

Bengal Meat Launches New Gourmet Shop

On the 3rd of March, Bengal Meat inaugurated their Gourmet Butcher shop at Moghbazar while introducing three brand new marinated chicken kebab varieties. In addition to 450 plus wide varieties of products, Chicken Reshmi Malai, Chicken Kali Mirch and Chicken Tangri Kebab have been introduced with distinct aromas, in all their juicy tenderness.

In the launching ceremony, celebrity Chef Syed Tazammul Huq Tareq, media personality Bijori Barkatullah and officials of Bengal Meat were present.

Bengal meat CEO AFM Asif said, "At Bengal Meat, we continuously strive to find ways to bring more convenient options and value added products for consumers which are safe and makes life easy. We carry wider choices that create a spark of inspiration for any culinary delight enabling the clients to have a wonderful family eating experience."

Chef Syed Tazammul Huq Tareq also spoke about techniques of cooking which helps preserve the nutrients and minerals present in the meat and also helps accentuate its taste.

All gourmet butcher shops, six in Dhaka and one each in Chittagong and Sylhet, will carry these new kebab products. Moreover, a three day 'Cook-my-food' promotion will be running in Bengal Meat's Gourmet Butcher Shops in Uttara, Dhanmondi and Moghbazar where consumers can get their food cooked by the chef. It's a wonderful opportunity to watch live cooking, learn how to cook them and get them cooked from the outlets for free.

Bengal Meat was established in 2006 based on the concept of food safety. CEO AFM Asif pointed

out that the country's method of slaughtering and cooking the meat make it more susceptible to millions of microbes and burning down the essential nutrients present. Bengal Meat has introduced a healthier, safer, more convenient and tastier form of cooking and eating meat. This new concept along with RTC (ready to cook) and RTE (ready to eat) has truly redefined the concept of meat delicacies in the country.

Having been certified by Jakim, Malaysia and Islamic Foundation Bangladesh, it is the only halal and ISO 22000 authorised abattoir in Bangladesh.

Over the years they have made cooking and eating meat more and more convenient, and their techniques are such that the meat can last as long as one year without any loss of nutrients.

Their new line of products has been especially beneficial for students or people who are on the go. Without too much hassle, you can now prepare anything and everything you want in the blink of an eye. These minor details show how much thought and care have been put in the making of the products, propelling Bengal Meat to success and popularity. Bengal Meat is readily available in almost every shopping mall of the country and delivered to the top hotels of Bangladesh.

Over the past decade, Bengal Meat has expanded not only throughout Bangladesh, but has spread their reach to the international market by exporting to the Middle East, Maldives and Malaysia.

By Ali Sakhi Khan

Sailor's spring collection

Lifestyle brand Sailor has come up with an attractive spring ensemble. The attires adhere to the internationally trending colour palette and are a comfortable wear for this weather. The line is characterised by bold prints and interesting experimentations done on the sleeves.

For more information, visit www.facebook.com/clothings.sailor



Sadakalo's Independence Day celebrations

To mark the occasion of Independence Day, Sadakalo has produced mugs and T-shirts with the theme of Bangladesh's map and that of Shamsur Rahman's poem, 'Shadhinota Tumi'. Check out this amazing collection at Sadakalo's outlets or on their website, www.sadakalo.net



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