

## Exclusive spice station at Foodhall

Mumbai, July 2013; Future Group's popular concept store Foodhall, promises to expose customers to the next level of food retailing. Foodhall is designed for "foodies" and offers an assortment of fresh and packaged foods, covering international and pan-Indian cuisine. Foodhall has already gained immense popularity among the city's food lovers, and has carved a unique niche for itself as the mecca of hard-to-find, high-quality products.

Foodhall's aim is to constantly re-invent itself, to offer something new, exciting and delicious to their customers, season after season. This July, Foodhall is all set to enthrall its customers with an exclusive Spice Station in collaboration with ASA, Copenhagen's spice specialists. ASA is the brainchild of Julian Amery, an Englishman.

ASA (pronounced as the Hindi word, "asha") specialises in the retail of high-quality, fresh, organic herbs and spices, sourced directly from producers. After importing them straight from source, ASA inspect, grade and select the best for grinding, blending and selling whole to their customers. ASA's aim is to guide and inspire people in healthy and innovative ways of cooking with the finest organic spices, herbs and blends from around the world.

Foodhall is proud to be associated with such a distinct outlet, that has created an impact worldwide. With Foodhall, ASA will be launching a dedicated spice station that will host an extensive variety of organic herbs and spices, such as whole Cinnamon Quills from Sri Lanka, Vanilla Pods from Uganda, Smoked Paprika from Spain to name a few.

Some of the unique spices that would be available at Foodhall are :

Pink Pepper - From the Camargue Pepper, Pink pepper is commonly known as Peruvian or false pepper, since it is not truly part of the pepper family. The berries have a much sweeter flavour, and can be mixed with other kinds of 'true' pepper in order to make a more colourful addition to a dish.

Juniper berries- are the fruit of a cypress tree and have a sharp, fresh scent reminiscent of pine. Many people find that the scent of the berries reminds them of gin or of sauerkraut/choucroute, as this is a key ingredient in both. They are dried in a special manner to preserve the essential oils, and used particularly in Northern European cooking to flavour game dishes or cabbage

Cornflower – sourced from North Europe, its beautiful bright blue flower used to decorate desserts, infusions, salads many more.

Berbère - is an Ethiopian spice mixture that is the flavoring foundation of much of the region's cuisine and a basic ingredient in Dabo Kolo, Doro Wat, and many other dishes.

### Baharat

Bahārāt is a spice mixture or blend used in Arab cuisine, especially in the Mashriq area, as well as in Turkish and Iranian cuisine. Bahārāt is the Arabic word for 'spices'.

This innovative, interactive spice station will also provide customers with in depth knowledge about the spices, their origins and different ways to make use of them. Foodhall believes in the education of the consumer and this will be best exemplified through the Spice Station.