



MKC

MADRAS KITCHEN COMPANY



SPECIAL STORY: DIVIDED BY STATE BOUNDARIES, UNITED BY FOOD | page: 2

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NAMMA CHENNAI

MKC Weather Forecast: Always Pleasant

MKC News Network

MADRAS KITCHEN COMPANY ARRIVES

A JOURNEY INTO COSMOPOLITAN CHENNAI VIA MADRAS

MKC News Network

CHENNAI: Several restaurants across Chennai and India may celebrate the cuisine of Tamil Nadu, fewer still may celebrate the cuisine of Chennai; yet none may celebrate the beautiful spirit of the city. "Cities across the world may have their own charm. Being a true Chennaite, I

believe it is very important to celebrate the city's spirit," explains Lakshmanan Ramanathan, General Manager, The Westin Chennai Velachery..

What is the spirit of Chennai? Says Kapoor, Restaurant Manager, MKC, "I may be a North Indian, however, I have spent more than ten years in this city. Chennai is a city where age, religion, caste have no bar. There is a place for everyone. It is the true definition of Cosmopolitan."

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CHENNAI FACT CHECK

- The first city to have introduced a vast Wi-Fi network in India.
- Spencer Plaza, the oldest shopping complex in India was built in Chennai in 1863.
- Guess who has the second longest beach in the world? Yes, it's Chennai. (Marina Beach)
- Chennai being the automobile hub of India, it is also known as the motorcity of India.
- Chennai's Anna Centenary Library is Asia's largest library.
- Chennai's Chepauk M.A. Chidambaram stadium is the oldest cricket stadium in India.
- Chennai is the place where personalities like A.R Rahman, Grandmaster Vishwanathan Anand, Kamal Hasan, CV Raman and Indra Nooyi were born.

Too Much On Your Plate: Study

MKC News Network

CHENNAI: An independent study claims that a lot of food wastage takes place on a daily basis at hotels and restaurants. Some of it could be blamed on the large portion sizes served to guests. Unable to wipe their plates clean, the guests end up wasting a lot of food collectively.

MKC aims to fetch a solution to this problem by introducing Small Plates - a mini portion of the usual preparations that keeps food wastage at a bare minimum. To spot a meal from this category, watch out for the © mark. Small Plates are sure going to be the next big thing.

INDIA & THE ORIENT: A CULTURE WORTH SHARING

MKC News Network

CHENNAI: Be it just a simple meal or a festive celebration, for many centuries, sharing food has been more than just a virtue in India. It has been a culture. It is believed that our ancestors made sure to feed everyone around them before they sat for a meal. Even a great Tamil epic talks about Aputran, an

abandoned man on an uninhabited island with an inexhaustible pot of food. The legend preferred to die of starvation rather than eating alone, without being able to share it with someone. Similarly, there are numerous other examples that establish India as the land of sharing. Sharing food is an

inevitable part of Indian culture. It is a matter of pride that our tradition of sharing has survived through all the changing times. Even today, Indians continue to celebrate this tradition. Put into another perspective, we treat sharing as an expression. An expression of love, and an expression of care. China, one of India's

immediate neighbours, also believes in the same philosophy. In fact, both the Indians and the Chinese believe in breaking bread or eating meals with their families, everyday.

Awe-inspired by this beautiful culture, MKC introduces several preparations that aim to pamper the bond of sharing, as it pledges to keep the tradition going.



-SMALL PLATES-

©

VEG.

- Amul cheese and crushed guntur chilies toast, tamarind sauce ₹265
- Skewers of thai red curry flavored baby corn, coconut and water chestnut, side of som tam and tamarind mayo ₹265
- MKC style vada pav, dry coconut garlic chutney, fried green chili ₹215
- Wok tossed baby potato, water chestnut, sprout, black pepper sauce ₹250
- Ghee tossed podi idli, vegetable korma, shallot chili coconut relish ₹325
- Tiffin caddy of kadala curry, string hopper, coconut milk, jaggery ₹305
- Curd rice, Spiced aloo, Rice vadam, Pala oorugai ₹335
- Vazhaipoo vadai, rosapoo chutney ₹250
- Crackling spinach corn, chilli sauce ₹265
- Khaman dhokla chaat, tamarind chutney, sev ₹295
- Tofu Chilli tempura, Shiitake, Chestnut ₹325
- MKC style paneer makhani Maggi, cheese ₹265



-SMALL PLATES-

©

NON-VEG.

- Thai shrimp garlic toast, shallot chili cucumber relish, spicy chili garlic sauce ₹405
- Wok tossed Mahi-mahi fish, tossed with black bean, assorted chilies, onion, Sichuan peppercorn ₹405
- Mongolian chicken satay, pickled chili cucumber ₹365
- Nethili meen fry ₹365
- Internationally sourced crunchy pork, chili plum sauce ₹425
- Mutton sukhhha, neer dosa, thecha, muthi pyaz ₹465
- Banana wrapped Mahi-mahi meen polichattu, coconut and shallot sambhal, rice appalam ₹465
- Chicken bullet chili, peanuts ₹365
- Sliced lamb, dry red chili, onion, coriander cumin ₹425
- Haleem, saffron khasta roti, side of brown onion, coriander, chopped boiled egg ₹400
- Thai basil chicken wings ₹365
- MKC style murg makhani Maggi, fried egg ₹315
- Vanjaram meen varuval, raddish chili salad ₹610



DUMPLINGS, BAOS, WRAPS

MKC News Network

Steamed dumpling, light soy, ginger, scallion, chinkiang vinegar and chili broth (4 pieces)

- baby corn, broccoli, zucchini and carrot (v) ₹315
- sesame oil, scallion flavored chicken ₹335

Pan seared bao, spicy garlic sauce, black bean sauce (4 pieces)

- assorted mushroom - black fungus, white fungus and shiitake (v) ₹360
- bbq chicken ₹360

Open bao, chips, micro green (2 pieces)

- spicy tofu, edamame bao, togarashi mayo (v) ₹360
- slow cooked pork belly with green apple slaw hoisin sauce ₹380

Steamed, gluten free, starch free dumplings (4 pieces)

- shrimp scallion baby bok choy leaf wrap, wood ear mushroom, soy mizkan rice vinegar broth, sesame oil ₹450
- spiced chicken, water chestnut spinach wrap, garlic chips, hot garlic, black bean and ginger scallion sauce ₹335

Chinese cabbage rolls, hot Szechwan broth, peanut, celery (4 pieces)

- bok choy, tofu, shiitake and celery (v) ₹235
- chicken, waterchestnut, bird eye chili, chili oil ₹325

MADRAS DAY: THE PRIDE OF NAMMA CHENNAI

CHENNAI: August 22 could be just another day for other cities. For Chennai it is a day of great pride. People across the city come together to celebrate the birth of Madras (now Chennai). Taking cues from this day MKC celebrates Madras Day, everyday.



DIVIDED BY STATE BOUNDARIES, UNITED BY FOOD

CHENNAI: In spite of being a land of diverse cultures and ethnicities, food brings India together. Today, food plays a much bigger role than just filling stomachs. It represents culture and unity. Pinkesh Bhai Gujarathi says, "My friend Taufiq brings at least two tiffins of Sheer Khurma on Eid, because he knows my family loves it." Banker, Dilbagh Singh adds, "My Malyali colleague Chinappam Nair waits for my home-cooked Punjabi tiffin everyday, just as I wait for his." Another example of bonding over food is the classic Pani-puri/Golgappa/Puchka etc. While the dish may go by different names

across the nation, the tangy and spicy taste unites the entire country. A pani-puri stall can be spotted across parks, colleges, movie theatres and other venues across the nation. India may be divided by state borders, but it is united by one culture; the culture of bonding over food.



DESSERTS

- MKC style carrot baklava, vanilla lime sauce ₹275
- Madras kitchen sundae, gelatos, jalebi/cheese cake/mango ₹355
- Coorg coffee tiramisu, Baileys Macerated savoriodi, berries ₹375
- Shahi tukda Pudding, Pistachio sauce anglaise ₹330
- 54% chocolate textures, different berries ₹415
- Freak shake, a high-calorie, large portion dessert milkshake ₹375
- chocolate brownie shake
- vanilla, cookie, nuts shake

LARGE PLATES

VEG.

- Vegetarian quinoa tawa pulao, onion raita, achar ₹350
- Aloo chole, kulche, kasundi mirchi, fresh hand ground mint coriander chili chutney ₹295
- Bombay sampler of ragda, misal and bhaji with butter pao ₹295
- MKC style ghee roast - paneer ₹415
- Seasonal saag, makki roti, malai, gurrh ₹335
- Murungai keera pulao, vatha kuzhambu ₹350
- Veg thupka ₹295
- Ema datshi, red rice pilaf ₹315
- Tofu, bok choy, mushroom, broccoli, black bean sauce, sticky rice ₹415
- Ramen Tofu ₹315

NON-VEG.

- Amritsari gosht, brioche maska bun, dal makhni, sirka pyaz ₹455
- Beef pepper fry, mini malabar paratha ₹395
- Ros omlette, pao, chicken xacuti keema, masala mirch, kachumber ₹325
- Mutta roast, appam, coconut chutney ₹275
- Chicken thupka ₹295
- Railway station chicken biryani, appalam, onion raita, aachar ₹352
- Smoked butter chicken, paratha, pyaz ₹425
- Lamb seekh kebab, saffron sheermal, hand ground mint coriander chili chutney, dal makhni ₹520
- Our favorite, MKC mutton Biryani ₹535
- Mahi-mahi fish in Laksa sauce, sticky rice ₹470
- MKC style ghee roast - mutton ₹635
- MKC style ghee roast - prawn ₹715
- Steamed Mahi-mahi fish, Shaoxing wine sauce ₹455
- Ramen Chicken ₹350
- Braised silver pomfret, fried Chinese garlic, sticky rice ₹750

SIDES (1 PIECE)

₹65

- | | | | |
|---------------------|-----------------|----------------|---------------|
| Sannas | Appam | Sheermal | Makki ki roti |
| Lachcha paratha | Malabar paratha | Kulcha | Idiyappam |
| Neer dosa | Brioche | Pao (2 piece) | Rice |
| Saffron khasta roti | | | |

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Lakshmanan, continues, "Celebrating Chennai would mean celebrating the true cosmopolitan nature of the city. It includes reminiscing the nostalgia, the global spirit, the filter coffee and a lot more." The gentleman further adds, "The moods of Chennai have been brought to life through design and other crafts. While Madras checks can be spotted across our table mats, it a gentle reminder how Chennai has contributed to the global fashion scene." The music is sure to lift anyone's mood. The pre-recorded set

includes popular tunes that were recorded using South Indian instruments. Athangudi tiles have been spread across the flooring and it takes direct inspiration from a typical Tamilian home. The bill box, lamp posts, chutney (served in toy cookers) and other finer details are sure to pamper the nostalgia of a true Chennaiite. At MKC, one can savour regional delectables from India and the Orient by raising a toast to the spirit of Chennai and the nostalgia of Madras. It is indeed a beautiful modern space with a fun and casual vibe. Go ahead,

traverse through Chennai via Madras. #TooMunchFun





Chennai gets candid about her Filter Kaapi
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BEVERAGE

Matriculation exams inspires a restaurant
page 4



AN ODE TO NOSTALGIA AND TO THE TIMES OF "MADRAS"

A company championing the "Make in India" cause since 1916 and staying true to its 'no-caffeine-beverages' philosophy, Kalimark started its magic about 506km southwest of our state capital, in a small town called Virudhunagar. We present childhood memories of many.

Panneer soda, orange soda ₹160

Masala bovonto (cola) ₹185

COLD PRESSED JUICERY

Helps ease the strain of detoxification on our bodies. They're a chock full of nutrients that are geared towards fighting toxins, and boosting immunity and health.

Single fruit

	S	L
• orange	₹175	₹230
• watermelon, basil	₹165	₹220
• apple	₹195	₹255

Melange

• apple, orange, mint	₹210	₹280
• pear, celery, cucumber, spinach	₹210	₹280
• carrot, apple, basil, ginger	₹190	₹250
• gooseberry, watermelon, kale, broccoli, parsley	₹190	₹250

A SIP OF MADRAS: BOVONTO

MKC News Network

CHENNAI: Bovonto, a grape-flavoured aerated drink, manufactured by Kalimark, first came into existence in 1958. Ever since, it has been an unofficial ambassador of the Make in India campaign. Even after the arrival of giants like Pepsico and Cola, Bovonto survived the mighty shift. Bovonto is known to bring along a heavy dose of nostalgia. 70-year-old Hema Sridhar recollects the happy times with bovonto, "A bottle of bovonto brings back old memories. I remember how my kids would want a bottle of bovonto after spending a lot of time in the heat. We would enjoy sips of the refreshing beverage together."

In their effort to relive the nostalgic days, MKC proudly serves mixes that are prepared using the prodigious beverage.

SURF THROUGH THE 3RD WAVE: The birth of artisanal coffee

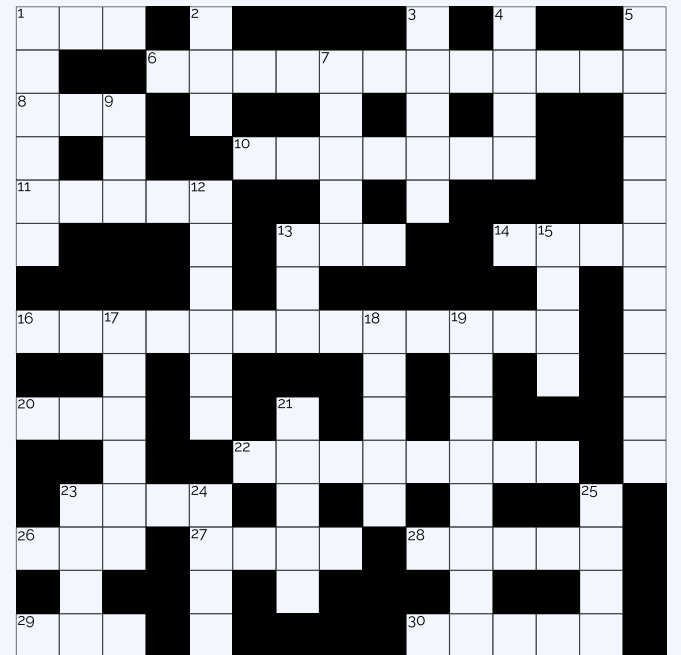
MKC News Network

CHENNAI: From being just another plant to attaining an artisanal status, the humble coffee beans have come a long way since their discovery in the 15th century. The third wave of coffee is a movement that treats coffee as an artisanal food, just like wine or cheese. It is said, everything in life comes in stages, be it a person's age or a business, there is a start and an end/growth, and between them there are stages. The coffee industry prefers to call these stages, waves. The first wave included the mass-adoption of coffee across households, the second introduced the café culture, and the third made coffee an artisanal food. The present day coffee culture or the third wave coffee, made the bean an artisanal ingredient. Today, coffee is also a luxury, it is

progressive, thoughtfully sourced (at times locally) and crafted by passionate baristas and connoisseurs. While this may not be true for mass-produced coffee, several cafés and restaurants are adopting the third wave with open arms. Experts say that the fourth wave is yet to come and may shift focus on the producers. While this happens, one can live the artisanal third wave, right at MKC. Go ahead, place your order.

Down

- Former Chennai
- Relaxation Therapy
- Beverage
- Apartment
- A temple and a saree
- Chocolate
- ___ smacking
- 2nd longest beach in the world
- Cry
- Typical South Indian breakfast
- Makes tea better
- Chennai's mother tongue
- Oscar-winning, legendary musician from Chennai
- Coffee for the world, ___ for Chennai
- Mouth freshener
- Goat meat
- Rows and columns



Across

- Stir
- Oldest Shopping plaza in Chennai
- ___ Makhani
- Tēnkāy (Tamil)
- South Indian fermented rice pancake
- Soya
- A steamed preparation revered by Chennaites
- India's oldest bookstore on Chennai's Mount Road
- Cookware
- Chennai's local soda brand
- An occasion of eating
- Breathe
- Father
- A very popular variation of Biryani
- Eating in the past
- Family name of India's Chess Grandmaster

CROSSWORD

WHAT THE HEALTH!

MKC News Network

CHENNAI: In a world obsessed with health, tricky jargons have always misled people. In a bid to set an example, MKC introduced 'Better-for-You' beverages – a range of refreshing beverages with a focus on well-being and clarity of information. "Our menu is

simple to understand. What you read is what you get. If we say cold-pressed or no-sugar-added, there would be no hidden terms and conditions," explains Kapoor, restaurant manager, MKC. One may spot an item under the 'Better-for-you' category

next to the mark



TEA – TISANES

Sourced from the Jalinga Tea Estate, Silchar, Assam, the single largest 100% certified organic tea estate in India! Also a part of Fairtrade and Rainforest Alliance.

Black ₹150

- Assam
- Darjeeling
- Earl Grey
- English Breakfast

Chai ₹160

Homemade Masala Variant

Green ₹150

- pure Green, boosts metabolic rate
- chamomile, aids sleep and relaxation
- peppermint, eases tension and headaches
- mango, rich in anti-oxidants

Tisane ₹150

Made from fresh or dried leaves, bark, roots, seeds, fruits and flowers of various plants, Tisanes do not contain any caffeine. Please check with us on the latest tisane on offer.

PEOPLESPEAK

What is your favorite tea-talk?

This week, on PEOPLESPEAK we quizzed the people of Chennai with questions on their favorite topic for a fun tea-talk. The resulting answers will surely make you smile

"Our pending Ooty trip... since 8 years"

Venkat Raman
Profession: IT Professional

I have a WhatsApp group of my childhood friends. This group was specifically created for our Ooty trip (laughs) that never happened since 2011.



"Group-stalking friends on Instagram who are away from the city."

Chitrallekha Das
Profession: Designer

With a glass of filter kaapi in our hands, me and my colleagues love to stalk friends on Instagram. And yes, we use just one mobile phone.



"Any conversation that makes my wife smile."

Aishwarya Kapoor
Profession: Restaurant Manager, MKC

Being a hotelier, my job is very demanding. I hardly get any time with my wife. With the little time I get, I try to make my wife smile.



"I love to speak about the good old Madras days."

Shambhavi Nair
Profession: Advocate

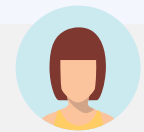
Hailing from the early 60s, I love to chat about my good old Madras. The retro looking people, the old school vehicles and the charm of the city.



"Travel."

Shreelekha Chitambaram
Profession: Banker

Due to a desk bound job, I look for ways to break the mundane routine. Travel helps me do that. Speaking about travel itself gives me an adrenaline rush.



"Tea-talk, a pure waste of time."

Siddharth Sharma
Profession: Doctor

Since I have back to back surgeries, I use the time to complete minor errands. This is the only time I get for myself and so I avoid any tea-talks.





MKC matrimonials

WANTED SUITABLE PARTNER

Chicken Bullet Chili is looking for a suitable partner to match its spicy side. If you happen to find one from our menu, please report it to your server.

WANTED SUITABLE PARTNER

BEAUTIFUL CHINESE Dumpling seeks well qualified, tall, dark and refreshing beverage. Caste, religion no bar. Only child of a proud dough.

WANTED SUITABLE PARTNER

Alliance invited for good looking, charming, tall, witty, well-served, hot beverage. Age: not more than 3 minutes. Suitable match may let our Chef know.

WANTED SUITABLE PARTNER

A Bourbon-based Whisky Cocktail is looking for any edible match. Age, sex, caste, religion, price no bar. Suitable match may visit the bar.

OBITUARIES

MISLEADING HEALTH JARGONS

With immense pleasure we announce the joyful demise of misleading health jargons. One will not see them at MKC.

ARTIFICIAL FOOD COLOURING

S/O all things unhealthy, with great pride we would like to announce the timely death of artificial food colouring. One will not see them at MKC.

Chai Chai Till You Succeed

MKC News Network

CHENNAI: If there is one thing common among India's successful start-ups, then it ought to be their chai-breaks. Chai-breaks are home to several game-changing ideas. Says Ramesh, a business analyst from Chennai "A much needed chai-break relaxes the mind and allows one to look at challenges from a new perspective."

COFFEE - KAAPI

Sourced from Chikmagalur estates, Karnataka, we serve 100% Indian Arabica beans.

Madras Filter Kaapi, locally Sourced, with a composition of 80% Coffee - 20% Chicory ₹160

French Press

Also known as a cafetière or coffee plunger, is a coffee brewing device invented and patented by Italians. The coffee brewing method consists of immersing coarsely ground coffee in hot water, stir vigorously, and steep for 2 to 5 minutes. Time being the key here, tends to be bold and full bodied with rich flavours.

Slow Pour

Gently pouring hot water over grounded coffee with finesse and expertise results in a brew that has finer fruity and floral notes. Tends to be light bodied vis-à-vis French press but with more delicate flavors.

South East Asian Flavors

Vietnamese style ca phe sua da, served hot or cold, Inspired from their ways of making coffee, its made using medium to coarse ground dark roast coffee with a small metal drip filter.

Cold Brew

The latest java trend being this coffee that's brewed with cold water over a 18 hour brew time. Tends to be a bit mellower, tastes more rounded out and is less on acidity compared to a classic iced coffee.

SSLC

Featuring a variety of refreshing beverages, MKC's SSLC stands for **Shakes, Smoothies, Local Flavours, and Classics.**
A tribute to Chennai's Matriculation exams (read below article for details).

Shake

- oreo cookies shake ₹250
- peanut chikki milkshake ₹260
- banana cardamom shake ₹245
- nutella shake ₹265

Smoothie

- fresh fig, banana, honey, cinnamon, coconut milk, yogurt smoothie ₹310
- kiwi, avocado, mint, almond milk smoothie ₹330
- chikoo, date, yogurt, honey drizzled smoothie ₹295

Local Flavours

- நீர் மோர் neer mor - Greek yogurt, chopped ginger, green chili, curry leaves, coriander, roasted broken cumin ₹150
- பிளாஸ்டிக் panakam - jaggery, ginger powder, black pepper, cardamom powder, basil leaves ₹150
- Jal jeera - roasted broken cumin, chaat masala, black salt, lemon, bondi, coriander ₹150
- Nannari sarbath, lemon juice, mint ₹150

Classics

- MKC hot chocolate, sourced from a single estate in Karnataka, represents a robust flavour profile with prominent acidity, fruitiness, hints of raisin and subtle umami. ₹335
- nelumijai (nimbu) paani or soda ₹155
- desi cold coffee ₹255
- masala lemonade ₹155
- coconut water lemonade ₹175

The dreaded matriculation, a refreshing inspiration

MKC News Network

CHENNAI: Tamil Nadu's Matriculation Exams are the first step of a child's journey in the academic world. Though a little stressful sometimes, it eventually bears fruit in the form of SSLC (Secondary School Leaving Certificate). SSLC is an accreditation that a child has successfully

passed the much dreaded Matriculation exams. For a starter, SSLC is quite a relief, isn't it?

Chennai's Madras Kitchen Company (MKC) pays tribute to Matriculation exams by introducing an SSLC inspired concept, and it goes with the same name. Offering a variety of

refreshing flavours to suit your taste, MKC's SSLC stands for Shakes, Smoothies, Local Flavours, and Classics. Mr. Kapoor, Restaurant Manager, MKC claims, "Just like the original SSLC, MKC believes, whatever be the achievement, small or big, let SSLC add glee to your day." SSLC, in any way, is sure to make your mood lighter and the day brighter.



Filter Kaapi An Emotion: Chennai

MKC News Network

Pop culture introduced us to the 'Food is an emotion' phrase, and Chennai's filter coffee validates it beautifully. Ask any Chennaite and he or she will surely have at least one fond memory associated with the refreshing beverage.

Recalls Amit, a software engineer from Chennai "Every time I see a group of friends at a filter coffee stall, I recollect fond memories with my friends. To pamper the nostalgia within, our get togethers include sipping on a hot cup of filter coffee." This story is true for several Chennaite.

Lakshmanan Ramanathan, General Manager, The Westin Chennai Velachery, explains, "Being born and brought up in Chennai filter coffee is more than just a beverage for me. Beverages like filter coffee are easily available, budget-friendly, tasty and of course, easy



the talking tree

to sip on. Most of the budget-friendly food stalls in Chennai will surely have filter coffee on their menu. Hence, the frequency of visiting these stalls would be high for an average Chennaite. Filter coffees are relished by Chennai's workforce and the youth alike, as they carry on with their daily routines. These routines form beautiful memories."

How does food and beverage awaken nostalgia? Psychologist Seema Swamy believes, "Several triggers bring back memories and the emotions associated with it. Memories are formed when our five vital senses come together. That's why sounds and especially listening to music can take you down memory lane. It can remind you of your first dance, a road trip and more. Food does the same thing." That's why filter coffee is more than just a beverage. It is Chennai.

ALCOHOLIC MIXOLOGY

Named in Tamil after a key ingredient in each of the drinks, we use no artificial flavors or synthetic syrups.

Mātuai, pomegranate ₹365
Gin, cucumber, pomegranate arils, local honey

Putinā, mint ₹435
Bourbon, matcha green tea, jaggery, mint

Tēnkāy, coconut ₹375
Vodka, coconut, lychee, lemongrass, kaffir lime, red chili garnish

Ēlakkāy, cardamom ₹375
White rum, cardamom, clove, banana, lime juice

Mallikai, jasmine ₹355
Gin, fresh jasmine syrup, kaffir lime

Annāci, pineapple ₹335
Chardonnay, brandy, pineapple juice, apple juice