

## CHECK IT OUT

## Bangladeshi Regional Food Festival @ Regency

This September, in celebration of World Tourism Day, Dhaka Regency Hotel & Resort is gearing up to bring Bangladesh into the culinary limelight. Scheduled to be hosted throughout September 2019, over the course of three days every weekend, Dhaka Regency Bangladesh Regional Food Festival will showcase authentic local delicacies from all seven divisions of the nation.

The month long festival will have each week attributed to authentic delicacies characteristic of the particular division. This will be complemented gracefully with cultural entertainments and motifs of Bangladesh's folk culture and national icons.

For more information, call +8801713332661 or visit [www.facebook.com/dhakaregency-hotel](http://www.facebook.com/dhakaregency-hotel)

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## Amazing offer from Pizza Hut Bangladesh

"Wow Everyday Value is one of our boldest and strategic moves," said Amit Dev Thapa (CEO), Pizza Hut Bangladesh. The new value proposition brings with it a major shift in Pizza Hut's strategy to appeal to new age customers.

In a major strategic move, Pizza Hut, Bangladesh's leading pizza chain, has announced the launch of 'Wow Everyday Value', a bold, new value proposition across the selected Pan Pizza range.

Customers will now have access to the tastiest Pizza Hut pan pizzas at very attractive prices, starting from Tk 199 for each person, and Tk 399 for each medium size pizza, all inclusive. You just need to buy any two pizzas from their selected lines, to avail the offer.

Paving its way to the next phase of growth, Pizza Hut is also launching an aggressive digital and on ground campaign highlighting the superlative taste at an amazing value.

In keeping with Pizza Hut's differentiated content strategy, the campaign contents

deploy current trends where the sole purpose is to help pizza lovers discover the tastiest pizzas in town at never before price points for the brand.

'Wow Everyday Value' will be valid on all days and across all channels, dine-in, take-away, and delivery.

Amit Dev Thapa, Chief Executive Officer of Transcom Foods Limited, the sole franchisee of Pizza Hut in Bangladesh, said —

"With changing times, the needs of consumers have also changed, with pizzas evolving from being just a special occasion treat to an everyday home meal replacement. Of late, we have witnessed a huge demand for our pan pizzas to be accessible at an attractive value. Given that customers are at the center of everything we do, rolling out a new value program was the next logical step for us.

"We have always taken pride in serving the best pizzas in the country in terms of highest quality and food safety to our customers using finest ingredients from different part of the world. Most of the raw ingredients that we use for making our pizzas are imported from mother company 'Yum' approved vendor," he said.

"Like the flour we are using for making

dough is imported from Cyprus and seasoning from Thailand. The succulent beef that you are having in our pizzas are imported from Saudi Arabia. Now we are making this tastiest pan pizzas accessible to a much wider audience," said Amit Dev Thapa.

We are running massively on-ground activation to reach out maximum customers. That brings in immense clutter, making it imperative to come up with the unique and distinctive creative route for high customer recall," he added.

It is a remarkable way to obtain value for money for those who usually eat-out, or order-in on a limited budget. Furthermore, you get to save a few bucks on the mains, which should leave more room in your budget to gorge on their huge selection of appetizers and pastas. So, watch out for their "Don't Cook Sunday" scheme, through which, you can get a "Buy-1-Get-1-Gree" deal on every Sunday on their all-time hero pan pizzas. Hurry up and dive into your pizza indulgences with this superbly pocket friendly offer, which is going to be there for a limited time only.

Content provided by Pizza Hut Bangladesh

## Berger Breathe Easy: The colourful eco-friendship

With every passing day, global awareness on eco-friendliness is on the rise. Global warming is now a visible reality and it is now considered one of the biggest threats to human existence. With the rise of pollution and use of harmful elements, physical difficulties for people such as asthma, fatigue and heart diseases are increasing rapidly.

In comes Berger, with their latest innovation "Breathe Easy," which promises to be eco-friendly. An "eco safe"

product is a paint which has no added lead, mercury and chromium, with minimum aromatic content in it. However, Berger has completely omitted the odour in the "Breathe Easy" range. The product range also promises to be anti-bacterial, stain free, low in volatile organic compound and environment friendly.

Under Berger Breathe Easy product family, there are four products: Breathe Easy Emulsion for Walls, Breathe Easy Water Sealer and Breathe Easy Wall Putty for wall preparation and Breathe Easy Water Based Enamel. This enamel is



the first and only one of its kind in Bangladesh. It is not only favourable for the inhabitants of a home but also accommodating for the painters. During application of Breathe Easy Enamel, chemical based thinners such as turpentine have taken a backseat, being replaced by water. This factor is not only time efficient but is also cost effective. Other efficient features of this product

include one-third time span for surface drying, and hard drying in comparison to the usual paint products, higher coverage space, longer shelf life, durable colour saturation and lengthier durability.

Such features are extremely accommodating for families, especially for families with infants. This can also be efficient for companies looking forward to go easy on the expenses. Thus, while global pollution is creating physical complications such as asthma, Berger's Breathe Easy is a promise for a greener tomorrow.

## Jute fashion show by JERB in the offing

Jute Economy Revolution of Bangladesh- JERB, is out to popularise clothes made from jute. JERB's president Amir Hossain Rangan believes this will encourage university students about products and clothes made from jute. The university students who are currently associated with Rangan belong to from various backgrounds like textile engineering, fashion designing, fine arts and many more. He feels that if the creative young minds are not involved, we may not be able to move ahead in the increasingly competitive world market.

JERB held a discussion on "Global warming, problem, solution and our eco-friendly jute," at the capital's Bangladesh Shilpakala Academy on 30 August, 2019. Here Rangan expressed his optimism regarding jute, its many uses and involving young minds in this sector with the right amount of assistance from the government. Tamanna Nusrat Bubby, MP and member of the Parliamentary Standing Committee at the Textiles and Jute Ministry, was present as chief guest, and promised her wholehearted support.

Amir Hossain Rangan described his work of 17 years and mentioned that jute is not just for making gurneys and other such products. "We are trying to highlight this matter. We want jute made clothes to be known and used throughout the world," said Rangan. He is expecting to hold a fashion show at the capital in the coming month of December. In the meantime, JERB will be working as the platform to unify university students who want to move the jute sector further.

-- LS Desk