



Paradise Launches A Mazedar Kebab Festival

OCH 11 HOURS AGO



Food lovers in Hyderabad can rejoice. On Independence Day a massive Mazedar Kebab Festival was launched by Paradise, one of Hyderabad's most iconic brands. Over 25 varieties of Kebabs are being made available to patrons at all Paradise outlets in Hyderabad and Bengaluru.

The Mazedar Kebab Festival offers several new Kebab varieties across Chicken/Mutton/Fish/Prawns and even Vegetarian too.

The word Kebab means morsel of meat (originally lamb meat). Having its roots both in Asian and African cuisines, Kebab is considered to have originated in Turkey. Close home Kebabs arrived in India in 1206-1506 AD via Afghans and sophisticated by the innovative chefs of the Mughal era. Many Indian versions of Kebabs emerged with distinct tastes, thanks to various Indian spices. Known for their exotic flavours, textures and cooking processes, Kebabs have become extremely popular in India. While some Kebabs are griddle cooked, some are shallow fried, some are cooked on Dum and some Kebabs are best cooked on coal.

It is the region, climate, popular local ingredient and the most of all the local taste which gives the Kebab its unique name and taste.

Exotic herbs like Pathar ke phool, Karan phool, Khas ki tattii, Pan Ki jad etc. are used in the making of various Garam masalas and the mix which give each Kebab a distinct flavour. Use of trendy and highly beneficial herbs like Basil and Flower Essences give a major twist to the Kebabs. **Tali Hui machli** for one is a good mix of cultures, sharpness of Kashundi mustard and the local flavour of Curry leaves. Semolina is added to crumb and give a crisp finish to the Kebab. **Tulsi murg** is a twist in Kebab wherein, it is the subtle flavour of basil & garlic which stand out.

It is the marination and the cooking style which dictates the taste of the Kebab. Gentle massaging, the use of right and quality ingredients in the right proportions, controlled temperatures and proper rest to the meat, yields a great Kebab.

Mutton ke Soolch is a classic example of a traditional Rajasthani Kebab. The flavour of smoked cloves is what makes it exceptional.

Murg Peshawari, has the delicate perfumed effect of Mace and Kewda, which dominated the North West province Kebabs

The vegetarian variant of the famed **Shammi Kebab**, popular both in the Nizami era as well as in the Awadhi era. This variant has a nutritious mix of lentils and Soya bean granules and the exotic spices which make it unique.

"We are humbled by the continuous patronage of our customers for the last 63 years. The Mazedar Kebab Festival provides us with an opportunity to serve our customers a wide range of tender, juicy and sizzling Kebabs. Our Chefs have traversed the culinary world and added several new Kebab delicacies to our existing 16 varieties" said Dr Kazim Himathi Director, Paradise Food Court.

About Paradise:

Beginning as a modest café in 1953, Paradise has grown into one of the most-admired restaurant chains in the country today – a testament to its committed pursuit of culinary and service excellence. A permanent fixture on Hyderabad's cultural scene, people consider a trip to the city incomplete without a visit to this iconic place that serves the best Hyderabad Dum Biryani. Our award-winning cuisine is loved for its purity and taste, thus making it a favourite haunt for people from all walks of life. It is on a must-visit list for most national and international visitors including celebrities and filmstars.

Paradise is now expanding its presence by opening several outlets in Hyderabad and Bengaluru and very soon in Chennai and other major cities of the country and the world.