

# at fat cat





## All New At Fat Cat – Bar & Bistro

## <u>Objective</u>

- To position At Fat Cat Bar & Bistro as the coolest new hangout in the suburbs.
- To garner editorial coverage and build the brand over time
- To generate hype and buzz about At Fat Cat Bar & Bistro through media and create an excitement about the food and the ambience.

## <u>PR Strategy</u>

- Knowing the target audience .
- Create a crafted PR Plan
- Create, maintain, and protect the organization's reputation; enhance its prestige; and present a favorable image.

# All New At Fat Cat – Bar & Bistro

## <u>Result</u>

- Fat Cat Café received stupendous reviews from the hospitality media ,celebs , food critics and the '*aam junta*' as well.
- Fat Cat Café was one of the most eminent places and was an easy pick for various celebrity Events and Parties.
- Fat Cat Café became the most sought after café for various occasions be it Valentines Day, the World Cup, IPL, Special Mother Day Brunch or the Sunday brunches.

### νινα lα ASTA



#### and among Mumbaikars

d freeh pasta. Shella, rib-wheela, how ties, our plaite of Mumbuila ardie, spaghetti and lin-polar ones. There are as , such as sortelilini, a is filled with meat,

Ingredients: petables. a belleve, that each pasta is 60g butter 5g sage fresh 68 g vegetable stock 2g salt sauces and the ingredients it is ith, pasta can offer a brilliant 3g pepper crushed

For casoncelli pasta site. Presh ingredients make a rence. Basically sauces can be based, tomato-based, witze-traditional "no-cook" pasta to. Carbonara and Alfredo are to our bonara and alfredo are

80.532 For stuffing



AT FAT CAT

**Mid Day** 

All December 2015 and a with fish It is a regional free Leabards free Leabard

#### For casoncelli pasti dough 350g refined flour 150g semolina 4 oggs 10 ml refined oil and cut by a seven cm 40g tomato par

A favourite among Italians, pasta has emerged as the favourite food in the world 

A VE NEEDED. For the pasta dough

stock season with s and pepper. In a pot boil plenty of water, add salt and cook th salt. Break the eggs in and mix. Add the toma to paste and knead the dough). Roll the pasta

recipe by Bill



With the weather cooling down, After Hrs scouts the town for some appetising noodle dishes

Sanava Chavda literal meaning of Phad Thai is Thai style frying. "This dish is read-ily found at roadside stands in Thai-land and is always stir-fried in a wol The rains are finally here and the damp cool days call for something warm and conforting. There's no bed-ter food to corry up with than a bowl of moofiles. Instead of turning to your flowurite two-minute variety, chefs in restaurants across the city offer some tastier options. From the Burnese A heady combination of attr-fried rice noofles with or without egg. tamarind juice plus any co

are sure to find som your tastebuds. MEE GORENG -YAKI UDON NOODLES -JAPAN

#### INDONESIA

ance Mu long to the family of the Chin

JAPATM JAPATM Valyer Kamstin, Chef Par Car Café Bar A Bistro seplatars, "Yaki Glon, better kan better seplatars, "Yaki Glon, better better separation of the separation of the seasoned with a sop-based same outhining sake miritin office withol and same along with most and we separation of the season of the season to the season of the season of the terminal by adding bell peopers, bean growth, makeron as gridge morsels of most. The block, springer blocks of most. The block, springer blocks of most. The block of great texture to generative and great bacture to the season of the season of the season of the first of the season of the season of the season of the first of the season of the nts but also add great texture t

KHOW SUEY - BURMA Chef Nikhil Chib, Bu

says, "Khow sizey is a coconut-curry that can be made with ch prown or vegetables and then p over egg noodles. An array of ments comprising celery chill



**DNA** After hrs PHAD T THAILA



#### LAKSA - MALAYSIA Chef Rohin Batra, Senior Kit

Chef Joo Kiang NG, Chinese Exe rs Court, Re

Chef Vijay Kamath of At Fat Cat-Bar and Bistro shares his recipe of an Asian fusion pasta prepared using the Eastern chef Asian spices HASSAN M. KAMAL You can't always say that it's the Italians alone who have made

palate pleaser

pasta the world's most least that's what chef Vijay Kamath from At Fat Cat — Bar & Bistro seems to be determined to prove. The chef has come up with a new menu at the restaurant offering fusion pasta recipes. The items on the menu focus on how the Asian continent has brought in it own influences to the Italian dish. "Today pasta is a very popular dish in the East, and a lot of it has to do with the 3 thep olive oil trend of new spices being introduced to Western 5g galangal 5g bird eye chili introduced to ecipes," says chef Kamath, 5g lemongrass adding, "What we have done 100 ml coconut milk is brought together the staple pasta diet of the West along 60g mushroom with exotic curries and sauces of the East. So, we ave penne cooked with spicy ndonesian sambal sauce.

CURRY

INGREDIENTS

50g red/yellow capsicum 40g broccoli 40g baby corn 40g zucchini spaghetti cooked in Thai red 20g green curry past 4-5 pcs cherry tomatoes 20g butter curry and penne with basil chicken among others. The addition of the Eastern sauces makes it a mouth Salt to taste 1 thep sugar watering treat," he adds. Chel Kamath is sharing the recipe of the spaghetti cooked Thaj red curry.

than eight minutes to cook past just enough for any pasta recipe lowever, it's advised to read th sliced lemon grass and basil eaves. Sauté the ingredients for half a minute till a good aroma is released. Add the green curry paste in the pan and sauté the mixture for approximately 30 seconds Add half a cup of water to the pan, leave the vegetables in the pan and continue to sauté. After the vegetables are boiled, add coconut mill and sauté till the milk thick ens. In a separate pan tos the boiled snaghetti in but

When pasta met

packet instructions carefully a some may need a longer dural Be careful not to over-cook pasta as it may led to a rathe mushy plate of pasta at the end, mushy plate of pasta at the end. The best way to cock pasta is to boil water in a large pot, then add salt and a teaspoon of oil. Then slowly flow in the pasta into the pot. And cook for eight minute Ensure that the pot you are usin to cook pasta is large enough fi the pasta to move freely in th water otherwise it may not coo

Mumbai Age 🖪



Asian Age SPAGHETTI THAI GREEN

The boring, run-off-the-mill cat has been

replaced by a far more fun-loving, high spirited

one! We're talking about At Fat Cat replacing

the Italian fine dining restaurant - Fat Cat

Café. The jovial owner of At Fat Cat, Visay

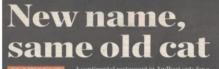
to add more fun to the bar.

and 9 to 5ers. Friday being their Karaoke night, we also saw groups of youngsters waiting for their chance to get hold of the mic

and start singing merrily. We started off with Strawberry Daiquiri (\$225) and Peach Mojito (\$220) which were deliciously potent. For starters, we tried the Japanese Chicken Yakitori (₹240), Chicken Satay (₹225), Paneer Kung Pao (₹250) and Paneer Satay (\$200). The Japanese Chicken Yakitori, with bell peppers in a mouth-watering sauce, stole the show. We also liked the cheesy, thin crust Sciliana Pizza (₹225). We tried the Blackened Grilled Cottage Cheese Steak (₹300) and Vegetarian Khao Suey (₹235) as main course. The Blackened Grilled Cottage Cheese Steak was tender and juicy. I am not a paneer fain, but even I couldn't stop gorging on it. The Khao Suey was perfect with At Fat Cat is the perfect place to visit if you

Kamath, tells us that the transformation aims The dimly-lit ambiance lends the place an easy going atmosphere and is divided into an the noodles and delicious Thai curry. outdoor seating area, bar and indoor seating, with sufficient space between tables for want a light, chilled-out evening without burning a hole through your pocket. privacy. The fun factor is apparent when you see waiters in shirts with funny one-liners such

as, 'I don't reper and 'I drink to r Afternoon DC We visited At evening, but it s people from fa



change in name in the effort to position itself as a hip, new hangout. The GUIDE drops by to find out if the change is more than cosmeti RUCHIKA KHER

And so it goes



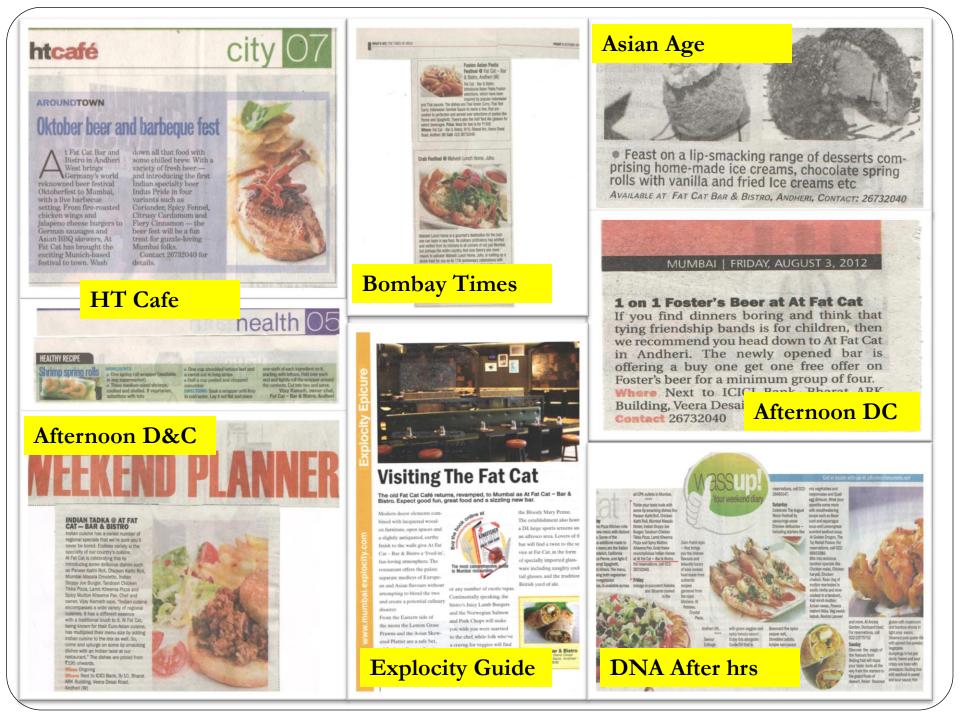
Time to work the vib



THY THE ICE CREAMS AT KAMATH'S







## Thank You

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