

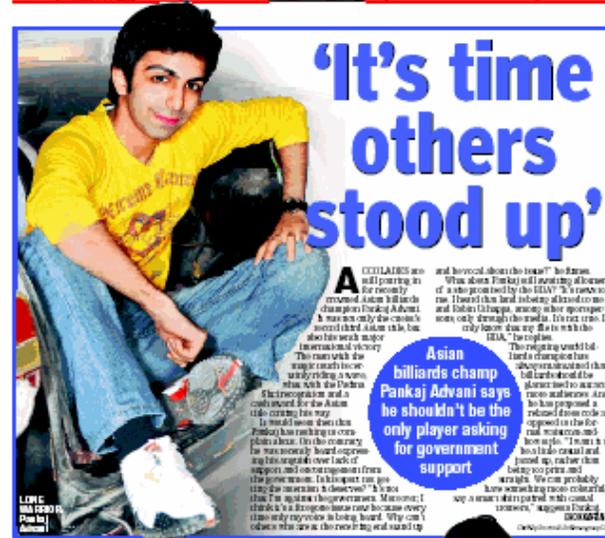
# Chilli's PR coverage

# PRE-OPENING COVERAGE THE ARRIVAL OF CHILI'S

Advertorial in the Bangalore

Times:

The Pepper man with a celebrity from Bangalore was featured on the front page of the Bangalore Times, below the masthead, with a caption announcing the arrival of Chili's in Bangalore.





## **LOOK WHO'S ARRIVED IN BANGALORE!**

Actress Nikita Thukral is all kicked about the arrival of Chili's from Texas in the city. The restaurant, which opens at Phoenix Idom, old Airport Road, promises to spice things up for diners with its bold southwest American cuisine and refreshing margaritas

## **PR EVENT/VIP PARTY OVERVIEW**

- A corporate press conference where the Brinker and Om Pizza & Eats management interacted with the media and shared a business discussion
- The same evening, a VIP party was organized, where-in the socialites and elites of Bangalore experienced Chili's first hand. That announced the opening of Chili's in Bangalore
- Popular celebrities and socialites of Bangalore were invited to the VIP party launch of Chili's

## A Glance of the Party



# POST OPENING COVERAGE

- A page 3 coverage of the launch party, where the mood and ambience of the restaurant will be spoken about in the leading lifestyle supplement of Bangalore - Bangalore Times (This will be an article with pictures from the party)

MONDAY 11 MAY 2009

BANGALORE TIMES, THE TIMES OF INDIA 3

Pics: Joe Louis D'Anto

## This was one spicy night!



Tapan Vaidya, Rakesh Gadoo and Pankaj Arora

Anitha and Rupesh Kholay

Jennifer Kotwal and Ellen Modi

John L. Reale and Charles M Sonstebly

Shrillerina, Diganth and Claudia Schaefer

Aditya

**B**angalore just got hotter! Chili's, the popular global chain of casual dining restaurants, has set up its first restaurant on Old Airport Road — one of the busiest hubs of the city. The inauguration was an equally spicy affair, which saw the city's best-known faces, including some of Sandalwood's PYTs.

Diganth was the early bird that evening, having arrived on the dot with gal pal Mayuri. Sanjanaa was toggled in a shimmery LBD, and came with Vishal Hegde. Jennifer came a wee bit late in a blue off-shoulder number, but stayed right on till the end.

Summing up the Chili's experience, Tapan Vaidya, general manager, Jawad Business Group, says, "Chili's offers southwest American cuisines with its bold spicy taste profile to suit the Indian palate, and unique margaritas to complete the international experience it brings to India. The friendly staff and ambience relaxes our guests, making their time with us the most fun-filled moments of their day." Also spotted were Tarun Arora, Aditya and Minal Patel, Chandru and starlet Pranitha.

# Other Coverage

**inMedia** **LIVE WITH FINANCIAL Chronicle**  
 Monday, May 11<sup>th</sup>, 2009 (Mumbai)  
 (MY BRANDS) Page No- 1,7



**Chili's comes to India**  
 Brinker International opens Chili's Grill and Bar in Bangalore, plans 25 more restaurants in five years, reports S Shanthi **IP7**

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**Chili's in India: 200th Brinker outside the US**

**S SHANTHI**  
*Bangalore*

CASUAL dining restaurant chain, Brinker International, which owns more than 1,700 restaurants in 28 countries, opened its first restaurant and bar in India in Bangalore on Friday. Called the Chili's Grill and Bar, this is the 200th Brinker restaurant outside the United States.

The 126-seat restaurant, located on Airport Road-Bangalore, has been developed by the Jawad Business Group. A sum of Rs 5 crore has been invested into the property. Tapan Vaidya, general manager, Jawad Business Group, said, "This restaurant is part of a 15-year agreement that will expand Brinker's presence in India. We are looking at 25 restaurants over five years. These will be in the south and the west of India. The next will be in Mumbai and Hyderabad."

Jawad Business Group has been a Brinker partner for several years, franchising Chili's in Bahrain and Maggiano's in Saudi Arabia.

**"OUR understanding of Indian tastes and high service will be our USP"**

**Tapan Vaidya**  
*General Manager  
 Jawad Business Group*

"It took us many years to find the right partner. Finally, we found the Jawad group, which is a multi-dimensional company. They know the market and have multiple retail brands here. For us they were the strategic alliance," says John Reale, president of global business development, Brinker.

Explaining why they chose Bangalore to launch their first restaurant, Vaidya said, "Bangalore is the right choice because it has a cosmo culture. We understand the consumer patterns and also found the right real estate. We believe

our menu blends well with the consumer profile. We have the ability to customise the menu and offer an equally interesting vegetarian platter. Our understanding of Indian tastes and high service will be our USP"

The menu that they offer includes a combination of different appetisers, Fajita trio chicken, shrimp and paneer, Quesadilla explosion salad, Honey chili chicken, crispers-hand battered chicken strips and Melting chocolate cake. They will offer an 80 per cent vegetarian menu, developed specifically for Bangalore.

"Chili's-Bangalore will add bold, kicked up flavours such as Tandoori Chicken Sandwich and Paneer Bites to the Bombay Burger, with a Chili's twist," said Reale.

Brinker International plans to have 500 restaurants outside the US by 2014. "That's an aggressive growth plan, about 50 restaurants a year, but we see a world of opportunity out there for us," said Reale.

sshonthe@mydigitalfc.com

www.mid-day.com Wednesday · May 13, 2009 · Mid Day, Bangalore

**DIARY** 23



**GRACIOUS HOSTS:** John Reale and Stuart Rackham  
**YUMMY MUMMY:** Anita Khohay  
**BONDING OVER MARGARITA:** Kelly Vaccaro and Deanna Preece  
**JUST PALS:** Diganth and Mayuri  
**THE LONG AND SHORT OF IT:** Priyanka and Emaad  
**CAUGHT YOU:** Roshni and Priyam

**Fiery and feisty**

**PARTY ZONE**

The invite came ensconced in a bed of red, hot chillies. Guests at the opening of Chili's, an American-Southwest restaurant on HAL Airport Road, were prepped for what was to follow. Margaritas were served at the bar by svelte American bartenders, along with cocktail snacks like chicken wings, cheese sticks, nachos and quesadillas. The rains didn't deter the swish set who flocked to the opening. We spotted Sanjana

in a shimmering LBD, Jennifer Kotwal in a blue number, Diganth with a girl pal at a corner table, Himesh and Tarun Arora, hotelier Keshav Baljee with wife Shaista, Rubi Chakravarti with khandaan in tow.



**EYE SPY:** Eshi and Raj Shroff



food • teenage • relationship • camp

**SPANISH FOOD HAS BEEN INFLUENCED BY MANY DIFFERENT CULTURES. IT WAS THE GREEKS WHO INTRODUCED OLIVE OIL TO THIS CUISINE. JEWS, ROMANS AND CARTHAGINIANS HAVE ALSO SHAPED SPANISH CUISINE TO ITS PRESENT FORM**

## Spice up your life at Chili's

The new restaurant Chili's on Old Airport Road will add an Indian touch to southwest American cuisine

Eben Johnson  
t.johnson@thehindu.com

**T**HERE is a new addition in the city where foodies can hang out. It's got a sizzling name — Chili's. Brinker International, USA launched its first Chili's outlet in India in Bangalore recently. This is also its 200th restaurant outside the USA. The event was attended by some of the top names in the food industry from Bangalore.

The menu which will be offered at Chili's has been specifically designed to fit the region's requirements. This has been developed after a year-long research by a team of specialists headed by Stuart Rackham, culinary director of Brinker International for global business development.

The menu offered will be 80 per cent vegetarian and will maintain its original



Chef Stuart demonstrating a dish

American southwest taste at the same time infuse an Indian touch to many of its signature dishes. The 126-seater restaurant also features a bar and has a

separate smoking room.

We sat down with Stuart to talk about his thoughts on Brinker's new adventure. He said, "It feels real good that we have finally opened in India. We look forward to a bright future for Chili's here and we hope to open many more branches all around India."

He added, "We started with Bangalore due to the mix of cultures that we find here and people here are very critical, especially when it comes to food. We know for a fact that our food will be met with much enthusiasm and will become widely accepted and loved. It will definitely deliver on value for money and each visit will be an unforgettable experience."

Chili's will be developed and run by its franchisees — Jawad Business Group, Bahram and is part of a 15-restaurant, five-year plan which will help establish Brinker's presence in India.

## Party and Festive

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MERI PYAARI BEHNA: Alisha and Adnan

BICEP BUDDIES: Sanhesh and Tarun PICS/RAMESH HS

ARM CANDY: Ari and Himesh Arora

EYE SPY: Eshi and Raj Shroff

SEE MY SHINY LBD: Sanjana and Aslam

## A taste of Tex-Mex



Restaurant: Chili's  
Place: Old Airport Road,  
Bengaluru  
Rating: ★★★★★

GOUTAM DAS

**T**True to its name, Chili's, which opened recently on Bengaluru's Old Airport Road, has a 'fiery' interior. The food though is hardly as hot, least by Indian standards.

The international casual dining chain serves American southwestern cuisine, sometimes called 'Tex-Mex'. As the name suggests, the cuisine blends the culinary traditions of Mexico with Anglo fare. That could be an overt simplification. In fact, some of cooking techniques as well as recipes of southwestern cuisine date back to Spanish colonial settlers and native Americans, besides cowboys and Mexicans.