



VEERASWAMY

1926

PRESS KIT

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www.veeraswamy.com

Part of MW Eat portfolio of the 3 best Indian restaurants in London:

AMAYA – in Belgravia / Knightsbridge
CHUTNEY MARY – in St. James
VEERASWAMY – in Piccadilly, Regent Street

UK's first ever fine dining Indian restaurant
Celebrating its 90th anniversary in 2016 as does HRH The Queen.
Nominated by National Geographic as the best Indian restaurant in the world
Awarded with a Michelin star in its 2017 edition.

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Michelin Guide 2017

Zagat Guide 2013

National Geographic – The 10 Best of Everything, Third Edition 2012

Trip Advisor – *Selection of latest comments*

HISTORY OF VEERASWAMY

LONDON 1926 – 2018 — 92 Years

Veeraswamy was established by Edward Palmer, the great grandson of General William Palmer, Military and Private Secretary to Warren Hastings, the first Governor-General of India and a North Indian Moghul Princess, Faisan Nissa Begum. Edward Palmer's grandfather William Palmer was also a trusted General and banker to one of the world's richest men, the Nizam (King) of Hyderabad, an area which covered most of southern India.

Palmer came to England in 1880 to study medicine. But his passion for Indian food influenced by his native grandmother in Hyderabad – led him to set up in a spice business in 1896 and selling including pickles pastes, chutneys - Major Gray's Mango Chutney.

Veerasawmy's restaurant (note original spelling) was established in 1926 on Regent Street with a menu comprised of recipes from Edward's roots with which he hoped to educate Londoners on the exotic Indian cuisines.

This success was built upon by its next owner, Sir William Steward M.P, who bought Veeraswamy in 1934 and owned it for over 30 years up to 1967. And whose printer accidentally changed the name to **Veeraswamy**.

It continued to be a favoured destination for royalty, the rich and famous, and the British returning from India with a craving for Indian food.

As he described in a handwritten short history of Veeraswamy, Sir William travelled over 200,000 miles to and within India and surrounding countries to find recipes, artefacts and staff, endeavouring to create the finest Indian dining experience.

He brought the tandoor to India in the early 50's shortly after it was introduced into Delhi in the late 40's.

It was customary for passengers disembarking from P&O liners travelling from India to book at Veeraswamy to get together as well as to meet their family and friends in London during their stay.

Older guests coming now to Veeraswamy recall the visits with their grandparents and reminiscence about the turbaned tall doorman, and the "punkawallahs" in the restaurant pulling the huge cloth fans.

The King of Denmark used to visit **Veeraswamy** whenever he came to London and decided to ship out a cask of Carlsberg beer to be stored in Veeraswamy and served to him whenever he ate curry.

Veeraswamy rapidly achieved international acclaim. It was a haunt of Edward, Prince of Wales, whose coat of arms was hung outside the door, and of visiting royalty and dignitaries.

Indian Maharajahs travelling to London used **Veeraswamy** for entertainment of their English friends, and their own dining. After sir William sold the restaurant in 1967 it was owned by a succession of Indian owners.

In 1948 **Veeraswamy** was appointed to do the catering for the Indian contingent at the London Olympics.

In the seventies and eighties, **Veeraswamy** lost its glamorous reputation and became a traditional type of Indian restaurant.

Namita Panjabi and Ranjit Mathrani acquired **Veeraswamy** in 1996 and soon after refurbished the restaurant, as a contemporary Indian restaurant.

The change into a very modern Indian restaurant with a fresh take on an original Indian menu was not without its takers. Andrew Lloyd Webber wrote a story on it on the back page of the Sunday Telegraph, Charles Campion praised it and Time Out gave it the Best Indian Restaurant award citing.

The menu at that time introduced the moilee sauce, with mussels, like an Indian moules marinière, and appam (hoppers) with chicken stew, both favourite dishes Kerala – Namita Panjabi spent considerable time in Kerala working with cooks 'housewives there who had excellent tables in their sprawling garden homes and spice gardens.

In 2003 **Veeraswamy** was invited to supply food on Air India flights out of London for the First and Business Class.

In 2005 the restaurant was restored to capture the history of the original **Veeraswamy** in spirit and décor.

The inspiration was the ebullience of Art Nouveau of the 1920's and the Maharajas Palaces in India which were lavishly decorated in the early part of the twentieth century. With handwoven floral carpets, glass paintings of Rajasthan and East India Company Bengal, Kalighat paintings of the 1920's, **Veeraswamy** sprang again into life. And has continued in the same spirit and style for the last 11 years.

The cuisine at **Veeraswamy** since then has combined classical dishes of India along with a range of contemporary and innovative Indian food.

In 2008 **Veeraswamy** Chefs were requested to come and cook food for a function hosted by the Queen at Buckingham Palace, the first time an outside caterer was asked to do so for any cuisine.

Like Sir William Steward, the present owners, along with Camellia Panjabi a Director of the owning Company have also travelled extensively the length and breadth of India in order to procure relevant artefacts, culinary staff and to research the traditional recipes in order to present the classical and contemporary regional cuisines of India.

The current menu celebrating 90 years in 2016 presents some interesting Royal Indian dishes as well as a selection of favourite dishes over the years. Particular attention has been paid to present some rare and outstanding dishes from the legendary kitchens of the Nizam of the Hyderabad, the hometown of Edward Palmer and cuisines he so loved as served in the homes of his forefathers.

The chef of **Veeraswamy** was sent to Hyderabad to live in the home of one of the aristocratic courtier families who had been close to the Nizam family. And from there arose the inclusion of the famous Hyderabadi dopiazas, which were traditionally made with local lime, or oranges or plum, and the true Hyderabad biryani.

Along with RULES and WILTONS, **Veeraswamy** is among the three oldest restaurant institutions of London. It is perhaps the oldest Indian restaurant in the world, as there is no record in India of an Indian restaurant earlier than the 1940s.

The name of the owning company is MW Eat, and other fine dining Indian restaurants in the group are Chutney Mary and Amaya in London.

Veeraswamy is the sixth oldest shop tenant of Regent Street, the older ones include Liberty's, Hamleys, Hackett and Churchill Shoes.

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VEERASWAMY'S FACT SHEET

Background:	Situated in a prime location overlooking London's Regent Street, Veeraswamy is UK's oldest Indian restaurant. Established in 1926, it offers classical cuisine from several regions of India, with a particular understanding of the food that is prepared in palaces and gourmet homes. Michelin star in 2017.
Décor:	In keeping with its rich, princely and 'roaring 20s' heritage, Veeraswamy's opulent interiors offer a timeless aura of sophistication.
Address:	Victory House, Regent Street, London, W1B 4RS
Telephone:	020 7734 1401
Fax:	020 7439 8434
Website:	www.veeraswamy.com
Social media:	Twitter: @theveeraswamy Facebook: IndianFineDining Instagram: @veeraswamy.london
Owning Company:	MW Eat
Directors:	Ranjit Mathrani, Camellia Panjabi, Namita Panjabi
Cuisine:	The classical and Royal cuisines of diverse regions of India, with contemporary influences.
Signature Dishes:	<u>North Indian dishes:</u> Kashmiri Roghan Josh, Chicken Makhani, Shahi Patiala Raan <u>South Indian dishes:</u> Raja of Travancore Prawn Curry, Lobster Malabar Curry <u>Western Indian dishes:</u> Roast Duck Vindaloo
Awards:	Michelin Star in 2017 Michelin Guide Named as one of the World's Ten Best Destination & Special Restaurants by National Geographic
Lunch:	A la carte menu with lower prices than dinner. Business lunch 2 courses £26, 3 courses £30
Sunday Lunch:	2 courses £32.50; 3 courses £37.00 from the A la Carte Menu. Dishes consist of popular Sunday family dishes, such as Chana Bhatura and Tandoori Raan.
Pre & Post Theatre:	2 courses at £28.00; 3 courses at £32.50
Average price per head:	Lunch: 3 course meal from a la carte with beverage £55 to £60 Dinner: 3 course meal from a la carte with beverage £85 to £90
Wines & Drinks:	Every wine on our list is exceptional & compatible with our regional cuisine. Our cocktails are blended with fresh seasonal ingredients and presented in true exotic cocktail style.
Private Dining:	Seats 22 seated; 50 standing
Opening Hours:	Monday - Friday 12 noon – 2.15 pm (last orders 2:30pm) & 5:30pm – 11pm (last orders 11:15pm) Saturday 12.30 – 2.30 pm (last orders) & 5.30 – 11 pm (last orders 11:15pm) Sunday 12.30 - 2.30 pm. (last orders 2:45pm) & 6.00 – 10.00 pm (last orders 10:15pm)
PR Enquiries:	Camellia Panjabi, Group Director cp@realindianfood.com Anca Bontea, Marketing Manager Fine Dining marketing1@realindianfood.com



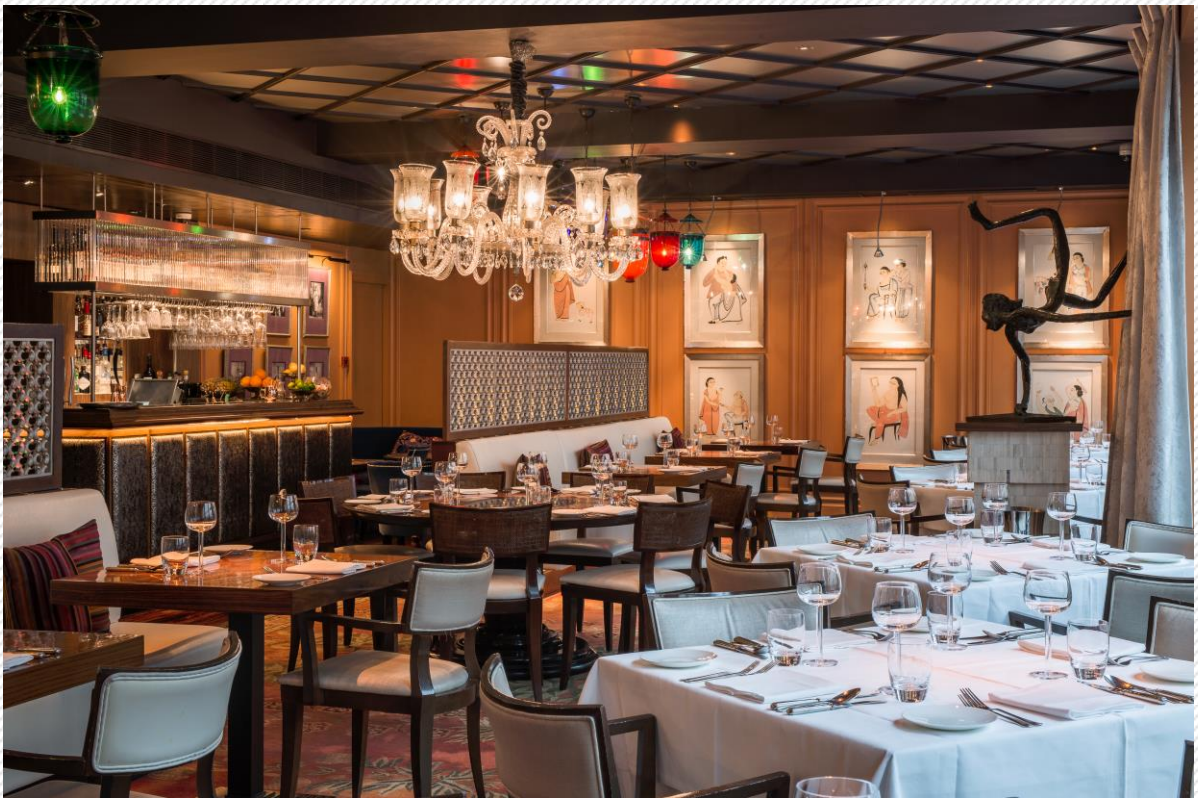
VEERASWAMY – OLD & NEW - PHOTOS



Veeraswamy - 1926



Veeraswamy - 1950



Veeraswamy - 2018



INTERIORS & AMBIENCE

The first of its kind, Veeraswamy has been offering the finest in classical Indian cuisine since 1926.

Situated on a mezzanine floor above Regent Street, enjoy superb views whilst relaxing in opulent Raj-inspired surroundings.

Tables on the street side of the restaurant have remarkable raised views onto the quintessentially provocative London landmark on Regent Street, while romantic tables for two enjoy the quiet and quaint Swallow Street. All tables have a sprinkle of fresh scarlet rose petals along with very fine tableware and finery.

During the day, the room is flooded by natural light from the surround of windows. By night, the mood takes on a glamorous allure, with the profusion of multi-cultured glass ceiling lanterns from Jaipur emitting a soft light alongside the brilliance from the chandeliers.



The restaurant



The Palmer Room seats up to 22 guests

COCKTAILS



1926 cocktail



Royal Salute cocktail

Fruity, refreshing and infused with aromatic syrups, classic cocktails are created with a spicy twist to be enjoyed before or with the meal.

WINE

The wine list, created by Justin Howard-Sneyd MW features small, artisanal and upcoming producers alongside iconic winemakers.

The list incorporates old world and the new world wines. The selection includes fine and great value Bordeaux and Burgundy, Italian classics, Portuguese Douro. In addition, for those looking for the interesting and trendy, a range of wines such as an Austrian Royal Tokaji (Furmint), an English sparkling and still wine (Bacchus wine), a Greek Assyrtiko, a Canadian Pinot Noir from Niagara, and a South African Mourvedre from Swartland make up the list. A selection of southern hemisphere wines from New Zealand and Australia are also featured.

Bottles of wine start at £28, while wines by the glass (178ml) from the list range in price from £8 to £45.

Every wine on our list has been chosen because we know it tastes great. Combined with our food it makes the wine taste better. And the wine makes the food taste better.



REVIEWS

MICHELIN GUIDE 2017 AWARDS
VEERASWAMY WITH ONE MICHELIN
STAR.

It may have opened in 1926 but this celebrated Indian restaurant just keeps getting better and better! The classic dishes from across the country are prepared with considerable care by a very professional kitchen. The room is awash with colour and it's run with great charm and enormous pride.

ZAGAT GUIDE 2013

Zagat has suspended the publication of guides in recent years.

Snare "a window table overlooking Regent Street" at this "iconic" Mayfair "landmark" in Victory House (since 1926) that tenders a "spectacular array" of "inventive" Indian dishes presented with "verve" by "skilled" staffers; the "glittering", "luxurious" setting suits "business lunches and couples' dinners" alike, and even though the pricing is "high-end", it's highly-recommended" for a "first-class" experience.

NATIONAL GEOGRAPHIC
10 BEST OF EVERYTHING, 2012

Undoubtedly the best Indian cuisine in the world. The menu features classical dishes from throughout India as well as contemporary creations prepared by a team of regional chefs, each producing their specialties. The restaurant décor is equally spectacular.

TRIP ADVISOR – LATEST REVIEWS

naturelover047
15/04/2018

Delicious Indian food

Veeraswamy did not disappoint. Excellent Service, delicious food and really pleasant surroundings. Well worth a visit.

Milaa-123
12/04/2018

Love this place

I love this place the restaurant is beautiful from inside and so is the food although the portions are small especially the naan bread. Service is good but this place is very very expensive.

Lonsdale2

12/04/2018

Superb food

This was a special birthday celebration and also the first time we had dined at the restaurant. It certainly was a cut above other Indian restaurants in terms of service and quality of the dishes. The portion sizes were perfect and the naan bread was the best we had tasted.

RoamingScot

11/04/2018

Enjoyable, if pricey

We had dinner at Veeraswamy for the first time a couple of weeks ago.

The ambience is certainly old-world, but that's to be expected in what is clearly an institution. We found the service to be friendly and helpful - we were given a lot of advice without feeling in the least bit patronised.

A view over the street can be hard to get if you're dining as a couple, since most of the tables at the window were set for 4 when we were there.

However, the main point is the food, which we thought was excellent. Being from the West of Scotland, we have had more than our fair share of curries, but Veeraswamy was a cut above. Some of the flavours and the combinations we ate were, quite simply, new to us, and delicious. Even old favourites were beautifully executed.

It wasn't exactly cheap, but then it wasn't exactly your average Indian restaurant. We'd happily go back again.