

Meetha by Radisson to entice Borivali and Bandra

Building on the remarkable success of its flagship store in Goregaon, Radisson Hotel Group expands Meetha by Radisson with the opening of two new stores in Mumbai at Borivali and Bandra. This expansion is a testament to the group's vision of strengthening its food and beverage portfolio and driving innovation in India's branded mithai (sweets) industry.

Meetha by Radisson is the group's premium offering of curated Indian sweets and is developed and conceptualised by Chef Rakesh Sethi and his exceptional team. Each sweet creation at Meetha by Radisson embodies a perfect harmony of tradition and luxury and is created using hand-picked, finest, and freshest ingredients to ensure a memorable experience. Currently, these are available for take-away or home delivery in Mumbai and Delhi NCR.

The two new stores offer an exquisite selection of over 100 artisanal mithais, featuring delightful new additions such as Motichoor Cheesecake, Coconut Kalakand Cake, and Biscoff Kalakand. Highlights also include the indulgent Kaju Biscoff and Chocolate Biscoff creations, as well as the stuffed Medjoul Dates with four different fillings. These Moroccan premium dates are high-quality, large-size dates stuffed with innovative fillings to make them a favourite throughout the seasons and festivities.

“Meetha by Radisson and the concept's unique approach to mithai have received an overwhelming response from our patrons. Our expansion into Borivali and Bandra is a testament to this growing love, and we are enthused to offer these premium offerings to more customers in Mumbai. At Radisson Hotel Group, F&B continues to be a significant growth driver for us, which is not only enabling guest satisfaction but also boosting revenue, reinforcing our commitment to culinary excellence,” said Nikhil Sharma, Managing Director and Area Senior Vice President, South Asia, Radisson Hotel Group.

This expansion is supported by a state-of-the-art central kitchen, which ensures the highest standards of quality and hygiene, reflecting Meetha by Radisson's unwavering commitment to excellence. The luxurious packaging options cater to all occasions, from grand weddings to intimate corporate events, making every celebration a touch more special. The brand's meticulous approach ensures that each piece of mithai not only meets but exceeds the highest standards of taste and presentation.

“We are delighted to extend the Meetha by Radisson experience to Borivali and Bandra,” said Rafiq Balwa, Director of Radisson Mumbai Goregaon. “Our brand seamlessly blends tradition with luxury, and we are excited to offer our premium products to a broader audience in Mumbai. The enthusiastic response to our Goregaon store has been incredibly encouraging, and we look forward to replicating that success in these new locations.”

The mithai under Meetha by Radisson is prepared and packaged following the highest standards of health and hygiene to ensure its freshness and, most importantly, the safety of guests.