

Godrej Nature's Basket and Ritu Dalmia get ready to take foodies' taste buds on a voyage across the world

- *Nature's Basket celebrates its arrival to Vasant Vihar with a book reading session of 'Traveling Diva', Ritu Dalmia's latest book*
- *Guests get a chance to learn to prepare dishes from the book by the renowned restaurateur-chef*

Delhi, January 24, 2012: Godrej Nature's Basket, India's friendly food expert, celebrated the introduction of their latest store in the plush locality of Vasant Vihar in company of well-known foodies and some of their best patrons. The 2600 sq feet store donned the cap of a perfect host with Ritu Dalmia introducing **Travelling Diva**, an account of her unforgettable meals in different parts of the world. Along with Mohit Khattar, MD, Nature's Basket, Ritu narrated, to the gathering of foodie friends some of her most flavoursome food experiences which have made it to the book. For the evening, Nature's Basket laid out a spread of Zucchini fritters, Mushroom Pate, Turkish borek and chicken balls with tamarind glaze amongst others which will ensure that world food aficionados keep coming back to the store.

Vasant Vihar, which is no stranger to world food, will find the range at Nature's Basket exciting with the wide assortment of organic foods, international cheese variants, cold cuts, high-fiber breads and international wines. The store will also be equally appealing to the health-conscious and the meat lover with healthy food options and an unparalleled cold cuts range. *"Nature's Basket is known for helping people indulge in their love for world food. Over the years we have tried to take gourmet meals to dining tables at home. Here, at our store in Vasant Vihar, we have tried to enhance our range & services to delight this well travelled and evolved set of foodies. Our made-to-order platters, home delivery are but a few things that we hope will excite this prime locality"* said Mohit at the gathering.

Ritu spoke about her book and her association for Nature's Basket saying, *"Travelling Diva, is close to my heart and in a way is my food-travel memoir. It has been pleasure to have visited so many places across the world shared wonderful meals with some absolutely amazing people. Nature's Basket is a joy not only because of the fresh, authentic ingredients, meats & wines. It also creates lovely nostalgia when you spot a sauce which you savoured on one of your trips. The aisles of the store are like a walk across gourmet continents."*

Catering to the refined needs of the up market urban consumers, the depth and variety of the wide assortment of authentic food products like organic foods, international cheese variants, cold cuts, high-fiber breads, international wines and packaged products are available at Nature's Basket. The stores have a friendly ambience and contemporary décor with attention to high hygiene standards paid to the tee. The newly launched store is a delight for all the meat lovers as it houses the largest meat counter compared to its other outlets in the city. The niche products and services of Nature's Basket also include the ready-to-eat and made-to-order cheese & meat platters. It also gives its customers a perfect gift option for every occasion, the exclusively packed themed gift hampers is a delightful treat for anyone. The gourmet food retailer is also equipped with trained food specialists who assist the food aficionados and at the same time encourage foodies experimenting with new world cuisines with suggestions and sampling which adds to the convenience of the shoppers.

The store is located at Vasant Vihar, 46, Ground floor & basement, Basant Lok next to Mc Donalds, New Delhi – 110057. People interested in home delivery can call on +91-11-40571919 / 40581919 / 41761919. Apart from the Vasant Vihar store, Nature's Basket has also recently added one more store at Ambience mall Gurgaon taking the total store count to 6 in Delhi NCR. The other GNB stores in Delhi NCR are located at Defence colony, GK1, GK2, Gurgaon DT Mega mall and Ambience mall. To visit the website you can log onto www.naturesbasket.co.in