

AN OLD SWEET SHOP AT A NEW ADDRESS



A glimpse of the latest Baram Mullick & Radharaman Mullick outlet on the Kasba-Ruby connector

Ichoke. I gasp for breath yet I refuse to give up. I lend a helping hand to all and I get love in return. I am, the City of Joy. I am the one and only Calcutta. Yours forever..." — That's the magic of Calcutta and guess where you can see these lines mounted on the wall? At 290 Rajdanga Main Road (beside Excise Bhavan on the Kasba-Ruby connector), a place known for its "Mishti Magic since 1885". That's where Baram Mullick & Radharaman Mullick, one of the best-known *mishti* makers in town, opened their brand new outlet on Saturday.

The 700sq ft showroom (open from 9am to 9.30pm) has a fresh and lively look, the decor reflecting a fusion between traditional Bengali zamindar-*bari* style and European retro furnishing. The glass cases with trays of their trademark goodies such as Baked Rosogolla, Baked Shingara and Mango Gelato Sandesh are also offering a few new items such as Mango Truffle Sandesh, Rosemary Basil Sandesh, Strawberry Cremino and Gondhoraj Sandesh.

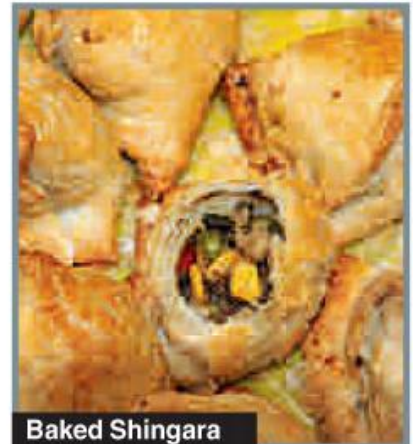
So why open such a big showroom on this stretch? "We already have an express outlet on this stretch opposite the Siemens building. It is a very small place and the demand for our signature *mishtis* is very high here. So we thought of opening a larger outlet where everything we stand for could be made available," said proprietor Sudip Mullick.

Sibendu Das

Pictures: Anindya Shankar Ray



Gondhoraj Sandesh



Baked Shingara



Mango Gelato Sandesh