

# Time for a sweet surrender

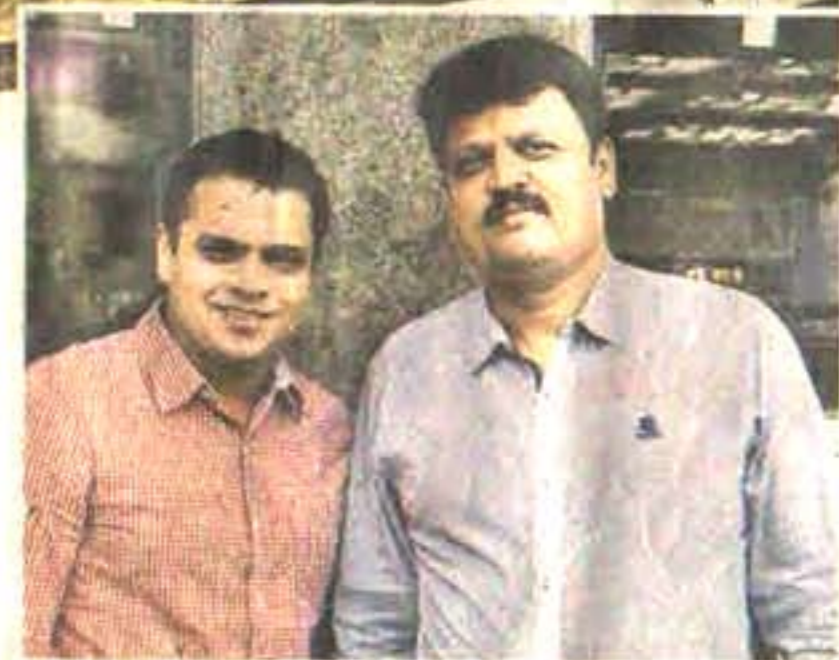


The new store at Salt Lake

**K**olkata is not only known for its rich socio-cultural heritage, but also for its old-world ambience and of course, its food and sweets. Myriad sweetshops have managed to create a place in the hearts of the city's residents. And one of the city's most popular sweetshops is Gupta Brothers, which began its journey on the auspicious day of Buddha Purnima in 1888.

The shop became popular very fast, given its excellent hing ki kachori sabji, halwa, jalebi and samosas, and soon became a popular brand in the city. Today, the store is one of the leading manufacturers of chhena decorative sweets in Kolkata. The brand solidified its presence even further in 1974 with the launch of a new sweet dish, Abar Khabo, which was

a combination of the three most popular sweets of the city — rosogolla, mishti doi and sandesh. It became an instant hit. And though the sweet is now part of almost every sweetshop in the city, Gupta Brothers still retains the



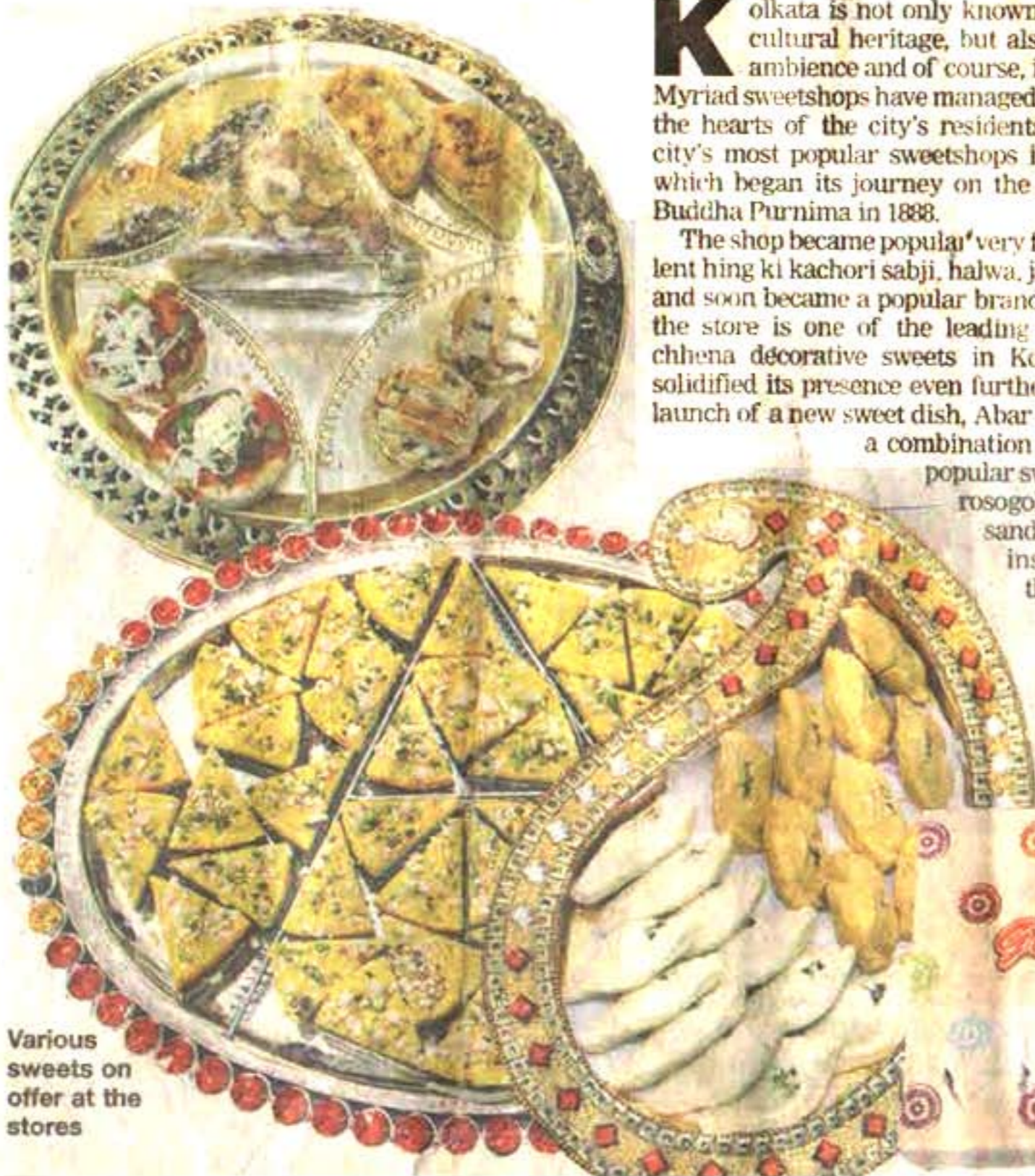
Owners Prashant Gupta and Parikshit Gupta

secret to the original recipe.

After that, the brand progressed in leaps and bounds, adding more and more sweet and salty delicacies to its menu, including a variety of chhena decorative sweets, panir dhokla, basket chaat cone samosas, fresh lichi abar khabo, alphanso abar khabo, rose abar khabo and pineapple sandesh. In 1997, the brand added another feather to its cap by opening a branch at New Alipore J Block.

On Thursday the brand spread its presence in the city even further by establishing a branch in Salt Lake. The new store boasts of the best the brand has to offer to its customers and holds promise to be a delight for all those with a sweet tooth for a long time to come.

Visit the store at CF203 Sector 1 Salt Lake (Opposite swimming pool), Kolkata-64, or call Parikshit Gupta at 9831008956, 033 69000005 or 033 69000006 for details. You can also visit the branch at 198, J Block, New Alipore, Kolkata-53, call Prashant Gupta at 9903008956, 03324457161 or 03324071761, send an email to [info@guptabros.in](mailto:info@guptabros.in) or visit the website, [www.guptabros.co.in](http://www.guptabros.co.in) for details.



Various sweets on offer at the stores

