

Press Release

The Park, Kolkata launches THE STREET

- The 30 seater, vibrant walk through street café at the entrance of the hotel -

Kolkata, July 3, 2008:

“Grab your coat, and get your hat, Leave your worry on the doorstep Just direct your feet to the sunny side of the street.”

A quote befitting the latest addition at The Park, Kolkata. The hotel is ready to unveil its much awaited street venture, The Street, the first of its kind in the city, extending its culinary repertoire to a new direction.

Park Street is to Kolkata what probably Oxford Street is in London. The concept of the street cafe invokes the same feeling, the moment you enter. Designed by the world renowned Terence Conran design house, Conran & Partners, London, UK, The Street creates a pulsating atmosphere right at the beginning, at the entrance area, which forms a link from the hotel entrance through to the hotel lobby and reception areas within the heart of the building. Referencing the energetic and vivid street life in Kolkata, Conran has drawn inspiration to create this area into a melting pot of variety of fresh food and drink stalls which animates the space throughout the day and night.

In design The Street incorporates black and white chequered granite floor tiles, white bevel-edged ceramic wall tiles and a dark grey ceiling. This is offset by the brightly coloured seating and tables, which runs along the glazed elevation of the entrance tunnel, contrasting with these monochromatic finishes to give a contemporary style. The influencing colours spectrum of the seven bodily charkas have been applied to the furniture with red seating and tables at the entrance running through orange, yellow, green, blue, and indigo and culminating into violet at the hotel reception. The food stalls have teak-clad counters with menu boards, lighting and signage suspended above the stalls.

There are four stalls namely, Café, Deli, Desserts and Cellar. It promises to take the Kolkata culinary scenario to a new level altogether. In some ways you can call it “ the one stop destination “ for the street foods from around the world – be it the American hot dog or the Middle Eastern Shawarma, or the English style sandwiches or the Indian Kati or the American waffle or the French crepe or the Swiss desserts and the Italian gelato. To compliment this repertoire there is an enviable list of gourmet products which are not so easily available in the market like the Tartufi, crystal grinders, Dorset cereals, Aromatic oils and vinegars, black truffles, truffle essences, Artisan pastas, Artisan cheese from Kolkata and over seas and a gourmet range of crackers to go with them. An array of organically produced food ingredients straight from the farmers of Bengal have also made it’s way to these shelves of The Street, like honey, mustard, variety of rice to just give some example.

Also available is an array of wines and beers. The cellar would have a wide selection of world wines at very consumer friendly prices. The flower cart and “Calcutta” memorabilia is added attraction for a quick gift idea.

The restaurant has complete show kitchens, divided into various sections offering high quality fresh take away foods like Salads, Sandwiches, Hot Dogs, desserts, cookies, etc
The totally interactive kitchens will be making food to order – Crepes, waffles, sandwiches and Panini, Hot dogs, Shawerma etc

The relaxed friendly atmosphere, and moderate pricing shall attract all age groups from youngsters, students to foodies, street food freaks, tourists, corporate crowd and nightclub hoppers with equal delight.

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