

# KitchenTale: A cloud-based food court centred on innovation

With pizzerias adding Bengali twists to their pans, restaurants focusing on regionally specific strands of international cuisines, along with the advent of specialty bakeries, and cloud platforms designed for home cooks, one thing that the Bangladeshi food industry has perfected over the last few years is the ability to constantly evolve. Keeping the importance of novelty in mind, the founder of "KitchenTale," Mashrur Reza, decided to revolve his cloud food court around innovation.

The story of KitchenTale started with a crisis, namely that of COVID-19. Although Mashrur Reza and his partners had planned to venture into the food industry back in January 2020, with plans of a brick and mortar restaurant, the pandemic obstructed their dream. As they had already invested in capital and the popularity of food delivery was on the rise, they decided to set up a cloud-based food court, with the intent to bring a focus to



the food itself.

"I have a personal yet scientific take on food. As a foodie, I believe that there is nothing more important than the chef's tongue. However, as someone taking part in competitive business, I knew we had to take a scientific approach. We had to experiment and fuse, in order to have customers coming back for more. We spent months feeding people for free, to figure out what the customers wanted. We plan to add fusion items, to update, edit and change the menus as frequently as possible, and add new brands, so that the constant evolution gives

us a competitive edge," Mashrur stated.

KitchenTale has two brands at the moment, namely SliderSquare which focuses on sliders, and Wings&Wedges specialising on wings. Wings&Wedges exemplifies KitchenTale's drive for variety, with a menu consisting of Louisiana Crispy Fried Wings, Bangkok Street Fried Wings, Hong Kong Glazed Wings, and Shyloti Naga Wings, amongst others.

The Shyloti Naga Wings skilfully combine various different flavours all in one, allowing each flavour to be clear-cut and distinct. While a zesty tang hits at first, it is soon followed

with the spiciness of different varieties of chilli peppers. A very subtle and tangy sweetness also encompasses most of the flavour experience. Unlike what can often be the case with naga dishes, the heat does not mask the other flavours and herbs, making way for multiple layers of taste.

KitchenTale's coleslaw compliments the Shyloti Naga Wings well as a side dish. The coleslaw incorporates fresh and crisp cabbage, with a light and invigorating low-fat dressing. The coleslaw is a great option for those who are health conscious and weary of salads oversaturated in heavy dressing.

"I designed the coleslaw with mostly just my health concerns in mind, and it was a pleasant surprise when I liked how it tasted as well," Mashrur remarked.

KitchenTale has two more brands in the works as of now, with one centred around biriyani and tehari, and the other around kulfi. Mashrur Reza plans to add fusion aspects to these traditional local dishes as well.

"Even name brands such as Coca-Cola have the need to add variety, and if they do, so do we. That is one of the only ways in which you can properly capture the attention of an audience, who are always on the lookout for something new to eat," Mashrur observed.

**By Tasfia Ahmed**

**Photo Courtesy: KitchenTale**

*Essentials*

*Website: <https://www.kitchentalebd.com/>*

*Facebook: <https://www.facebook.com/KitchenTalebd/>*

## HOROSCOPE



**ARIES**  
(MAR. 21-APR. 20)

Don't neglect your problems. Avoid jumping to conclusions. Romantic encounters can develop through colleagues. Your lucky day this week will be Friday.



**TAURUS**  
(APR. 21-MAY 21)

You may have problems with children. You're undergoing changes. Pleasure trips will promote new romantic encounters. Your lucky day this week will be Thursday.



**GEMINI**  
(MAY 22-JUN. 21)

Get together with peers. A co-worker can try to undermine you. Deal with the needs of children. Your lucky day this week will be Thursday.



**CANCER**  
(JUN. 22-JUL. 22)

Romance can develop at unlikely situations. Be diplomatic and honest. Lowered vitality could affect your work. Your lucky day this week will be Friday.



**LEO**  
(JUL. 23-AUG. 22)

Don't spend unnecessarily. Work at home if possible. Channel your energy into professional endeavours. Your lucky day this week will be Wednesday.



**VIRGO**  
(AUG. 23-SEP. 23)

Side ventures will be lucrative. Your ability to be practical will help. Your communication skills will help win hearts. Your lucky day this week will be Sunday.



**LIBRA**  
(SEP. 24-OCT. 23)

You will be in high spirits this week. Consider volunteer work. Your passionate mood will be appreciated by your partner. Your lucky day this week will be Friday.



**SCORPIO**  
(OCT. 24-NOV. 21)

Emotional upset at work will set you back. Don't leave things unfinished. Don't bother retaliating. Your lucky day this week will be Tuesday.



**SAGITTARIUS**  
(NOV. 22-DEC. 21)

Throw yourself into work. Don't confide in anyone for now. Don't let your emotions take over. Your lucky day this week will be Monday.



**CAPRICORN**  
(DEC. 22-JAN. 20)

Your involvement in physical activity could lead to new romances. Relaxation should be on your mind. Socialise with friends. Your lucky day this week will be Saturday.



**AQUARIUS**  
(JAN. 21-FEB. 19)

Residential moves will be favourable. Don't overspend on unnecessary luxury. Use your charm at work. Your lucky day this week will be Tuesday.



**PISCES**  
(FEB. 20-MAR. 20)

Take your time. Your diplomatic approach will enhance your reputation. Make time for yourself and family. Your lucky day this week will be Monday.