

PRESS RELEASE

Rakhi –The Festival of brotherhood celebrated at Flurys

Flurys, the legendary tearoom is situated at the heart of Park Street As a matter of fact Flurys need no introduction because it remains an integral part and has contributed immensely to the rich heritage of the city.

Raksha Bandhan is round the corner and is perhaps one of the most well known Indian festivals celebrated. It is a festival which is very close to the heart of all the siblings throughout India. Raksha Bandhan which is colloquially known as ‘Rakhi’ is one of the Hindu festival that unites the whole of India. It is a festival primarily for brothers and sisters, the bond that they share and the love they have amongst themselves. It is a tradition which is being followed since time immemorial. It has been noticed that this festival is not restricted to siblings only but a lot of friends and family love to indulge in it with great élan.

To mark such a festival, Flurys is all set to launch its “Rakhi Special Delights” with a whole plethora of scrumptious and lip-smacking range. One is spoilt for choices with fare like ‘misti doi and raspberry torte’, ‘rich chocolate cake with assorted sandesh’ and ‘fresh peach gateau with assorted sandesh’. It’s a blend created keeping in mind the Bengali taste along with the Swiss confectionary feel. An amalgamation of both which strikes a new cord.

If this is not enough, then one has a lot of option in the section ‘gift ideas’ where one can try ‘cookie and chocolate tray with rakhi’, ‘truffle chocolate box with rakhi’, and ‘cute cuddly toy, cookie and rakhi for little tykes’. This will surely be a huge hit amongst those who really think of what to gift. A completely innovative yet appealing thought. Special rakhi cakes made especially for this occasion is another proposal added to the list.

With so much happening all around for ‘rakhi’, Flurys takes the excitement forward with a lot more fervour and jest. So for the ones, who want to spend this ‘Rakhi’ in a different way, let’s celebrate it in the Flurys Way... a sweet desire. So let Flurys be your ticket to indulgence as you dig into the priceless treasure trove of sweet delights.

For more information on this press release contact-
Salmoli Mukerji, Director-Public Relations.
Neelam Kanjilal, Public Relations Assistant.
17 Park Street, Kolkata-700016
T+91 33 22499000 F+91 33 22494000
E smukerji@theparkhotels.com