

# BREAKING NEWS



**Eighth  
FOOD & BEVERAGE  
and  
HOSPITALITY  
2021**

**September 16<sup>th</sup> - 19<sup>th</sup>, 2021  
Bhrikutimandap, Kathmandu**

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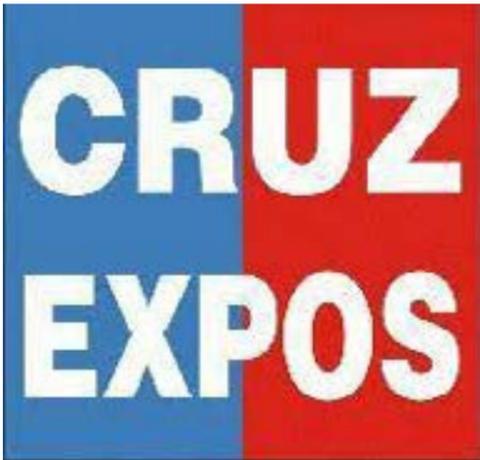
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## India Pavilion at FBH 2021

Food Hospitality Media will make its debut with India Pavilion under the banner of Cruz Expo at FBH's eighth edition. Food Hospitality Media emphasizes on sourcing opportunities for hotels, resorts, restaurants and food processing/packaging sectors

normal reach of FBH 2021 marketing. Cruz Expos, based in Cochin since 1999, has more than 15 years of service in organizing Indian Pavilions at international trade fairs in Sri Lanka, Maldives, South Africa, Vietnam, Kazakhstan and Bangladesh. Cruz Expos Cochin have been promoting Indian Industry in international business events since 1999. Cruz Expos focuses on the industry specific trade fairs in South Asia. Some of the industries that Cruz Expos focuses on include food & beverages, food processing & packaging, agri-business, hospitality & tourism, construction, industrial apparel, education and IT. Some of the shows include Central Asia Home Textile & House ware in Kazakhstan, Pump, Valves & Compressors Show in Chennai, CMIE in China, Food & Beverage and Hospitality in Nepal, Erbil Leather & Goods Show in Iraq, Pro Foods in Srilanka, Food Agro Africa in Kenya and many more. Cruz Expos is headed by Joseph Kuriacose and managed by other talented professionals who have many years of experience in the industry.



The team of 15 to 20 F&B entrepreneurs in Food Hospitality Media India Pavilion will be a refreshing and exciting feature at FBH 2021 because they will all be first-timers as exhibitors in Nepal and because they will be coming from South India which is further south than the

## New Marsi Rice by FTMCL



Marsi, a little-known rice variety, is suddenly hogging the limelight, causing its demand to soar significantly.

The government-owned Food Trade and Management Company Ltd (FTMCL) have started selling Marsi rice of Jumla under a brand named 'Nepal Food'. The company has started selling the indigenous red rice since date. For the first time, a government company has branded Marsi rice and made it public in the market.

According to Urmila Neupane, information officer of FTMCL, the company sold 93 kg of Marsi rice on the

first day itself. The sale of the red rice was 144 kg on the second day, 31 kg on the third day and 77 kg on the fourth day. So far, the company has sold a total of 345 kg of the indigenous red rice. The price of Marsi rice ranges from Rs 225 to Rs 260 in Kathmandu Valley. This rice variety is cultivated in high-hilly region of the country, above 2,900 meters of elevation, such as Jumla. It is brown in color and generally considered more fulfilling than normal rice and is considered a better alternative for diabetic patients.

This Organic Red Rice has a nutty flavor and aroma; and a slightly sticky, yet separating and fluffy texture. This rice has no added preservatives and is non-GMO. Quick and easy to prepare, Red rice is most often associated with Asian cooking but adds wonderful flavor and aroma to any number of sweet or savory dishes.

This organic Red Rice is wonderful served with Asian inspired soups, curries and stir-fries. Create delectable rice balls or use to add a unique flavor and color to paella and pilafs. Once cooled, the separate grains are ideal for salads.



## Wyndham and Lemon Tree Enters Nepal



Ramada Encore by Wyndham in Thamel, Kathmandu announced its much anticipated official opening on January 8 amidst a ceremony in the hotel premise itself. Ramada is an American multinational hotel chain by the Wyndham Hotels and Resorts and Ramada Encore by Wyndham is the first Wyndham Hotel in Nepal. Minister of Foreign Affairs. Pradeep Kumar Gyawali inaugurated the hotel. "It's our first entry in Nepal and we are hopeful that we will create a mark that we are known for," expressed Nikhil Sharma, Regional Director- Eurasia, Wyndham Hotels and Resorts.

This latest opening builds on Wyndham's continued commitment to growth for the sub-Indian continent. With more than 50 properties currently in the Indian sub-continent, the opening of Ramada Encore by Wyndham Kathmandu-Thamel is another welcome footstep towards the Company's continued expansion plans. Ramada Encore by Wyndham Kathmandu-Thamel features contemporary rooms designed with

comfort and accessibility in mind. The hotel offers guests various on-site food and beverage outlets, including the Pateo restaurant and bar, the outdoor El Beso Caro offering scenic views of the city, as well as Chocos N Subs, serving light meals and coffee. Other amenities include a rooftop plunge pool, a spa and salon for rejuvenation and relaxation, as well as a fitness centre. The hotel also features a versatile meeting room to accommodate up to 60 conference attendees or 80 banquet guests.

India's largest hotel chain, Lemon Tree Hotels Limited announced its latest tie up with Bhangeri Durbar Resort, operated by Lemon Tree Hotels at Nagarkot in Nepal. The resort is expected to open by early 2021 through its subsidiary and management arm, Carnation Hotels Pvt. Ltd which is owned by Bhangeri Durbar Resort Pvt. Ltd. Speaking on the occasion, Mr. Rattan Keswani, Deputy Managing Director - Lemon Tree Hotels, commented, "We are delighted to expand our reach in Nepal with this stunning resort. Nepal is a preferred destination for Indian travellers, and with our widespread reach and exciting loyalty programme, we feel that this hotel will add value to our customers and vice versa."

The hotel sector provides the highest employment opportunity in tourism sector of Nepal. Because many new hotels are coming into operation, an additional one million employment opportunities are expected to be created in Nepal during the coming five years.