

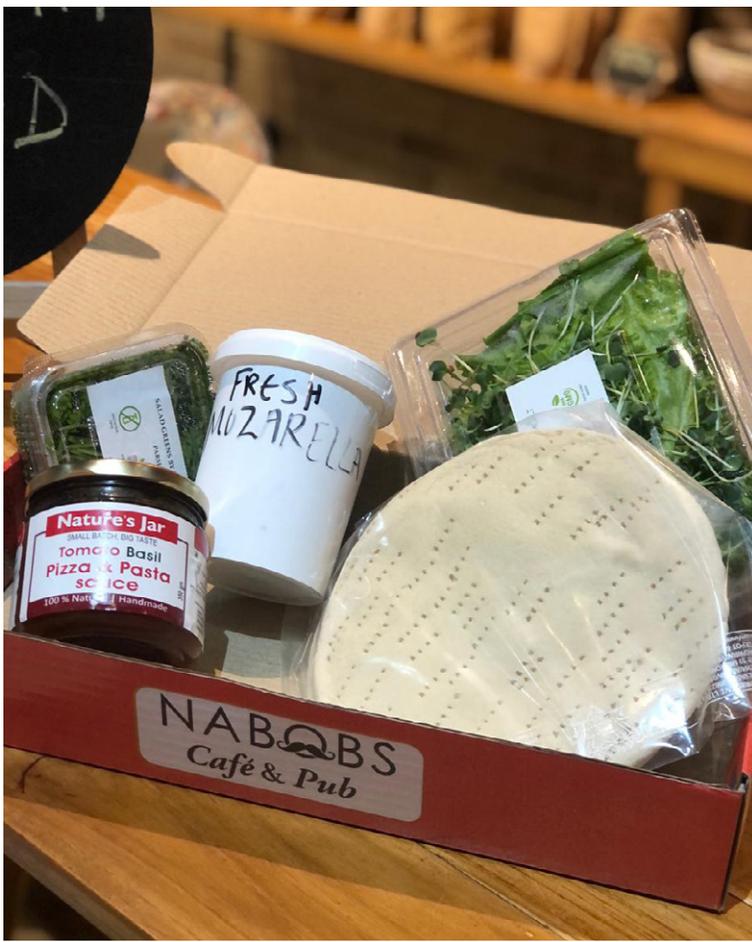
FRESH BITES

A PLACE WHERE YOU CAN EAT HEALTHY, BUY HOMEMADE, SHOP LOCAL, AND HAVE THE LUXURY OF AFFORDABLE NUTRITIOUS FOOD - WELCOME TO NABOBS!

Health is the new Wealth, there is no denying that anymore. We, as consumers, have become super conscious about our wellbeing. We have become cautious about our fitness schedules and, more importantly, what we eat. But, we live in a world where good quality and health-conscious food is seen as expensive. That is what two sisters and super busy moms, Sukhmani and Bani, had realised way back in 2015 when they started NABOBS. In the quest to make healthy food affordable, Nabobs - Café and Pub for guilt free eating was launched, where everyone could feel like a NABOB- meaning 'a person of great wealth and status' and eat well.



NABOBS offers an array of fresh, artisanal, and pre-packaged foods to choose from. In addition to the shop, NABOBS cafe section has a regular menu for takeaway, delivery and dine-in, which includes sandwiches, pasta, curries, snacks, as well as coffee, tea, espresso drinks, fruit smoothies, iced teas and lemonades. Recently, six years after the opening, a new concept of 'Homemade' was introduced where entrepreneurs, who are working from home kitchens, are given a launchpad and a place to showcase their products, especially highlighting women and folks working with their local communities to produce healthy essentials such as honey and ghee. The concept of homemade is to introduce "mindful eating" by making foods with simple ingredients. NABOBS work with several home bakers, chefs, and other culinarians, including farmers to bring a variety of Artisan Foods, Products and Fresh Produce into the marketplace. Lastly, they also work alongside farms that believe in chemical and pesticide-free farming methods to yield high-quality produce, which makes the quality of their products stand out. This resulted in having the broadest range of natural and preservative free preserves, jams, honey, ghee, and other items.



“All our products are consciously sourced and we strive to provide a shopping experience that is pocket friendly and makes healthy living easier. We pride ourselves in being the first food business in town that is also now a space for growth and entrepreneurship for others in food and retail as we partner with new and existing brands that need a launchpad in this market,” says Sukhmani. “NABOBS is about providing people with easy options to make better decisions about what to eat and not have to hold back. We care for our community and environment and make sure that we always source consciously made products,” added Bani.