

# What's Cooking?

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### Scottish Salmon at PescaFresh

**W**ant to eat like a royal? We tried the fish that was on the menu of the Royal Wedding in 2011, as well as the Queen's Diamond Jubilee Luncheon in 2012 to check out PescaFresh, a fish delivery concept in the city that recently introduced Loch Duart, a Scottish salmon fish that they bring to India right from Scotland. Sangram Sawant, CEO & founder of PescaFresh, tells us, "At PescaFresh, we are committed to delivering fresh seafood with services that are unparalleled." When we heard that, we were a bit skeptical. But, a delivery later, we were sold. A celebrity chef favourite, we couldn't wait to cook and try this creamy textured fish. Pesca delivers it in a well-packaged, white thermocol box, well-cleaned and sliced, enconced in blue plastic over a bed of ice, keeping it fresh and making storage super simple. The pretty pink flesh is so flavourful, you don't need to overdo it when you're cooking – we tried it in a simple lemon cream dressing with herbs, which brought out the flavour of the salmon. It's meaty, so a small piece will go a long way. PescaFresh launched in 2004, with Sangram explaining, "While working for a seafood distribution company in the US, I set in motion a unique business plan to launch a fresh, seafood retailing service. Soon, a shoestring business venture that started off as a boutique setup in central Mumbai, shaped up to become India's first organised seafood distribution and retailing company. Today, we cater to over 20,000 households across the country."

Since ordering from PescaFresh was such a breeze, we wondered



how they got it done – how did they manage to send everything so well packaged, and so fresh? Sangram answered the question for us, explaining, "Our superior inventory management system ensures that we provide customers with the day's catch. PescaFresh does not add any extra ingredients or preservatives to any of the seafood. Each catch is maintained at optimum temperatures over a bed of ice to maintain our freshness promise of 'From Shore to Door.'" They also retail through several outlets across the city and have a variety of fresh fish, cuts and offers that we think you should make the most of as soon as possible.

**Price** ₹1,995 per kg

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