

The background features a repeating pattern of palm fronds in a light beige color against a muted grey background. At the bottom of the image, there is a solid yellow horizontal bar.

# **THE CONCEPT**

Calcutta Roll House, is an authentic Bengali snack bar, offering some of the most famous and loved street foods of Calcutta. Whilst, London offers a myriad of Indian cuisines and delicacies, the vast majority of them lack authenticity or focus on customer experience. Street food in particular, is one segment of Bengali cuisine, that is highly undersold and hence offers an enormous amount of development potential in the London market.

Calcutta, also called the "City of Joy" reverberates with a rich British heritage. The Coffee Houses and the Rolls at Nizams, were very frequently visited by the members of the British government at the time of British rule. As it stands, these places are still some of the most sought after and renowned snack bars selling exactly the same street food for generations.

Hence, this is my way of bringing back some of that culture, heritage and cuisine from a city that is extremely close to my heart, to the heart of Britain.