

Future Group forays into elite gourmet retailing in Bengaluru

~ Launches its novel concept Foodhall~

Bengaluru, Friday, May 4 2012: Future Group today announced the launch of its latest concept – Foodhall in Bengaluru. This new premium lifestyle food destination 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 second Foodhall in India. The first was launched last year in Mumbai.

Spread over 24000 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 electronics, kitchen accessories and high end crockery.

Foodhall offers an assortment of fresh and packaged foods and covers international and pan-Indian cuisine. From swiss truffles and camembert cheeses to Focaccia Italian bread and Californian Apples, 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 cheeses 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 premium electronics, kitchen accessories, high end crockery and specialty products. Exclusive sections of kitchen appliances like *dough maker, pannini grills, coffee machines, food processors* etc from renowned brands like *Russell Hobbs and Black & Decker* to name a few, specialty products like *fondue pots, French press, fine tea cups* etc, extensive range of party imported disposables and gifting solutions makes Foodhall the ultimate destination for food enthusiasts to discover an all new shopping experience.

An interesting innovation and a highlight of the Foodhall is the *Open Kitchen* serving fresh cooked food and the *Live Bakery, Salad and sandwich bar*. This heaven for food lovers has mastered everything to do with Food: *Variety, Specialty and Experience*. As part of its “Seva”, Foodhall will offer a range of services like chopping vegetables into a variety of cuts, grating

coconut, sorting and cleaning vegetables, making fresh dough and batter, cleaning, chopping, deboning and trimming of meat to name a few.

Some of the key highlights of the store are as follows:

- International and Pan Indian Cuisine
- In-house bakery & Patisserie
- LIVE salad & sandwich bar
- 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
- Home meal replacements (*Fresh meal options made in the store kitchen*)
- A range of fresh Antipasti specially imported from the middle east
- Fresh local as well as exotics fruits & vegetables imported from all over the world
- A separate section spreading 1000 square feet for the non vegetarian souls
- Chutneys & pickles
- Farsan
- Desserts & Sweets(Desi and International)
- Health Conscious Food
- Wines
- Café Italy – *Italian coffee machine brand with range of flavored capsules*

A dedicated section catering to dining & cooking needs well equipped with a range of kitchen tools & accessories:

- premium electronics (pannini grills, breadmaker, food processors, smoothie maker, coffee machines, electric kettles etc), cleaning aids, party ware, glass ware, cook ware, serve ware
- Specialty Products (*French press, fine tea cups, fondue pots, barbeque grills*)
- Cleaning Aids
- Glassware, partyware, cookware
- Range of party imported disposables
- Whole range of color coordinated theme sets (tea pots, cookware, dinner ware, glassware, tableware, bins etc)
- 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.
