

FOODHALL launches its largest store in the country in MUMBAI
Spread over 25,000 sq. ft. and four levels housing the Foodhall Store, The Cookery Studio & Sorrentina- an Italian themed restaurant

Mumbai – December, 2018: Future Group's premium lifestyle and food superstore, **FOODHALL**, launches its sprawling second outlet in the city spread across 25,000 sq. ft. and enjoys the privilege of being the largest yet in the country. Set in the city centre, Linking Road, it is designed to offer exclusive concepts and an unmatched experience through its four levels each offering novelty from across the globe. With the new Foodhall superstore, it aims to be India's answer to the likes of globally renowned stores in cities like London, LA and Dubai with only one main aim which is to make all its urban well-travelled patrons romanticize the idea and ingredients of a dish than just enjoy the final result. Keeping this in mind the experience starts at the **Lower Level** that houses *Café by Foodhall*, *the Cake Shop*, *the Meat Market*, *the World of Cheese*, *Antipasti & Oliveology*, *ARQA*, *World of Nuts*, *the Blue Ribbon Gift Shop* and *the Chocolate Library*, *the Cheese Cellar* and *the Wine Cellar*. The **Ground Level** delivers with *The Bakery*, *the Juice Bar*, *the Farmer's Market* and *The Fresh Garden*. **Level One** has *The House of Tea Salon*, *The Pantry*, *Freezer*, *YOKU MOKU* and *the La Folie Lab*, *the Coffee Roastery* and *the Coffee Lab* and *Xocolatl 57* while the **Second Level** has Foodhall's first restaurant '*Sorrentina by Foodhall*' and the '*Foodhall Cookery Studio*'

At the Lower Level Cafe by Foodhall, a 60 seater chic space with an eclectic curation of dishes made with the finest hand-picked ingredients including salads, sandwiches, meal bowls, waffles, churros, pancakes, sushi, tempura, donburi and much more with a special focus on artisanal coffees at **The Coffee Bar**. **The Cheese Cellar** is dedicated to over 100 varieties of cheese spanning 20 countries with experts helping you assemble cheese & antipasti platters paired with wines and charcuterie for your parties. **Oliveology**, an exclusive selection of artisanal oils from reputed producers across Italy, from Liguria, Puglia, Tuscany, Umbria, Calabria and Sicily and a select range of antipasti such as olives, artichokes, sun-dried tomatoes, capers, gherkins and more to complement the oils. **The Nut Roaster** which is a live station for panning, roasting, and caramelizing local and imported nuts. **The Meat market** stocking everything from cold cuts and varieties of eggs to include 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. **ARQA** offers spices sourced from their country of origin that are organic and stone-ground and the option to personalize blends and have them stone-ground and **The Wine Cellar** stocking globally renowned wines.

The **Ground Level** finds the cultivation of Mumbai city's first *Hydroponic Wall* at **The Fresh Garden** at the Farmer's Market cultivated to improve and elevate the quality of salads and a market with the freshest produce of fruits and vegetables. The goal with the Farmer's Market, the fresh fruits and vegetables section, was to mimic a farm. Hydroponics is a method of growing plants without soil using only water, boosted with plant nutrients. A fairly new method, it yields a robust and flavourful harvest of lettuce and other leafy salad greens rich in

nutrients as they have been cultivated in a meticulously monitored environment. Moving further you could shop from a comprehensive list of fresh and artisanal breads from sourdough to ciabatta and from a variety of healthy alternatives like quinoa bread and keto-friendly loaves made with alternative grains at **The Bakery** and have the healthy juices and smoothies curated by Sequel at **The Juice Bar**.

Level One at Foodhall, Linking Road brings to you 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 at **The House of Tea Salon**. **The Coffee Lab** presents an opportunity to taste different variants while you roast top quality coffee beans. Craft your own chocolate bark at **Xocolatl' 57** which offers hand-picked range of pure and distinct, single origin chocolates sourced from the world's best producers from Ghana and Madagascar to Saint Dominique and Venezuela. Also savour delicious cookies and desserts from Japan's distinguished confectionary brand 'Yoku Moku' and India's 'La Folie'.

The **Second Level** consists of Foodhall's first platform for cooking enthusiasts – **The Foodhall Cookery Studio** and its first Italian restaurant called '**Sorrentina**'. **The Foodhall Cookery Studio** 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. Cooking aficionados can look forward to excel in courses that deliver on Baking, Wine Ambassador Certification Course, cuisine specific classes, Diet Cooking, Food Styling, Food Photography and so much more. A variety of pop-ups and Chef's tasting events will also be a part of it.

'**Sorrentina by Foodhall**', the superstore's first ever restaurant launched, stands true to its name derived from the Sorrento region is about all things Italy. 'Sorrento', a picturesque coastal town in the South West of Italy is known for conventional Italian dishes. Sorrentino brings to the table modern Italian albeit rooted in tradition. The menu is extremely ingredient centric taking inspiration from the different regions with each dish relaying a story behind its origin. Handmade Pasta and Pizza, Affogato, Antipasti, Gelato and Traditional Tiramisu are just some signature dishes, with the Sorrentino touch, to look forward to. Fall in love with Food all over again!

Avni Biyani, Concept Head, Foodhall says, *"It's our privilege to live in a world obsessed with and unified by food. Establishing Foodhall in 2011 in Mumbai was our attempt at being part of the food dialogue that has become integral to contemporary culture. We were passionate about food and believed that everyone deserved access to good produce and quality ingredients. It was a simple premise that gave birth to Foodhall, but just as food has evolved from being a necessity to a global phenomenon, so has our commitment to food."*

What started as a single, ingredients-driven store is now a store chain with branches in Bangalore and Delhi. Foodhall@Linking Road is one of our most ambitious projects yet, a project

that has been years in the making. Foodhall@Linking Road offers you a shopping experience that you haven't seen ever before!"

Address: Foodhall@Linking Road,
Plot No.106, Linking Road,
Santacruz – West Mumbai,
Maharashtra 400054

Time: 8:30am – 10:00pm

For home delivery, call or WhatsApp us on: 7400444528

About Foodhall

Foodhall, a premium lifestyle food superstore by Future Group is a gastronomical delight. The answer to every gourmand's love for global cuisine, Foodhall's exhaustive range of offerings, right from daily essentials to exotic foods, and premium fresh and packaged foods in international and Indian cuisine is every foodie's dream come true. Launched in May 2011, Foodhall is a one-stop premium destination for well-travelled urban consumers who have a deep appreciation for the nuances of gourmet cooking. With superstores in Mumbai, Bengaluru and Delhi NCR, Foodhall offers a homegrown range of products handcrafted by the in-house chefs of Foodhall, including flavoured butters, moist cakes, cookies, biscottis, Middle Eastern sweets, exotic jams, flavoured nuts, granola bars and more. Furthermore, Foodhall has a range of specialty brands for niche products— from an **ARQA** spice station to **The House of Tea (THT)** that retails premium varieties of tea and **Foodhall Specials**. Not just that, **Essentials by Foodhall** offers a premium range of pantry staples including pulses, rice, cereals and specialty flours such as Almond Flour, Hazelnut Flour, and Quinoa Flour. For people who love sharing their love for food, Foodhall offers customised services — **Blue Ribbon Gifting by Foodhall** and **Party Chef Menu**. Blue Ribbon Gifting by Foodhall offers customized hampers for corporate gifting, housewarming parties, birthdays, weddings, baby showers and other special occasions. Being the ultimate party host is easy with Foodhall's Party Chef Menu that makes hosting a hassle-free affair. Choose from a wide variety of dips, canapés, pâtés and platters and kick back and enjoy mingling with your guests as Foodhall takes care of the rest.

About Sorrentino

At Foodhall@Linking Road, we have taken the leap from procuring the best ingredients to plating them for you. Sorrentino, our first Italian restaurant, is an ode to the country whose culinary repertoire has long fascinated us. Our menu is inspired by classic Italian cooking while our plating is decidedly modern. At Sorrentino, you can indulge in all that is delicious about Italy including authentic antipasti, Neapolitan pizzas, handmade pasta and innovative gelato. Round-off the experience with a fine bottle of Italian wine or a wine cocktail.

About The Cookery Studio

Foodhall has made a lifelong commitment to sourcing the best ingredients and produce for our customers. At Foodhall@Linking Road, we have taken that commitment a step further by launching our first cooking school where you can learn to do more with those ingredients with the aid of the country's finest culinary experts. Our curriculum spans the fundamentals of

cooking such as making pizza and pasta by hand to advance courses in baking and wine appreciation. We have partnered with the best in the business, such as Lavonne Academy and KitchenAid to make your learning seamless. The studio is also a great space for group cooking sessions and intimate celebrations where you can cook for friends, family and colleagues.