

PRESS RELEASE

Flurys ties up with Spencer's to open 11 outlets in the city

April 4, 2007, Kolkata: Flurys the legendary tearoom and Swiss confectionary on Park Street, Kolkata joins hands with Spencer's Retail in a massive expansion drive. After its successful reincarnation in 2004, the Flurys Swiss Confectionery Pvt. Ltd has got into an agreement with Spencer's Retail Ltd. to launch 11 outlets in the Spencer's Dailies in the next six months.

The first one of these 100 sq ft outlets has opened its doors on 30th March, at Tollygunge, Springdale, 2 N. N. Dutta Road, Calcutta – 700 040. The next two will come up in Beliaghata and E M Bypass shortly. Spencer's is the oldest organized retail brand chain in India with 144 years heritage and is currently owned by the retail group under RPG Enterprises.

On this occasion, Mr. Vijay Dewan, Managing Director, Apeejay Surrendra Park Hotels, says, "The tie-up with the Spencer's is a new milestone in the history of Flurys and will increase our reach across Calcutta. Now Flurys products will be available for our customers at ease. I am happy to announce the entry of Flurys in the retail business."

The Apeejay Surrendra Group has owned Flurys for over 40 years. Priya Paul, Chairperson, Apeejay Surrendra Hotels is overseeing Flurys. Flurys today, is undoubtedly the only brand of its kind in the country, popularizing fine European traditional confections for decades.

Flurys also announces the joining of its new Executive Pastry Chef, Christian Wild from Austria. Chef Wild will be in charge of all the Flurys outlets and comes with an immense experience of 30 years in retail and has worked with several prestigious names in the hospitality industry like Movenpick, Meridian, Shangri-La, Imperial and Hilton.

The 11 Flurys outlets in the Spencer's Dailies will stock the famous Flurys confectionary products known for generations, along with tea, coffee, bakery and Flurys branded packaged teas. These outlets will cater mostly to residential areas and work as take aways all across the city.