialites and head honchos from different walks of life headed to **Foodhall** to pamper their taste buds. All of whom share a common passion for Food.

The wooden décor with warm lights and visuals of food in the background set the mode for the evening dedicated to pure sin and indulgence. The food islands in the store gave the guests a taste of Mexican, Sushi, Oriental delicacies. The hosts dressed in traditional costumes who manned these islands and the paraphernalia like kimonos and Mexican hats just added to the entire experience. Everyone present not only devoured the lip smacking food but tucked in the take away recipe cards to experiment with the cuisine at home.

A tour down this lifestyle food store had one wonder in awe about the refreshing and splendid shopping experience that India would be witness to. From Swiss Truffles and Camembert Cheeses to Focaccia Italian bread and Californian Apples, **Foodhall** with its exhaustive range of offering indeed proved to be a one-stop shop for the curious and passionate souls who love to treat their taste buds with something new each time.

Speaking on the occasion, Mr. Damodar Mall, Director, Integrated Food Strategy, said "We are delighted to introduce Indians to an all new food shopping experience. **Foodhall** with its wide array of international and pan - Indian cuisine and innovative offerings will prove to be a one stop destination for all food enthusiasts. It is different from anything we have done before and also from what any retailer has attempted in India and I am confident that **Foodhall** will be well received by the foodies."

Well stocked in Fresh produce, dairy and packaged foods, **Foodhall** boasts of an extensive frozen section and a good delicatessen selling cheeses and poultry. One can also choose from their impressive array of breads, snacks, desserts and savories, both Indian and International.

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

Foodhall with its array of exclusive offerings and an inviting environment coupled with superior customer service and innovative display of food creates a complete sensory experience which ensures an experiential, solutions oriented and most pleasurable shopping experience.

This enigmatic evening had everyone present explore the chef in them. With the aromas and the taste of the delicious flavors of the world lingering in their mouth and some fond memories safely bound in their heart, guests left the heavenly gates of the **Foodhall** with a smile on their face and a promise to return again.