

Radisson Hotel Group sets up ‘Meetha’ outlet in Mumbai

Radisson Hotel Group has announced the opening of its first standalone ‘Meetha’ store of India in Mumbai to strengthen its food and beverages business. Meetha is a premium retail outlet that offers curated Indian sweets and a pilot store was set up at Radisson Hotels in Delhi-NCR last year. The first standalone outlet has come up at Radisson Mumbai Goregaon.

The Group is now planning to open such stores in Bengaluru, Hyderabad, Bhopal, Amritsar, Guwahati and Pune.

The first Meetha retail outlet at Radisson Mumbai Goregaon embodies the festive spirit of India with state-of-the-art design and premium look and feel. The outlet is managed by a passionate team of all-women professionals, who are called Meetha Ambassadors and this practice would be carried on to future Meetha outlets. Guests have the option to select from a wide variety of 60 mithais, including vegan and sugar-free options, made à la minute using the finest ingredients. The orders can be personalized depending on the requirements and occasion. The outlet offers over 15 packaging options of Meetha suitable for various occasions like weddings, festivities, social and corporate gifting with an exclusive Classic Rose Gold packaging for liquid Bengali mithais. The orders are available for take away or door-step delivery which is facilitated keeping all safety protocols in mind.

The elaborate menu includes popular Indian mithais from across the country such as Kaju Katli, Kalakand, Motichoor Laddoo, Besan Laddoo, Kheer Kadam, Kesar Pedas and many more. The artisanal range has unique and innovative options such as Mocha Milkcake, Brown Sugar Besan Laddoo, Pista Sphere, Rocher Pedas, Almond Chocolate Burfi and the exotic options include Red Velvet Cheese Laddoo/Roll, Rose Petal Gulkand Laddoo, Mewa Gur Laddoo and Stuffed Dates. All the mithais are freshly made using only the highest quality ingredients which are curated by experts.