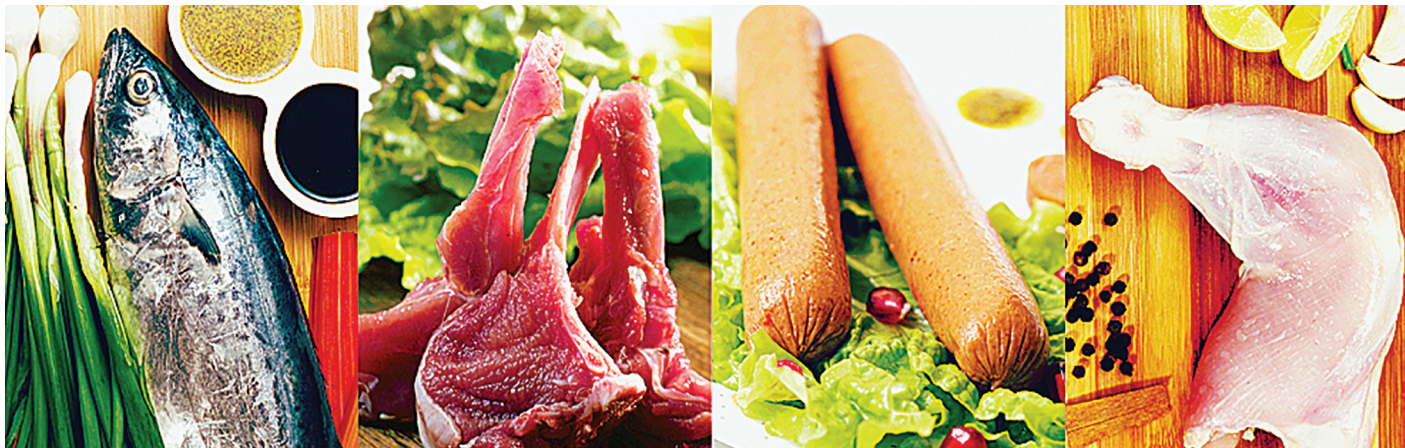


Want your meats delivered at your doorstep? Try The Seafood & Meat Co. experience



Ordering your food home is a trend fast picking up and 'The Seafood & Meat Co.', has been making waves and getting a lot of people changing from the conventional local fishmonger or butcher to ordering and enjoying an exceptional delivery experience with orders delivered at their doorstep. The company was pioneered by Vyal Adhye. His family has many years of experience and knowledge in food retail and logistics industry and Vyal himself has worked with a private investment firm that dealt with food logistics and supply chain for many years too.

They started off a year back and since then the focus has been to build a platform establishing trust and ensuring safe and

fresh products on time as non-vegetarian items are highly perishable. With the required cold chain infrastructure and a kitchen room, they started off with full-fledged delivery operations from their first depot in Worli in October 2014. They now deliver 15-20 orders a day, sell more than 250+ unique non-vegetarian products, servicing a customer base of more than 700+ customers in locations from Juhu to Colaba. According to Vyal Adhye, the environment in which a food is stored and travels is a critical aspect in food deliveries and quality. So The Seafood & Meat Co. has taken necessary steps to ensure they avoid damage to the product while in transit by, maintaining temperature and food safety

from the source point to consumption point of the product. They use high quality food grade vacuum bags for their seafood and meat items, and deliver their products in an insulated box filled with durable ice packs. Vacuum packaging helps as there cannot be any bacterial growth in a product that is vacuum packaged, thus preventing food spoilage. This ensures that the nutrition content, texture and flavor of the product is not compromised.

The Seafood & Meat Co. sources and cuts fresh seafood in-house and meats are generally procured from trained and like-minded butchers who have a good product and understand contemporary cuts of meat and adhere to standards of safety and hy-

giene. 'Fresh and safe non-veg. foods home-delivered on time' being the motto, their call center takes the orders, taking care to ask the customers on how they would like their meats and seafoods cut and delivered. Even their website www.seafoodandmeat.co.in is user friendly and even includes recipes for those interested.

At the moment, The Seafood & Meat Co. deliver to 18 pin codes within the Mumbai -South and Suburban region. Plans for the future include investing most of their time and money in superior technology, supply chain and team to cater to more consumption points in the city and outside by the end of this financial year. Additionally, they plan to widen their offering by launching private labels in-house, promoting other brands of new and unique non-vegetarian products and diversifying into ancillary product categories such as convenience foods etc. So one could expect to see a lot more of 'The Seafood & Meat. Co' at our homes in the near future.

The Seafood & Meat Co.

Tel.: 022-24934242 / Mob.: +91-9699933330

Website: www.seafoodandmeatco.in

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