



Utshob: A celebration of Bengali cuisine

The vision for Utshob was straight forward — an eatery with an environment with good ambience to enjoy *deshi* food. The challenge though, was to create something simple yet so special that it would bring people out of their homes to get a taste at the restaurant.

Food, stories, love and bonds — that is what Bengali people are made of. From macher jhol or shutki bharta, every dish carries a different emotion. Although people have been introduced to food from different countries, the love towards our home cuisine remains unmatched.

Keeping that in mind, Utshob began its journey in October last year with the aim of celebrating the beauty of Bengali food and it is everything a Bengali heart craves.

Starting with some traditional Bengali breakfast, they have a well thought-out combo with mixed vegetables, omelette, a choice of two rotis or parathas, and a cup of masala tea. Adding a portion of suji to this will put you in a great mood for the rest of the day.

Kachchi, tehari, polao, and khichuri are available at all times of the day. Regional

delicacies like Noakhali's duck curry, Khulna's chui jhal, and Chattogram's mezbani beef are cooked to perfection and served with a steaming hot rice of your choice, and their satkora beef is worthy of repeated mentions everywhere!

If nostalgia were to be presented as food, we would probably name it khuder bhaatand the dessert accompanying it would be called chui pitha. These cherished items of Bengal are rarely made at homes anymore, let alone restaurants. Utshob, however, has brought them back in all their glory and we are all here for it.

The baked gulabjamun with sour curd is the perfect blend of tradition and fusion; kind of like bringing the youth right in the heart of traditions.

Utshob is the result of the unparalleled efforts of the Chief Executive Officer, Murtoza Zaman; Chef and F&B Consultant, Subhabhrata Maitra; Head of Brand & Communication HUM Mehedi Sajjad; and others from Unimart Ltd. of the United Group. Market research indicated the lack of restaurants focusing solely on Bengali food; it also revealed that popular

Bengali restaurants either sell out too fast or do not have the right ambience to cater to all age and gender groups.

In conversation with us, chef Maitra said, "For us Bengalis, 'utshob' resonates in every part of life. Therefore, we needed to come up with something that reflected that emotion while creating a sense of belonging for everyone. The Chef's Table is a place where families come to unwind or friends come to hang out. The environment of these food courts and the absence of an authentic Bengali restaurant made them the perfect choice for Utshob."

For keen observers, the logo of Utshob is also a subject of interest. It resembles a lotus with Utshob written in the middle and palkis on each end. "It is an interesting amalgamation of tradition, nationality, and celebration," says chef Maitra.

Simply put, Utshob is a reminder of our roots. While it must have been nerve-racking to execute this idea, the response from customers is also making it worth the efforts.

You can find Utshob at Chef's Table Gulshan, Dhanmondi, and Courtside, Vajara.

For more information checkout their Facebook page: facebook.com/utshob. online

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Photo:Utshob

