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Pabrai's shakes it up with yum flavours



The milkshake range — (l-r) caramel, coffee, chocolate, mango and vanilla — come in a standard 350ml size, priced at Rs 120 (plus taxes). “The mango milkshake is a seasonal one. We will have custard apple, strawberry and more as the seasons change,” says Kunal

Kunal Pabrai has been skipping meals of late and with good reason. When you come from a family of ice cream makers, diet takes on a whole new meaning. On a Sunday afternoon, we are talking about a milkshake diet with Kunal and his wife Anwesha at Pabrai's Fresh & Naturelle, which has recently introduced its first range of milkshakes at its Sarat Bose Road store (28 Sarat Bose Road).

The trials are still on, and Anwesha and the team are busy at the blender, crunching and churning chocolate, coffee and mango milkshakes. I can hardly concentrate on the interview and the noise is definitely not the distraction. A small cup of vanilla milkshake is waiting to be tasted.

Kunal chats about how Pabrai's fans have been craving milkshakes for a while now. “The Sarat Bose Road store is one of our concept stores and we decided to test the milkshake over here. We'll slowly be launching it across the country in different counters which can accommodate a milkshake range,” he says, between high-fiving friends who have dropped by for a milkshake party.

“Milkshake usually has a little bit of ice cream in it. We have tried to keep the sugar content as low as possible and are going to be introducing a system where customers can add sugar as per their requirement,” he says, a fan of the mango milkshake that his mom used to whip up, a staple after-play drink during the summers.

For the Pabrais, who launched the brand nine years back and the Sarat Bose Road counter two years ago, the idea is to get the “nuance” right. And like everything else available at the parlour, the stress is on natural ingredients.

“We are making coffee from fresh filter coffee. There is fresh mango and not syrup. The chocolate is made from naturally-processed cocoa,” says Kunal, who loves the salted caramel milkshake at Serendipity 3 in New York. “They believe in highlighting overindulgence by allowing the milkshake to spill over into the saucer!”

Talking of overindulgence, thick shakes will follow milkshakes at Pabrai's, and in 32 flavours at any given point of time! That's the range of ice creams here. “We have always wanted to explore the concept of having our customers drink their favourite flavour. You will now very shortly be able to, as a thick shake,” he adds.



Thick shakes are coming soon!



Anwesha (first from left) and Kunal (second from left) say cheers with friends and milkshake

Anwesha is back, with a glass of chocolate thick shake and as I pull through the straw, Kunal says: “Never to rush anything!” Er... how did he know I have pending pages? “As a family, we try and think in decades.” Ah, he is talking about Pabrai's expanding its bouquet! “When you go out with your friends, there is always a debate... do we go for tea, ice cream or coffee? All of these would be offered at the same location and we would like to share the experience that the food world has to offer,” he says, mentioning a sundae menu and even gourmet tea.

Sundae! That reminds me of the Tulika's Hot Chocolate Fudge Sundae, a speciality of Tulika's, the iconic ice cream parlour on Russell Street named after Kunal's mother and set up in 1985. Though it wrapped up in 2008, it left Tulika Pabrai with a USP. “A dentist recently pointed out to my mother that she has two ice cream brands in her name!” laughs Kunal.

Saione Chakraborty
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