



BUILDING RELATIONS SINCE 12+ YEARS

Asparagus Hospitality Administration Services (AHAS)

Asparagus Hospitality started its journey from 2010 with Event and Wedding Planning Services, with inhouse Food Catering and Decoration Unit , under the Brand name Asparagus Catering Unit and Asparagus Event and Wedding Decors respectively which helped them to maintain the same quality and pocket friendly budget for their clients.

Founder Pritam Dutta , Alumni IHM Taratala (Kolkata) spread Asparagus's services to Destination Weddings , Promoting Bengal's Off beat destinations for Exotic Events and Weddings , and expanded its services to North East Part of India also.

A **destination wedding** is any wedding in which the engaged couples and a majority of their guests travel to attend the wedding ceremony.

Destination weddings give the couple the opportunity to choose a site that has a special meaning for them, such as a favorite country or mountain view or beach or they might simply choose a beautiful location they'd like to spend time in with their close friends and families.

ASPARAGUS PET FAIR

is one of the India's leading exhibition for the pet industry. Since 2012, it provided an annual opportunity for organizations from the pet world to showcase their products and services to a large cross-section of the pet trade and consumers across major markets.

It is an exhibition dedicated to the pet vertical (dogs, cats, birds, fish and small animals) and is a quality-driven event, which showcases an exhaustive range of pet products and pet-pertinent services from across India and other countries.

Fair was entertained by pet products, pet related services and livestock, pet accessories, allied products such as animal stuffed toys, garden accessories, books and merchandise on pets, fisheries, pet grooming, pet adoption, etc.

Our Aim is to give a boost to the revenue of the pet industry by providing members with a platform where they can market and sale by building networks, thereby generating revenue for themselves and others.

The Concept is based on "Let them be in caring hands" signifies the need of a caring parent for each of the pets. Pet Fair is just a bridge between them, and a platform for the pet industry.



ASPARAGUS CATERING UNIT

a food catering house which offers conceptual ways to bring the platter from the kitchen to its guests ensuring the basic need for anyone – SATISFACTION.

Its not only food , but along with the quality of food , its way of service , hygiene and new measures of presentation and art of cooking is taken care over here .

We are the most budget friendly “Catering Unit in Kolkata” who customizes menus in different budget segments according to guest need.

Its better to do any job when you have the perfect combination of both technical and practical exposure which is also the reason of our success since years.

We have a selective range of menus from different cuisines including both vegetarian and non-vegetarian platters. We are one of the very few “Catering Service Provider” who serve their guests with international palettes by professional management team. Our service varies from Platter to plate, American service and Buffet services.

Awarded at **BENGAL - AN INSPIRATIONAL LEADERSHIP AWARDS 2018.**

Bengal - An Inspirational Leaders Award 2018 is a felicitation program is to recognize , respect , honour and felicitate the Eminent personalities , from different fields of life and profession , for their outstanding contribution to the respective industry and this city / state & also to the society through several acts of humanity and mankind which took place in Kolkata at Kalakunj , Kalamandir.

We have achieved much fame by getting selected in

“AHARE BANGLA -2016, 2017 , 2018 , 2019”

a food festival organized by the West Bengal government We were honored by getting the biggest stall in the food carnival amongst private food service provider and a separate stalls for our International exotic delicacies and theme food in their theme food pavilion. More than Lacs of food lovers were served each day and its only because of our team effort we succeeded. You can find our menus of the food festival at a later stage.

Won The Best Menu Award for one of our exotic collections in the year 2018.

“BENGAL FISH FEST, 2017 , 2018 , 2019 , 2020 ”

organized by Department of Fisheries , Govt. of West Bengal and Indian Chamber of Commerce

was another food festival dedicated to fish lovers where we have acquired unpredictable success that has helped us aim for the stars.

Lots of people enjoyed our delicious, mouth- watering dishes and we received positive feedback from every visitor. We learnt that how much important good food was as it helped a person remember the brand. This is key of success by which we want to uplift our company.

EXOTIC FOOD SPREAD IN OUTDOOR CATERING

(A change in variety , Experimentation and Result)

From the Owners Desk

Since 2012 , I observe a need of variations in the food menu specially in a wedding . It already became the same raw materials used in a different way in most of the weddings. Very few caterers in Kolkata tried experimentation with the array of options which can be incorporated in a set menu. After being a graduate from IHM , Taratala – Kolkata and specialized in food and beverage the urge of offering something new was always there in back of my mind. Gathering some practical exposure from the global kitchens , I thought of using different raw materials but cooking it - my own way. I kept the raw materials fixed but changed the process and taste of it than its usual.

In the non veg category seafoods like octopus , cuttle fish , crabs , squids , molluscs, baby shark became hot favorite . Quail , turkey , emu cooked in a fusion style got an edge over regular food menus. Veg Category makes its basket with zucchini , canistel , chayote , durian , kohlrabi , dragon fruit or pitaya , asparagus , broccoli, different variety of mushrooms with cherry tomato , soya milk products like tofu with cheddar cheese and world class salads.

Non Veg Dishes – Smoked Octopus in Brown Gravy , Emu Xacutti , Emu in Handi Gravy , Quail in lababdar gravy , braised turkey florentine , quail egg with shredded cheese and mexican herbs , etc

Veg Dishes and desserts – deep fried sesbania with tartar dip , mixed green salad , stuffed canistel with mushroom and cheese , durian with sticky rice and flavoured rabri , etc

Its always has been a pleasure to serve your own people with something new. The appreciations are our inspiration to serve better and present more unique delicacies.

Asparagus Hospitality from the year 2014 started acquiring few banquets in Kolkata , and provided end to end Event Management Solutions under budget and premium packages. We also have business models for other banquet / venue owners under which they can earn a steady income with less engagement.

Asparagus Started ALDP (Asparagus Learning and Development Program) from the year 2018 and presently train candidates interested in hospitality . Later the Company absorbs them as partimers or full timers in their projects only.



Asparagus Entrepreneurship Scheme (AES) , assists new upcoming entrepreneurs who wants to build their careers or enter into hospitality industry with all necessary guidance from licensing , manpower , operations and sales. Since 2018 we are part of around 8 new ventures who presently runs their business successfully.

COVID Scenario

The Pandemic effected the whole industry a lot , and we are also a part of it.

The main challenge for us was to sustain in the market with monthly fixed overhead costs and no revenue earning at all. We kept in touch with all our guests , updating them with the latest rules and trying to be positive during these hard situations. Although we organized few events maintaining COVID guidelines , but challenges were there of maintaining strong hygiene and safety measures during this time.

We shifted our classroom trainings of ALDP (Asparagus Learning and Development Program) online , and carried it well .

Post COVID

With the hospitality Industry opening up , Asparagus also look forward for an positive approach .Asparagus Expanded its Food Catering Services in Bengaluru and Hyderabad with a traditional Bengali menu spread.

Asparagus got recognized from **Bengal Chamber of Commerce** and presently associated with **National Restaurant Association of India (NRAI) , Hotel & Restaurant Association of Eastern India (HRAEI)** and **Bengal Business Council - Bongiyo Antorjatik Banijyo Council** .

Asparagus is now registered under **Intellectual Property of India** under Trade Marks Act and its an **ISO 22000 : 2018 certified** company .

During the journey Asparagus also got many other awards and recognition for its dedication and hard work.

Asparagus introduced a project named “Brand Bengal Initiative” which has been promoted along 8 Cities of India presently and among Potential Guests residing outside India.