



Press Release

ITC Hotels' iconic culinary brand Peshawri brings the celebrated North West Frontier Cuisine of India to Bhubaneswar

Bhubaneswar, 25th February, 2022: Peshawri at Welcomhotel Bhubaneswar presents robust flavours that celebrates the romance of the rugged North West Frontier. Guests can now indulge in the globally acclaimed Dal Bukhara paired with flavourful vegetarian and non-vegetarian kebabs cooked to perfection in an earthen oven, enjoyed with signature breads.

Peshawri is an award-winning culinary offering of ITC Hotels which ensures authenticity of taste by recreating not just the palate but also the experience for the guests. The food at Peshawri is entirely cooked in clay ovens or tandoor in the traditional style of the Indian North West Frontier region. Rooted in rich culinary history of India it preserves and showcases the art of tandoor, promising an inspiring culinary experience unmatched by any other in the city.

Favourites from Peshawri can also be ordered home through Gourmet Couch, a curated menu featuring the signature cuisines of ITC Hotels - via the ITC Hotels App. The newly launched ITC Hotels app is a one-stop destination for guests as it enables gourmet food delivery, room reservations, table reservations & loyalty membership management, all through one App.

Peshawri endeavours to turn every meal into a memorable occasion. The restaurant has separate tandoors to cook vegetarian and non-vegetarian fare. Part of the menu is the world renowned Dal Bukhara, a combination of whole black lentils (urad dal), tomatoes, ginger and garlic, it is cooked and simmered over slow coal fires of the tandoor overnight for 18 hours at a stretch making it to be one of the longest cooked lentil in the world. Another signature offering, the Naan Bukhara, at approximately 4 feet of diameter, is probably larger than a baby's blanket!

"The cuisine at Peshawri is inspired by the essence of North-West Frontier tradition, of camaraderie around the warm glow of a campfire – hence the decor comprising of rough-hewn trestle tables and wooden stools complete the rugged look. In these days of constant global change, when every restaurant changes to take on a new 'avatar', it offers a time-tested enduring experience and therein lies its uniqueness", said **Samir Ghose, General Manager, Welcomhotel Bhubaneswar.**

The wellbeing of Guests has been of paramount importance at Welcomhotel and is more significant than ever before, the WeAssure programme is ITC Hotels commitment towards health, hygiene and safety. Designed in collaboration with medical professionals and disinfection experts, it enhances existing hygiene and cleanliness protocols across all facets of operation.

In order to ensure authenticity of flavour, proportions, as well as ambiance, the staff has strict food quality specifications laid out. Peshawri offers a unique concept of having the kitchen inside the restaurant to have a complete ethnic experience. The menu is painted on a block of wood. Further,



while dining, guests are encouraged to eat with their hands to experience the food through all their senses. Guests are also presented a chequered apron to enjoy the cuisine unlike other restaurants.

Peshawri is open for dinner all days of the week 7:30 to 11:30 pm and Lunch 12:30 to 3 pm on Friday, Saturday and Sunday. For table reservations and further information, guests call 06747147140.

About Welcomhotel: www.itchotels.com/welcomhotel:

Welcomhotel is a collection of premium hotels designed for those who demand more and seek bespoke experiences to make the most out of their stay, optimizing their travel intent. With an endeavour to provide immersive and enriching experiences, the brand is reflective of the warmth of Indian culture while upholding the benchmark service standards that ITC Hotels is known for. From curated journeys that enhance leisure trips, to those that help maximize the efficiency of business stays, at WelcomHotel, every effort is made to add value to the new-age traveller. It is this vision that helps enrich the lives of the guests, the community, and our hotel associates through integrated efforts and holistic initiatives. ITC Hotels manages and owns many hotels under the Welcomhotel brand including Welcomhotel Chail, Welcomhotel Shimla, Welcomhotel Sheraton New Delhi, Welcomhotel Mussoorie, Welcomhotel Jodhpur, Welcomhotel Fort & Dunes, Khimsar, Welcomhotel Visakhapatnam, Welcomhotel Mammalapuram, Welcomhotel Coimbatore, Welcomhotel Pahalgam, Welcomhotel Katra, Welcomhotel Amritsar, Welcomhotel Bay Island (Port Blair), Welcomhotel Dwarka (New Delhi) and Welcomhotel Guntur.

About ITC Hotels:

ITC Hotels is the largest chain of hotels in the World, which has maximum number of LEED Platinum Certified Properties (As on June 2020, as per USGBC). Continuing with its Planet Positive Promise, ITC Hotels launched Sunya Aqua or zero-kilometre water in glass bottles across the chain over a decade back and have taken this lead further and pioneered the mitigation of single use plastic from its operations pan India. While ITC Windsor is the first hotel in the world to achieve LEED Zero Carbon Certification, ITC Grand Chola is the largest hotel in the world to achieve the LEED Zero Carbon Certification. ITC Gardenia is the third hotel in world to receive the LEED Zero Carbon Certification.

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