

Public Relations Department, Chandigarh Administration
www.chandigarh.gov.in
Press Release

Chandigarh, March 20:- Low-calorie food may mean low cholesterol level, but it can also result in high sales and higher revenue. This has been discovered by Hotel Shivalik View, one of the three hotels run by the Chandigarh Industrial and Tourism Development Corporation (CITCO) in Chandigarh. Its innovative 'Salad Bar' concept, introduced in August, 2009, has become a big draw, helped the state sector unit beat the global slowdown blues, and sent its cash registers ringing.

The 'Salad Bar' concept, launched for the health-conscious residents of Chandigarh, has attracted good response, both from locals as well as foreigners, and made the sales look north. Disclosing this here today, Mr. Anurag Walia, General Manager, Hotel Shivalik View, said that since the introduction of the concept, about 1,200 people had enjoyed the highly nutritive but low-calorie food offered at affordable price; and more than 300 people enjoyed salad with pasta. Resultantly, the hotel has registered 15 per cent increase of in its buffet sales.

Between August, 2009 when the Salad Bar was launched, and February-end, 2010, about 3,700 people took lunch and 3,610 dinner at the hotel against 2,760 and 2,320 people respectively, during the corresponding period in 2008. The net sale from the salad bar during the period aggregated Rs 2.9 lakh, and the sales at buffet Rs 21.89 lakh against Rs 17.78 lakh during the corresponding period of 2008.

"From April 1, 2009 and February, 2010, the hotel registered net sales of Rs 56 lakh against Rs 43 lakh during the same period of 2008," Mr. Walia disclosed. The concept which had been designed especially to attract the health conscious senior executives and upper class sections of the society who preferred low-calorie food, has started drawing even the middle class.

Under the concept, a customer is served vegetable soup, five vegetable salads and two non-vegetarian salads for a paltry Rs 150, that too inclusive of all taxes, if one is still left with any appetite, the hotel is providing him another offer. By paying Rs 50 more (Rs 200 in all), one can have 'pasta dish.' Both packages are inclusive of all taxes. Whereas pasta dish in regular menu costs Rs 100 and a conventional lunch at the hotel about Rs 350.