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BRIGADE Essence

THE NEWSLETTER OF BRIGADE HOSPITALITY SERVICES PVT. LTD

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At your service...always!

Brigade Hospitality ties up with Accor



From left to right: Uttam Dave and Kirti Anand from Accor; Vineet Verma, M.R. Jaishankar and Anil Kumar from Brigade Group.

Brigade Hospitality has signed a management agreement with Accor Hospitality for the management and operation of our serviced residences project in Bangalore—to be called **Mercure Homestead Residences**.

Mercure Homestead Residences is located in the upmarket Koramangala area of Bangalore. The complex will feature 126 studio, one-bedroom and two-bedroom units; an all-day dining restaurant; health club; swimming pool and spa—and will display an innovative style

of interior design.

Speaking on the occasion, M.R. Jaishankar, Chairman and Managing Director, Brigade Group, said, "We are delighted to be partnering with Accor Hospitality, the world leader in the hospitality business. The Mercure Homestead Residences will set new standards among mid-scale serviced apartments in India and will be a valuable addition to Bangalore's hospitality supply."

Brigade Homestead 4 launched!

The Brigade Homestead chain is growing longer! Brigade Homestead 4, at Jayanagar 8th Block, was launched on 9 April. M.R. Jaishankar, CMD, Brigade Group, and Vineet Verma, CEO, Brigade Hospitality, hosted the event. Scott Winks, VP—Professional Services, Intec, and Rathi Dasgupta, MD, Intec-India, were the Guests of Honour.

Brigade Homestead 4 features 28 residences, of which 13 are single-residences with extra-wide beds. A Café Coffee Day Lounge is another feature that is exclusive to Brigade Homestead 4. It also offers a choice of pillows from which customers can choose—taking personalised service and comfort to a new level.

A FEW GLIMPSES OF BRIGADE HOMESTEAD 4



Scott Winks officially launches Brigade Homestead 4. From left to right: Philomena, Vineet Verma, M.R. Jaishankar, Scott Winks, Gurmeet and Balram Menon.





From the CEO's Desk

It is with a measure of pride and satisfaction that we present to you the second issue of our in-house hospitality newsletter—*Brigade*

Essence.

The past few months have seen some hectic activity at Brigade Hospitality, where we have striven to achieve a number of important milestones. We are happy to announce yet another partnership: we have now linked with Accor Hospitality, a world

leader in the hospitality domain, for the management and operations of India's first Mercure Residences, to be known as Mercure Homestead Residences, in Koramangala. We are looking forward to a rewarding partnership with Accor in the days ahead.

Brigade Homestead 4, our next offering of 28 serviced residences, at Jayanagar 8th Block, was formally inaugurated on 9 April. The initial feedback on the residences, from the guests who were present at the inauguration, has been extremely encouraging and we are hopeful that Brigade Homestead 4 will receive a good response from our valued patrons.

In this edition, we inaugurate "*Celebrity Speak*", a column in which celebrities



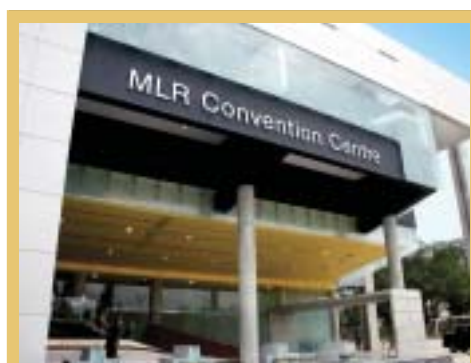
from the world of hospitality will be invited to share their experiences and anecdotes with *Brigade Essence* readers. I am sure this will make for very interesting reading. We begin the series with an introduction to dessert wines, written by Aslam Gafoor, who is, amongst many other things, a connoisseur of fine wines.

We hope you will enjoy reading *Brigade Essence*.

Vineet Verma
CEO
Brigade Hospitality



We look forward to hearing from you!  Send your feedback to essence@brigadegroup.com



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Guests' Comments

"Thank you very much for a very enjoyable stay at The Woodrose. Everything was top-notch and the service was excellent across the board. I really enjoyed my stay and will recommend it to all my colleagues visiting Bangalore. I look forward to staying here again."

—Howard Lipkins, Group Director, Credit Policy, HSBC

"A wonderful, warm place to stay, especially after a surgery. Staff is very friendly, warm and accommodating. I hope to get married here one day!! Thank you very much."

—Gina M. Crane (Room Guest)

"It was perfect for our needs. Everyone—reception, waiters and cleaners—were accommodating, thoughtful and most helpful."

—Gail and Paul Parker (Room Guest)

"Staff is so friendly and helpful. I really appreciate access to e-mail. Keep up the good work."

—Hania White (Room Guest)

"You have an excellent facility and staff. The manager and his staff were all great and accommodating. For our first visit to India, this has been a great experience!"

—Harold and Wanda (Room Guest)

"It's always 'satisfaction guaranteed' at The Woodrose Salon."

—Sujata Mukherjee (Member, The Woodrose)

"AWESOME!! That's the experience I have everytime I visit the Salon. Very professional and friendly staff. Thank you for making me feel beautiful every time."

—Saumya (Member, The Woodrose)

Come, build a career with us!

Brigade Hospitality Services Pvt. Ltd (BHSPL) manages a wide portfolio of projects that include serviced residences, exclusive clubs, a multi-purpose convention centre, luxury hotels, resorts and spas. Many world-class brands have partnered with us for our upcoming projects.

We are looking for experienced, passionate and self-driven professionals across

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The Woodrose Club:

- The Blue Room
- Open-air stage
- Terraced courtyard • Guest rooms

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A busy season at Brigade Hospitality

As always, it's been a busy, exciting, fun-filled time at Brigade Hospitality. Some of the specially noteworthy events that took place since our last issue of *Brigade Essence* include:

Holi at The Woodrose

Holi was celebrated in true traditional fashion. Festivities featured *thandai*, special *gujja*, songs and lots of fun-moments—followed by a typical sumptuous Holi lunch.



Holi celebrations in The Woodrose Central Courtyard.

Several Tournaments

The **Badminton, Snooker/Billiards and Tennis Tournaments** held in 2007-08 culminated on 23 December 2007. Abhai won both the Billiards and Snooker titles.

To honour the winners, a **Gala Dinner** was held on 1 February. Chief Guest C.V. Renganathan, former Ambassador to China, distributed prizes to:

Abhai (The Woodrose Rolling Trophies for Snooker/Billiards);
Anand Chinnaswamy and Ronnie Sehgal (Tennis—Men's Doubles); and
Ronnie Sehgal (Tennis—Men's Singles)



The prize distribution ceremony.

The Brigade Millennium Cup 2008

A total of 15 teams (including 2 women's teams

Kumar, Vivek Vishwanathan and Brijesh Chopra. Our special thanks to Appiah for the set and décor at the venue; to Bhanu, A.N. Ramesh and friends, for the lighting and visual effects; and to Genesis Technologies, Essilor India, Brigade Group, Firepro Systems, Deutsche Bank, United Spirits and Raja Magnetics for sponsoring the Mega Event.



Brigade Millennium Cup Awards function.

and 4 boys' teams) participated in the Brigade Millennium Cup 2008, organised by the Cricket Co-ordination Committee. The event, conducted for over two weekends, starting from 16 February, culminated in the grand finale on 24 February.

A record number of 210 participants had battled it out for the coveted cup.

A **Gala Dinner** was organised on 29 February, to felicitate the winners of the Brigade Millennium Cup 2008. Actor Priya Mani, Chief Guest of the evening, and Vineet Verma, CEO, Brigade Hospitality, presented awards to the winners and runners-up:

Men's Teams

Winners: Chalukya, led by Arnab;
Runners-up: Maurya, led by Gautham.

Women's Teams

Winners: Daffodils, led by Shobha Raghavan;
Runners-up: Tulip, led by Vidhya

Under-14:

Winners: Team Gardenia;
Runners-up: Team Millennium

Under-10:

Winners: Tigers; Runners-up: Leopards

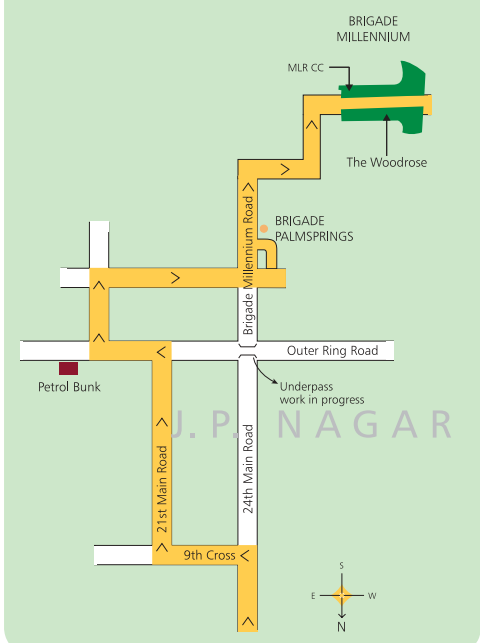
The tournament was organised by our four stalwarts—Gautham Janardhan, K. Pradeep



A cricket match in progress.

Underpass at the 24th Main Road–Ring Road Junction

With the underpass work in progress at the 24th Main Road–Ring Road Junction, you will now have to take a slight detour at 9th Cross, 24th Main Road, to reach Brigade Millennium Road...and The Brigade School, The Woodrose Club and MLR Convention Centre within Brigade Millennium.



C A L E N D A R					
augusta			THE WOODROSE		
July	1st to 26th	Swimming Coaching Camp	5th	Mehendi Competition	
	1st to 31st	Yoga Classes	19th	Home-made Sweets Competition	
Aug	1st to 31st	Yoga Classes	9th	Inter-school Quiz Competition	
	14th	Independence Day Eve Function	14th	Independence Day Eve Function (Ghazal night)	
Sept	1st to 30th	Yoga Classes	6th	Flower Rangoli Competition	
	27th	Magic Show	20th	Bhule Bisre Geet	

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61 YEARS
of Independence



Greetings from all of us at Brigade Hospitality.

THE SWEET & STRANGE WORLD OF DESSERT WINES

by Aslam Gafoor



DESSERT WINES tend to be thicker, richer and higher in alcohol content than regular wines, due to the large amount of sugar in the fresh juice. They are fascinating not only for their sweetness, but also for the many complicated and unusual ways in which they are made.

The why and what of "noble rot"

Some of the most famous dessert wines—like the Chateau d'Yquem of Sauternes (Bordeaux, France) and Tokaji Aszu of Tokaji-Hegyalji (Hungary)—are made from mouldy grapes, intentionally infected with a form of grey fungus called Botrytis. This is brought about by the partial drying process known as 'noble rot'. The late harvesting of these wines allows their natural sweetness to further increase. These very, very ripe grapes, when picked at a certain point, can produce particularly fine and distinctive sweet wines with a bold array of flavours like honey, peach, caramel and apricot. Some of the finest Botrytised wine grapes are literally picked berry-by-berry, and the wine can be very expensive due to high cost of production.

Serving etiquette

A general rule is that the wine should be sweeter than the food it is served with—a perfectly ripe peach has been described

as the ideal partner for many dessert wines. Often, the wine itself can be a dessert, but bakery sweets or fruits can make a good match. A development of this matching of contrasts is a rich savory dish like the fole gras, a traditional partner to a few well-established French dessert wines. Dessert wines are ideally meant to be served chilled in small wine glasses (average pour of 2 oz).

Most of my great sit-down meals have often concluded with the serving of dessert wines offered alongside desserts and petits fours. International dessert wine labels are not easily available off-the-shelf. I have tasted two good Indian dessert wines; both made in Nashik. You will find a good selection of dessert wines in most premier dining establishments—at a premium price.

Aslam Gafoor is a foodie, wine connoisseur, freelance writer and hospitality professional. He has been associated with leading companies and is Vice Charge de Missions, Chaines Des Rotisseurs, Committee Member of the Bangalore Wine Club and Member of SKAL and the Wine Society of India.



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Brigade PalmSprings

Brigade Millennium Rd, J.P. Nagar
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