



VEERASWAMY

1926

PRESS KIT

VICTORY HOUSE, 99 REGENT STREET, LONDON W1B 4RS
020 7734 1401 | reservations@veeraswamy.com
www.veeraswamy.com

Part of MW Eat portfolio of the 3 best Indian restaurants in London:

AMAYA – in Belgravia / Knightsbridge

CHUTNEY MARY – in St. James

VEERASWAMY – in Piccadilly, Regent Street

UK's first ever fine dining Indian restaurant

Celebrated its 90th anniversary in 2016 as did HRH The Queen.

Nominated by National Geographic as the best Indian restaurant in the world

Awarded with a Michelin star in its 2017 edition.

PRESS PACK SUMMARY:

History of Veeraswamy nearly 100 years ago

Fact Sheet on Veeraswamy

Veeraswamy – old & new - photos

Interiors & ambiance

Drinks

Michelin Guide 2017

Zagat Guide 2013

National Geographic – The 10 Best of Everything, Third Edition 2012

Trip Advisor – *Selection of latest comments*

HISTORY OF VEERASWAMY

LONDON 1926 – 2024 ---- 98 Years

Veeraswamy was established by Edward Palmer, the great grandson of General William Palmer, Military and Private Secretary to Warren Hastings, the first Governor-General of India and a North Indian Moghul Princess, Faisan Nissa Begum. Edward Palmer's grandfather William Palmer was also a trusted General and banker to one of the world's richest men, the Nizam (King) of Hyderabad, an area which covered most of southern India.

Palmer came to England in 1880 to study medicine. But his passion for Indian food influenced by his native grandmother in Hyderabad – led him to set up in a spice business in 1896 and selling including pickles pastes, chutneys - Major Gray's Mango Chutney.

Veerasawmy's restaurant (note original spelling) was established in 1926 on Regent Street with a menu comprised of recipes from Edward's roots with which he hoped to educate Londoners on the exotic Indian cuisines.

This success was built upon by its next owner, Sir William Steward M.P, who bought Veeraswamy in 1934 and owned it for over 30 years up to 1967. And whose printer accidentally changed the name to **Veeraswamy**.

It continued to be a favoured destination for royalty, the rich and famous, and the British returning from India with a craving for Indian food.

As he described in a handwritten short history of Veeraswamy, Sir William travelled over 200,000 miles to and within India and surrounding countries to find recipes, artefacts and staff, endeavouring to create the finest Indian dining experience.

He brought the tandoor to India in the early 50's shortly after it was introduced into Delhi in the late 40's.

It was customary for passengers disembarking from P&O liners travelling from India to book at Veeraswamy to get together as well as to meet their family and friends in London during their stay.

Older guests coming now to Veeraswamy recall the visits with their grandparents and reminiscence about the turbaned tall doorman, and the "punkawallahs" in the restaurant pulling the huge cloth fans.

The King of Denmark used to visit **Veeraswamy** whenever he came to London and decided to ship out a cask of Carlsberg beer to be stored in Veeraswamy and served to him whenever he ate curry.

Veeraswamy rapidly achieved international acclaim. It was a haunt of Edward, Prince of Wales, whose coat of arms was hung outside the door, and of visiting royalty and dignitaries.

Indian Maharajahs travelling to London used **Veeraswamy** for entertainment of their English friends, and their own dining. After sir William sold the restaurant in 1967 it was owned by a succession of Indian owners.

In 1948 **Veeraswamy** was appointed to do the catering for the Indian contingent at the London Olympics.

In the seventies and eighties, **Veeraswamy** lost its glamorous reputation and became a traditional type of Indian restaurant.

Namita Panjabi and Ranjit Mathrani acquired **Veeraswamy** in 1996 and soon after refurbished the restaurant, as a contemporary Indian restaurant.

The change into a very modern Indian restaurant with a fresh take on an original Indian menu was not without its takers. Andrew Lloyd Webber wrote a story on it on the back page of the Sunday Telegraph, Charles Campion praised it and Time Out gave it the Best Indian Restaurant award citing.

The menu at that time introduced the moilee sauce, with mussels, such as an Indian moules marinière, and appam (hoppers) with chicken stew, both favourite dishes Kerala – Namita Panjabi spent considerable time in Kerala working with cooks ‘housewives there who had excellent tables in their sprawling garden homes and spice gardens.

In 2003 **Veeraswamy** was invited to supply food on Air India flights out of London for the First and Business Class.

In 2005 the restaurant was restored to capture the history of the original **Veeraswamy** in spirit and décor.

The inspiration was the ebullience of Art Nouveau of the 1920's and the Maharajas Palaces in India which were lavishly decorated in the early part of the twentieth century. With handwoven floral carpets, glass paintings of Rajasthan and East India Company Bengal, Kalighat paintings of the 1920's, **Veeraswamy** sprang again into life. And has continued in the same spirit and style for the last 11 years.

The cuisine at **Veeraswamy** since then has combined classical dishes of India along with a range of contemporary and innovative Indian food.

In 2008 **Veeraswamy** Chefs were requested to come and cook food for a function hosted by the Queen at Buckingham Palace, the first time an outside caterer was asked to do so for any cuisine.

Like Sir William Steward, the present owners, along with Camellia Panjabi a Director of the owning Company have also travelled extensively the length and breadth of India in order to procure relevant artefacts, culinary staff and to research the traditional recipes to present the classical and contemporary regional cuisines of India.

The current menu celebrating 90 years in 2016 presents some interesting Royal Indian dishes as well as a selection of favourite dishes over the years. Particular attention has been paid to presenting some rare and outstanding dishes from the legendary kitchens of the Nizam of the Hyderabad, the hometown of Edward Palmer and cuisines he so loved as served in the homes of his forefathers.

The chef of **Veeraswamy** was sent to Hyderabad to live in the home of one of the aristocratic courtier families who had been close to the Nizam family. And from there arose the inclusion of the famous Hyderabadi dopiazas, which were traditionally made with local lime, or oranges or plum, and the true Hyderabad biryani.

Along with RULES and WILTONS, **Veeraswamy** is among the three oldest restaurant institutions of London. It is perhaps the oldest Indian restaurant in the world, as there is no record in India of an Indian restaurant earlier than the 1940s.

The name of the owning company is MW Eat, and other fine-dining Indian restaurants in the group are Chutney Mary and Amaya in London.

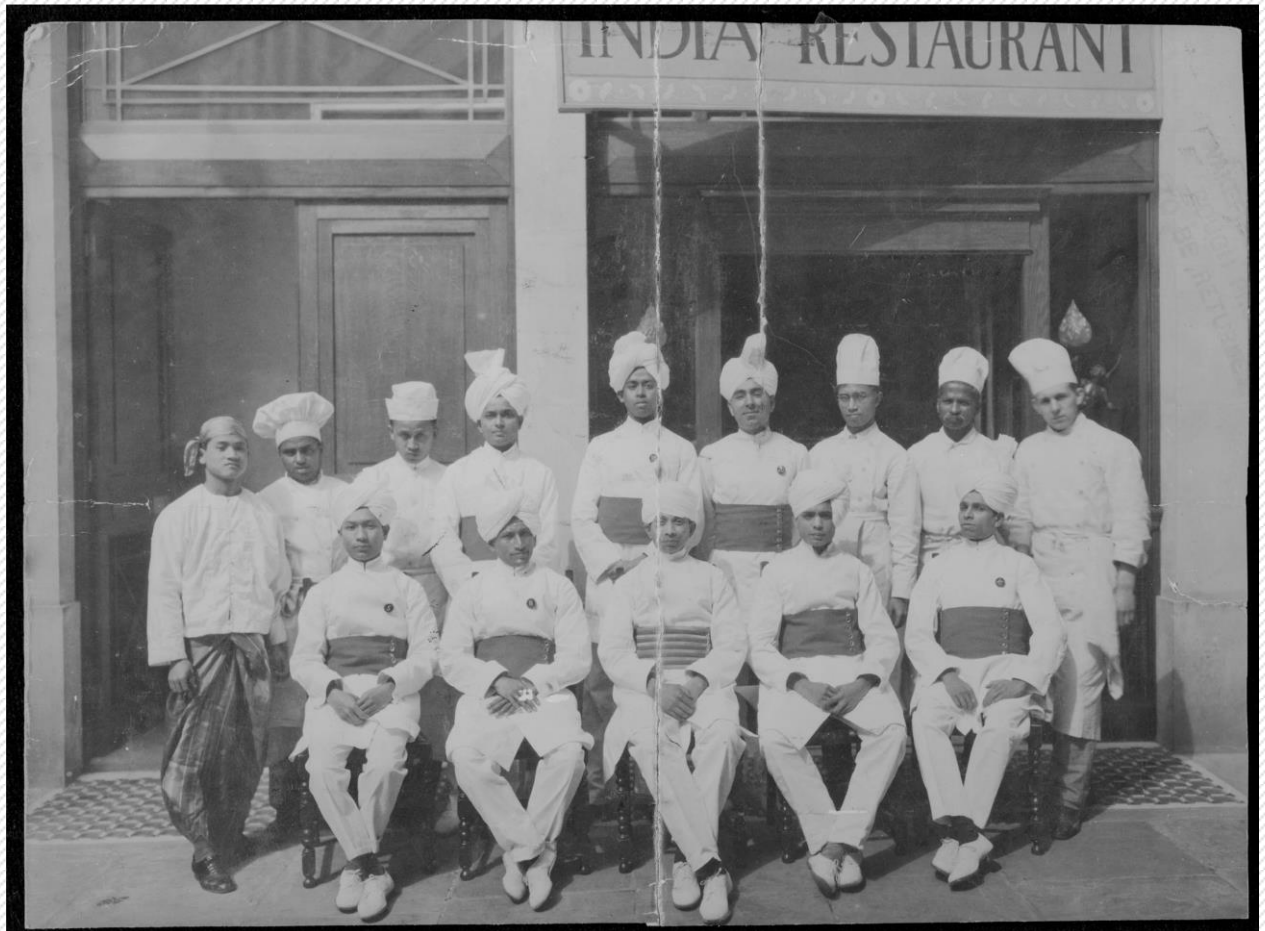
Veeraswamy is the sixth oldest shop tenant of Regent Street, the older ones include Liberty's, Hamleys, Hackett and Churchill Shoes.

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VEERASWAMY'S FACT SHEET

Background:	Veeraswamy, UK's oldest Indian restaurant was originally opened in 1926 by Edward Palmer, the great-grandson of an English General and an Indian princess. It received its first Michelin star in 2016, on its 90th anniversary. The restaurant was acquired by Ranjit Mathrani and Namita Panjabi of MW Eat in 1996 – the company also owns Amaya (Michelin one star), Chutney Mary and Masala Zone restaurants across London.
Ambience:	Featuring a 110-seat dining room and an upper-level private dining space, the luxurious and exotic décor evokes playfulness of the 1920's with handmade Venetian-style chandeliers, Indian art of the 1920's, an exotic turban collection, beautiful sculptures and hand-woven carpets throughout. Each part of the restaurant evokes a different feel. The menu, a combination of classical and contemporary regional dishes, is prepared by a brigade of specialist chefs from all over the Indian sub-continent.
Signature Dishes:	<u>North Indian dishes:</u> Raj Kachori, Kashmiri Roghan Josh, Supreme 06 Chicken, Mumtazi Lamb Chops Asaf Jahi <u>Southern Indian dishes:</u> Lobster Malabar Curry, Pineapple curry, Chettinad potatoes <u>Western Indian dishes:</u> Roast Duck Vindaloo, Bori Chicken Biryani, Malvani Prawn Curry. <u>Eastern Indian dishes:</u> Bengali Chor Chori – (mixed vegetables)
Awards:	Michelin Star in 2017 Michelin Guide up to now. Named as one of the World's Ten Best Destination & Special Restaurants by National Geographic Guide – Best of the Best
Lunch:	A la carte menu and many light dishes including salads
Weekend Lunch: (Saturday & Sunday)	Complete choice from a large a la carte menu 2 courses £39; 3 courses £45 Popular Dishes at Sunday family dishes, such as Chana Bhatara, Momos, Raj Kachori, Biryani, Paneer Makhani
Average price per head:	Lunch: from a la carte with beverage £55 to £60 Dinner: from a la carte with beverage from £75
Wines & Drinks:	Every wine on our list is well-chosen & compatible with our spiced cuisine. Our cocktails are blended with fresh seasonal ingredients.
Private Dining:	A glamorous private room seats up to 22
Marketing Contact:	Camellia Panjabi - cp@realindianfood.com Elana Kruger – marketing1@realindianfood.com
P.R. Agency	Network London – Maureen Mills - maureen@networklondonpr.com
Address:	Victory House, 99 Regent Street, London, W1B 4RS
Telephone:	020 7734 1401 Fax: 020 7439 8434
Online reservation:	reservations@veeraswamy.com
Website:	www.veeraswamy.com
Social media:	Twitter: @theveeraswamy Facebook: IndianFineDining Instagram: @veeraswamy.london
Owning Company:	MW Eat
Directors:	Ranjit Mathrani, Namita Panjabi, Camellia Panjabi

STAFF - 1926



ON ARRIVING IN LONDON

*please telephone Regent
2939 and reserve your
table at Veerasawmy's,
the luxurious India
Restaurant.*

*The delight of your visit
will be doubled if after
seeing London, you can,
by passing through the
doors of the India
Restaurant, be trans-
planted into another
world—a world of
Indian charm, beauty
and luxury.*

**VEERASAWMY'S
INDIA
RESTAURANT
99, Regent Street, W.1.**

*The Entrance is under the archway of
Swallow Street. Near Piccadilly Circus.*

A BRIEF HISTORY of VEERASAWMY'S RESTAURANT
A TRANSCRIPT AS HANDWRITTEN BY SIR WILLIAM STEWARD
OWNER OF VEERASAWMY FROM 1935 – 1967

1. Lieutenant General William Palmer a descent of the famous Court favourite of King Charles the second of England, namely Barbara Palmer (nee Villiers) Duchess of Cleveland in her own right and countess of Castle Maine by marriage, went to India in the services of Honourable East India Company in the year 1770 (approx.). In due course, with the highest honour to himself and to the advantage to his country, he filled many important positions including that of Military and Private Secretary to Warren Hastings, the first Governor General of India. He married (for a second time) a Begum (Princess) of the House of Delhi known as FAISAN NISSA BEGUM, or The Bibi Fais Baksh.
2. The eldest son by this 2nd marriage was William who became a Brigadier General in the military service of the Nizam of Hyderabad in whose service he served in the Mahratta War of 1803. He also served in the campaign in which Colonel Wellesley, (afterwards Duke of Wellington) defeated the forces of Scindia and the Raja of Berar and assaye and arguaman. He was in command of the troops at Aurangabad. He was frequently mentioned in dispatches. He retired in 1810 and founded the Banking House of Palmer & Co in Hyderabad.
3. One of his younger sons was James Edward Palmer (1860-1947) a Major in the 4th Madras Infantry who became blind at an early age. He came to England in 1880 and was the founder of VEERASAWMY in 1926.

During the years prior thereto, Edward Palmer had made a high reputation as an expert on Indian curries, chutneys, pastes and other Indian foodstuffs. He was put in charge of the Indian Catering at the World-famous Wembley Exhibition in 1924, where he was most successful.

When the exhibition ended in 1924, Edward Palmer opened VEERASAWMY INDIAN RESTAURANT in Regent Street, London W1, which remained in his ownership until 1930 when it was taken over by D' Silva a Bengalese gentleman who in turn, sold it to Imia Bruin, an Italian Restaurateur. In 1934, the Restaurant was bought by Mr (now Sir William) Steward who on 5th March 1935. (Due to a printer's error, it became referred to as Veeraswamy and remains so today..... the old Veerasawmy & Co has since been taken over by Sir William who is determined to keep it alive as it always reminds him of the greatness of the man who created it, Edward Palmer.

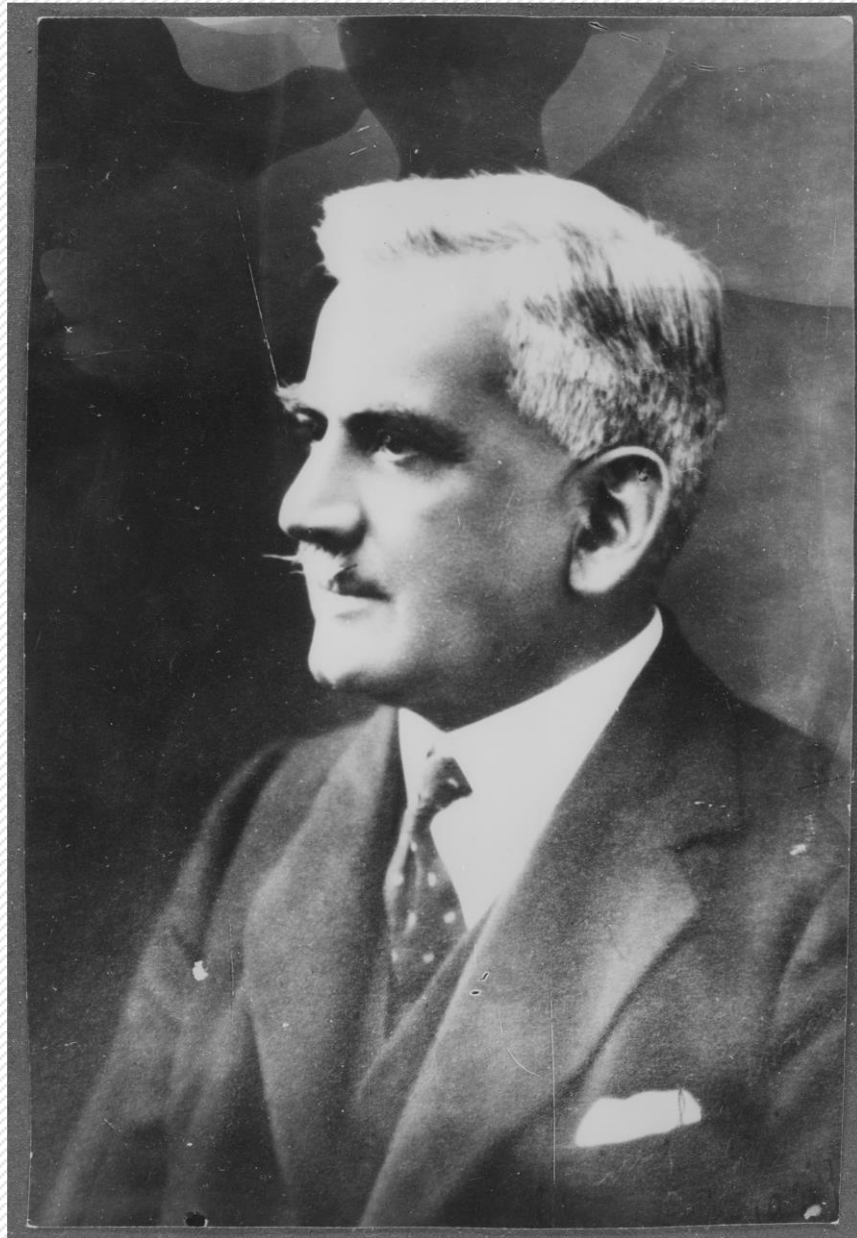
From March 1935, until 1967 (32 years) Sir William Steward dedicated himself to making Veerasawmy Indian Restaurant known throughout the world – Every member of the staff (but one) was personally selected in India for his outstanding knowledge and/or experience and brought from India. Only the finest Indian cooks, the best waiters, and the top-grade authentic spices were good enough. Also, the furniture, linen, antiques, jewellery, hanging lanterns, standard lamps, Tibetan horns, in fact, everything that was possible to buy from India, was bought by him. Authenticity, and perfection in cooking the best of Indian foods, were Sir William's aims throughout his years of ownership.

He travelled throughout India and nearby countries that had their different style of curries etc. He would go anywhere to acquire practical knowledge however tedious the journey. For the 1st twelve years, he never spent less than 2 months of concentrated practical study each year and must have travelled 200,000 miles in search of knowledge of Indian cuisine. Each year that followed, he regularly paid visits, some of even longer experience and duration.

He was relentless in his search for better Indian food, and continued to visit India once or twice a year.

In 1967 after 32 years, he decided to retire and sold Veeraswamy Indian Restaurant to its present owners who are well known in the Indian Hotel and Catering Industry.

PORTRAIT OF EDWARD PALMER



**HANDWRITTEN NOTE BY SIR WILLIAM STEWARD – OWNER OF
VEERASWAMY FROM 1935 – 1967**



From SIR WILLIAM STEWARD

MALTA

TELEPHONE: 3201
(CODE NO. FROM ENGLAND 0024)

COOLBOI-MANSION-HOUSE

BALE-ONE

1ST OF MAY

A BRIEF HISTORY OF VEERASWAMY'S RESTAURANT

- (I) Lieut. General William Palmer, a descendant of the famous Court favourite of King Charles the second of England, namely Barbara Palmer (nee Villiers) Duchess of Cleveland in her own right and Countess of Castlemaine by marriage, went to India in the service of Honourable East India Company in the year 1770 (approx). In due course, with the highest honour to himself and to the advantage of his country, he filled many important posts including that of Military and Private Secretary to Warren HASTINGS, the first Governor General of India. He married (for a second time) a Begum (Princess) of the House of Delhi known as FAISAN NISSA BEGUM or the Bibi Said Baksh.
- (II) His eldest son by this 2nd marriage was William who became Brigadier General in the military service of the Nizam of Hyderabad. In that service he served in the Marhatta War of 1803. He also served in the campaign in which Colonel Wellesley, (afterwards Duke of Wellington) defeated the forces of Scindia and the Raja of Berar and Assaye and Argum. He was in command of the troops at Aizimabad. He was frequently mentioned in dispatches. He retired in 1810 and founded the Bank of Palmer & Co. in Hyderabad.
- (III) One of his younger sons was James Edward Palmer, a Major in the Madras Infantry who became blind at an early age. - He had three children and his youngest son was EDWARD PALMER (1860-1947) who came to England in 1880 and was a partner in the firm of Spence Merchants, in 1896 and subsequently founder & manager of VEERASWAMY'S INDIA RESTAURANT. During the years prior thereto, Edward Palmer had made a high reputation as an expert on Indian Curries, Chutneys, Pickles & other Indian specialties. He was put in charge of the Indian Catering at the World Bazaar, 1923 WIMBLEDON, where he was most successful.
- When the Exhibition ended in 1926, Edward Palmer joined his VEERASWAMY'S INDIAN RESTAURANT, in Regent Street, London W.1, which remained in his ownership until 1930 when it was taken over by a Donde Silva a Bengalese gentleman who in turn sold it to R. M. Brown, an Italian Restaurant who renamed the business the Cafe de la Paix. In 1934, the Restaurant was bought by Mr. (now Sir William) STEWARD who on 5th MARCH 1935 decided to revive the Indian Restaurant which had become well known throughout the World during the 4 years of Mr. Edward Palmer's reign. (Due to a popular error it became referred to as VEERASWAMY's and remains so today). The old Veeraswamy & Co. has since been taken over by Sir William who is determined to keep it alive as it always reminds him of the greatness of the man who created it. - EDWARD PALMER



FROM SIR WILLIAM STEWARD

TELEPHONE 3281
(CODE NO. FROM ENGLAND 0624)

PALAZZO MARNIS
MARSAXLOKK

GOULD HOUSE

BALD-RINE

SEE OF MAN

From March 1935 until 1967 (32 years) Sir William Steward dedicated himself to making Veeraswamy's Indian Restaurant, known throughout the World, very ^{in India} member of the Staff (but one) was personally selected for his outstanding knowledge and/or experience, not brought from India. Only the best ^{Indian} spices were used, water, and the top grade authentic species were good enough. Also the furniture, linen, the antique jewels, hanging lanterns, Standard Lamps, Tibetan horns, in fact everything possible to buy from India was bought by him. Authenticity & perfection in cooking the best of Indian Foods, was Sir William's aim throughout his years of ownership.

He travelled throughout India & nearby Countries who had their different style of Curries etc. He would go anywhere to acquire practical knowledge, however tedious the journey.

For the last twelve years he never spent less than 2 mos. of concentrated practical study ^{each year} and must have travelled 200,000 miles in search of knowledge of the Indian Cuisine. Each year that followed, he regularly paid visits, some of even longer experience and duration. Sir William in fact still searches for better Indian Food & invariably visits India once or twice each year.

In 1967 after 32 years he decided to retire and sold Veeraswamy's Indian Restaurant to its present owners who are well known in the Indian Hotel & Catering Industry.

PRICE LIST OF EDWARD PALMER'S SPICE BUSINESS EST. 1896

Edward Palmers Spice Company
Est. 1896

TO COOK RICE.

Take 1 lb. of Veerasawmy & Co.'s "Nizam" Indian Rice; wash well and soak it in cold water for at least 20 minutes. Have ready 6 pints of BOILING water in a roomy saucepan. Drain the rice and add it, together with a dessertspoonful of salt, to the boiling water. Stir gently, and let it boil rapidly for 10 to 12 minutes. When the rice is soft enough for a grain to be crushed between finger and thumb, it is cooked and must be instantly drained through a colander, and half a teacupful of COLD water poured over it TO SEPARATE THE GRAINS.

A REAL INDIAN CURRY.

Place in a stew-pan a tablespoonful of butter, lard or dripping, and some chopped-up onion (the addition of a clove, or garlic mixed up is an improvement). Cook until the onions begin to change colour, then add a tablespoonful of "Nizam" Curry Powder, mix well, and fry together for 2 or 3 minutes. Have your meat, fish, or poultry, etc., cut up into convenient sizes, and fry them in the ingredients in the pan for a few minutes. Then add enough stock or water or pulped tomato to form a thickish gravy. Cook slowly until the meat is tender, add salt to taste and a little vinegar or lemon juice.

"NIZAM" CONDENSED CURRY

OR

A CURRY IN FIVE MINUTES.

FOR COOKED MEATS, VEGETABLES, FISH, ETC.

Put a heaped dessertspoonful of the Curry into a stew-pan, together with enough stock or water to make a thickish sauce; heat it, and then add sufficient of whatever COOKED material you have to curry, warm through and serve with "Nizam" Rice.

RETAIL PRICE LIST

Telephones :
REGENT 2838.
BARNET 0098.
Postal
Address :
89, REGENT ST.,
W.
Telegraphic and
Cable Address :
"VEERASAWMY,
REGENT ST.,
LONDON."

VEERASAWMY & CO.

வீரசாமி அண்டு கம்பனி

Gold Medalists. Established 1896.

Trade *"Nizam"* Mark.

Spice Merchants, Manufacturers,
Importers and Exporters of
Indian Food Specialities
—Indian Caterers.

By appointment Purveyors of Indian
Food Specialities to the Indian
Soldiers and Hospitals in England,
France and Egypt — 1914-1918.

BOMBAY. CALCUTTA. MADRAS.

RETAIL PRICE LIST.

"NIZAM" CURRY POWDER	per tin	
1-lb. tins	2/8	
1-lb. tins	1/8	
1-lb. tins	1/0	
"NIZAM" CURRY PASTE	per jar	
"NIZAM" COMPENSED CURRY	2/8	
"NIZAM" MULLIGATAWNY PASTE	2/6	
	2/8	
"NIZAM" VINHALOO MIXTURE	per tin	
"NIZAM" KOOFAT MIXTURE	1/0	
"NIZAM" KODRMAH MIXTURE	1/0	
"NIZAM" PEPPER WATER MIXTURE	1/8	
	1/8	
"NIZAM" CHUTNEYS	per jar	
Tamarind Chutney (1/4)	1/8	
Cochineal Chutney (medium)	1/8	
Bengal Chutney (mild)	1/8	
Bengal Seed Mince Chutney (medium)	2/6	
Col. Shaker's Chutney (hot)	2/0	
Major Gray's Chutney (mild)	2/0	
"NIZAM" PICKLES	per jar	
Mango Pickle	2/6	
Mango Seedling	2/6	
Lime Pickle	2/6	
1/2 lb. Condiment	2/8	
Braised Pickle	2/8	
Red and Green Chilies in Pickle	1/0	
"NIZAM" SAUCES	per bot.	
"Nizam" Sauce	1/8	
Chillie Sauce (hot)	1/8	
Chutney Sauce	1/8	
"NIZAM" VINEGARS	per bot.	
Cheile Vinegar	1/8	
1/2 pint 2 Vinegar	1/8	
Ceyenne Vinegar	1/8	
Cheile Vinegar	1/8	
1/2 pint 2 Vinegar	1/8	
"NIZAM" TOMATO PASTE	per jar	
"NIZAM" GHEE	2/6	
"NIZAM" TANDARND	1/8	
"NIZAM" BOMBAY PICKLES, 12 in tin	per tin	2/0
"NIZAM" PUPPADUMS, 50 in box	per box	5/8
"NIZAM" PUPPADUMS, 25 in box	per box	3/0
"NIZAM" PULSES AND CEREALS	2-1/2 lb.	1/8
"Nizam" Rice	2/6	
"Nizam" Masoor Dhal	2/6	
"Nizam" Moosa Dhal	2/6	
"Nizam" Toor Dhal	2/6	
"Nizam" Channa Dhal	2/6	
"Nizam" Senja	2/6	
"NIZAM" SPICES (ground or whole)	per tin	
Curry	1/8	
Chili	1/8	
Chili	1/8	
Coriander	1/8	
Black Pepper	1/8	
Chilli	1/8	
Cloves	1/8	
Curry Seed	1/8	
Mustard Seed	1/8	
Peppercorn	1/8	
Cardamoms (whole)	2/0	
"NIZAM" BEHNDI (LADY'S FINGERS)	per tin	2/0
"NIZAM" MANGOES	2/6	
"NIZAM" GUAVA JELLY	per jar	2/0
"NIZAM" TYPANIC JAM	2/0	
"NIZAM" CHOW CHOW (PRESERVE)	1/8	
"NIZAM" STEM GINGER (PRESERVE)	1/8	
"NIZAM" INDIAN SWEETMEATS	per lb.	
Hulwa (Mango kimb and flowers)	1/8	
Burd (Mango kimb and flowers)	1/8	
Dhoda Peash	1/8	
Kewra	1/8	
Coco Maro (Indian Coconut Candy)	1/8	
Terms: Cash with order.		
Delivery: Free to all orders exceeding 100 in value.		

Figure 1: Cash with sales

Delivery: Cash-on-delivery: All orders exceeding \$1000 in value

THE TIMES, TUESDAY, MARCH 16, 1926

Visit Veerasawmy's

for Clean Indian and
English Food, Good Wines,
and Oriental Coffee

TO - DAY IS OPENING DAY

Reserve your tables by telephone.

Regent 2939

**VEERASAWMY'S
INDIA RESTAURANT
99 REGENT STREET LONDON W.1**

Entrance in Swallow Street. Near Piccadilly Circus



P. 26

Under Conversion in Europe

Should X bid a no-trump, I think there is enough material in B's hand to double if the American convention is being used, but in the ordinary way a bid of "No" is safer, and I think that Y, in the absence of any bid from B, might say "No," as well. Personally, I am much afraid of making bids in major suits over my partner's no-trump, unless they are from strength.

If, then, X bids a no-trump, B says "No."

The Entrance is under the archway of Swallow Street. Near Piccadilly Circus.

VEERASWAMY'S

India Restaurant

99-101 REGENT STREET

W. 1

Telephone :

REGENT 1380

Michay Gamble
41. Throgmote Rd.
Colwich Wood
Nott L.

Thursday, March 23rd

Menu

5/-

NO COVER CHARGE

NO HOUSE CHARGE

First Course

CHOICE OF HORS D'OEUVRES OR SOUP

Hors d'oeuvres Varies

Mulligatawny
or Pea

Second Course

CHOICE OF ENTREE

~~Come Pillau~~

Lamb, Game, Omelette, Vegetable and Fish Curry
(including Burma Rice, Poppadoms, Mango Chutney, etc.)

Roast Lamb and Mint Sauce

Braised Ham

Vol-au-Vent

Grilled Halibut

Potatoes, Boiled, Baked or Baulangere

Spring Greens, Turnips, Cauliflower

Third Course

CHOICE OF SWEET

Fruit Trifle Orange Jelly Gateaux

Orange Cream, Raspberry Cream

Fruit Compote and Stewed Plums and Custard
or

Cheese

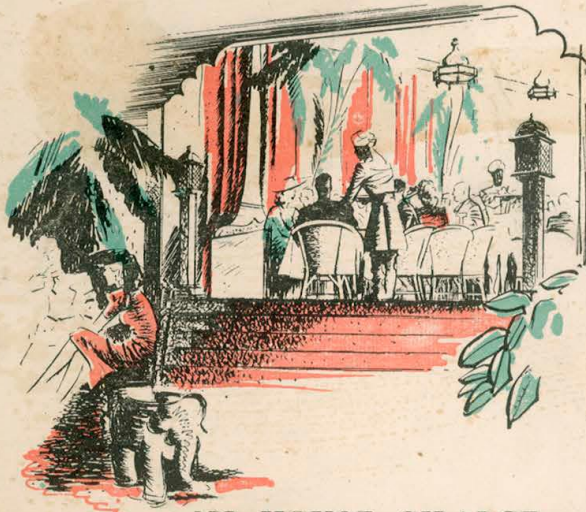
Coffee 1/-

PLEASE CHECK YOUR BILL UPON PRESENTATION

MENU JUST AFTER THE WAR

For the convenience of theatre-goers this Restaurant will remain open until 11.30 p.m. Sundays 10.30 p.m.

THEATRE SERVICE—See overleaf



VEERASWAMY'S INDIA RESTAURANT

Friday,
16th Nov. 1945



Menu

5/-

NO HOUSE CHARGE

NO COVER CHARGE

OPEN ON SUNDAYS

First Course

CHOICE OF **HORS D'ŒUVRES OR SOUP**:—Hors d'œuvres Varies (Various Hors d'œuvres.) Creme de Celeri, Mulligatawny, Consomme (Cream of Celery Soup, Curry Soup or Clear Soup)

Second Course

CHOICE OF **CURRY**:—Lamb, Lobster, Game, Rabbit or Vegetable Curry (including Mango Chutney, etc.)

ENTREE:—Mayonnaise d'Homard (Lobster Mayonnaise)

Coquille St. Jacques (Scallops and Cream Sauce)

Poulet de Grain Roti (Roast Chicken and Bread Sauce)

Salmi de Gibier (Salmi of Game)

Civet de Lievre Bourignonne (Jugged Hare)

Legumes:—Chouxfleur a la Creme, Choux Verts, Epinards en Branche, Choux de Bruxelles (Cauliflower with Cream Sauce, Cabbage, Leaf Spinach, Brussels Sprouts)

Pommes:—Florentine, Dore ou Nature (Creamed Potatoes with Spinach, Roast or Boiled Potatoes)

BUFFET:—Le Viandes Froid et Salade (Cold Meats and Salad)

Third Course

CHOICE OF **SWEET**:—Flan des Fruits, Pouding Diplome, Compote de Fruit, Trifle au Madere, Glace de Vanille (Fruit Flan, Cabinet Pudding, Fruit Salad, Sherry Trifle, Vanilla Ice)

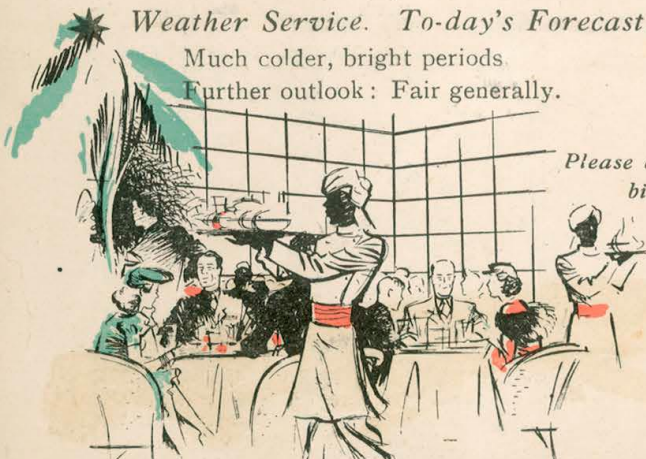
ou Fromage et Celeri (Cheese and Celery)

Cafe (Coffee) 1/-

Weather Service. To-day's Forecast.

Much colder, bright periods.

Further outlook: Fair generally.



Please check your
bill upon
presentation



All communications, complaints or suggestions should be made in writing to the Managing Director

BERNARD WEALLY

Veeraswamy's Theatre Service

ADELPHI. Tem. 7611 6.30 Tues. Sat. 2.15
WEBSTER BOOTH, ANNE ZIEGLER in
SWEET YESTERDAY, a Musical Romance
Critic: "The success 'Sweet yesterday'
is likely to enjoy will be due almost entirely
to music and the fine performance of it."
Philip Page, *Daily Mail*.

ALDWYCH. Tem. 6404 6.30 W. S. 2.30
THE HASTY HEART MARGARETTA
SCOTT, FRANK LEIGHTON
Critic: "The laughs and the tears"
Daily Express.

AMBASSADORS. Tem. 1171 6.15 Wed.
Sat. 2.30 H. GINGOLD H. KENDALL
SWEETER AND LOWER
Critic: "Three years old, still delight-
fully malicious." *The Recorder*.

APOLLO. Ger. 2663 6.45 W. & S. 2.30
Noel Coward's **PRIVATE LIVES**
JOHN CLEMENTS, KAY HAMMOND
Critic: "Irresistible fun." *E. News*.

CAMBRIDGE. Tem. 6056 **A NIGHT IN
VENICE** 6.45 Thurs. Sat. 2.30 VICTORIA
CAMPBELL, HENRY WENDON
Critic: "Now in its second year,
which shows that London still loves good
singing and a production that has style."
The Recorder.

COLISEUM, Char. X. Tem. 0101 2.30
6.30 Mon. Wed. Thurs. Sat. 2.30 **THE
NIGHT & THE MUSIC** VIC OLIVER
Critic: "Champagne of revue." *Star*.

COMEDY. Whi. 2578 GEORGE GEE in
SEE HOW THEY RUN 6.45 Mat. Tu.
2.45 Sat. 5.15 7.45

Critic: "It really is absurdly,
ecstatically funny." *Evening News*.

CRITERION Evgs. 6.30 Sat., Tues. 2.30
EDITH EVANS in **THE RIVALS**
Critic: "Many delights." *The Star*.

DUCHESS. Tem. 8243 6.30 W. S. 2.30
Noel Coward's **BLITHE SPIRIT** 5th Year
PENELOPE WARD, JOYCE CAREY
NICHOLAS PHIPPS

Critic: "Delightful story about two
wives who return as spirits to their
husband." *Evening News*.

DUKE OF YORK'S. Tem. 5122 6.30
**IS YOUR HONEYMOON REALLY NECES-
SARY?** Ralph Lynn, Elsie Randolph
Critic: "Amusing farce." *Daily Mail*.

GARRICK. Tem. 4601 6.15 Weds. & Sats.
2.30 ROBERTSON HARE, ALFRED
DRAYTON **MADAME LOUISE**
Critic: "Apotheosis of English farce."
Evening News.

GLOBE. Ger. 1592 6.30 Wed., Sats. 2.30
Rattigan's **WHILE THE SUN SHINES**
HUGH McDERMOTT, HUGH WAKEFIELD
Critic: "Joyous fooling" *D. Mail*

HAYMARKET. Whi. 9832 6.45 W. S.
2.30 **LADY WINDERMERE'S FAN**
ISABEL JEANS, DOROTHY HYSOON
Critic: "Joyous indeed." *Daily Mail*.

HIPPODROME. Ger. 3272 6.15 Wed. Sat.
2.15 IVOR NOVELLO in **PERCHANCE TO
DREAM**

Critic: "Mr. Novello in his most
romantic mood." *News Chronicle*.

HIS MAJESTY'S. Whi. 6606 6.30 W, Th.
S. 2.30 ARTHUR ASKEY with EVELYN
DALL in **FOLLOW THE GIRLS**

Critic: A merry musical show, justifying
the equally noisy delight of the audience.
Daily Mail.

LYRIC. Ger. 3686. 6.30. Mats. Weds. Sats.
2.30 JOHN MILLS, MARY MORRIS in
DUET FOR TWO HANDS

Critic: "A ghost story." *N. Chronicle*.

NEW. OLD VIC COMPANY. Tonight 6.30
HENRY V., PART I. UNCLE VANYA
Nov. 13, 16, 27, Dec. 1.

Critic: "The Old Vic Company owe
much of their success to their splendid team
spirit." *The Veeraswamy Showman*.

PALACE. Ger. 6834 6.30 Wed., Sat. 2.15

GAY ROSALINDA,
RUTH NAYLOR, RICHARD DOLMAN
Conductor RICHARD TAUBER

Critic: "Verve and vitality" *E. News*.
PALLADIUM. Ger. 7373 Daily 2.30 & 6.20
HAPPY AND GLORIOUS with TOMMY
TRINDER

Critic: "Mr. Trinder . . . the slick
answer, the stunning retort." *E. News*.

PHOENIX. Tem. 8611 Evgs. 6.30 Sat.,
Wed. 2.30 **A BELL FOR ADANO**
ROBERT BEATTY, JEFFIE EVANS

Critic: "The book, film and play . . .
without reservation I consider the play far
and away the best of them." *D. Sketch*.

PICCADILLY. Ger. 4506 6.45 W. & S.
Noel Coward's **SIGN NO MORE**
CYRIL RITCHARD, MADGE ELLIOTT

Critic: "Music and spectacle rather
than wit." *Daily Mail*.

PLAYHOUSE. Whi. 7774 6.30 Thurs.,
Sats. 2.30. SOPHIE STEWART, RICHARD
BIRD in **LADY FROM EDINBURGH**

Critic: "Pleasant a domestic comedy
as you could wish to see." *Telegraph*.

PRINCE OF WALES. Whi. 8681 2.30 & 6.30
Tom Arnold's Revue **FINE FEATHERS** with
JACK BUCHANAN

Critic: "I do not doubt the public will
flock to see what is primarily a dress show
—and a good one." *Daily Mail*

PRINCES. Tem. 6596 6.30 W., S. 2.30
J. Waller's **MERRIE ENGLAND.** HEDDLE
NASH, LINDA GRAY, DENNIS NOBLE

Critic: "Production of great splendour
and enchantment." *Daily Express*.

ST. JAMES'S. Whi. 3903 6.30 Wed. Sat.
2.30 VALERIE TAYLOR, EMLYN
WILLIAMS in **THE WIND OF HEAVEN**

Critic: "Very good." *Evening News*.

SAVILLE. Tem. 4011 6.30 Sat. 2.30
BIG BOY FRED EMNEY, RICHARD
HEARNE, CAROL RAYE

Critic: "Mr. Emney, fat, cynical and
witty." *D. Mail*.

SAVOY. Tem. 8888 6.30 Wed., Sat. 2.30
THE FIRST GENTLEMAN

ROBERT MORLEY & WENDY HILLER
Critic: "Rich comedy." *Daily Mail*.

STRAND. Tem. 2660 6.30 Th. Sat. 2.30

ARSENIC AND OLD LACE
LILIAN BRAITHWAITE, MARY
JERROLD, NAUNTON WAYNE

Critic: "Admirably devised on the
taste for crime stories." *Evening News*.

VAUDEVILLE. Tem. 4871 6.30 Mats.
Tues. Sat. 2.30 FAY COMPTON in

NO MEDALS
Critic: "Witty" *Daily Mail*

WESTMINSTER. Vic. 0283 Evgs. (ex. Mon.)
6.30 Wed. Th. & Sat. 2.30 ROBERT DONAT
in **"THE CURE FOR LOVE"** by Greenwood

Critic: "Fun there is in plenty."
Philip Page, *Daily Mail*.

WINTER GARDEN. Hol. 8881 Evgs. 6.30
(1st Mat. Tues. 2.30) **YOUNG MRS.**

BARRINGTON with All-Star Cast.

Critic: "Sure of its welcome . . .
demobilisation play." *Daily Telegraph*.

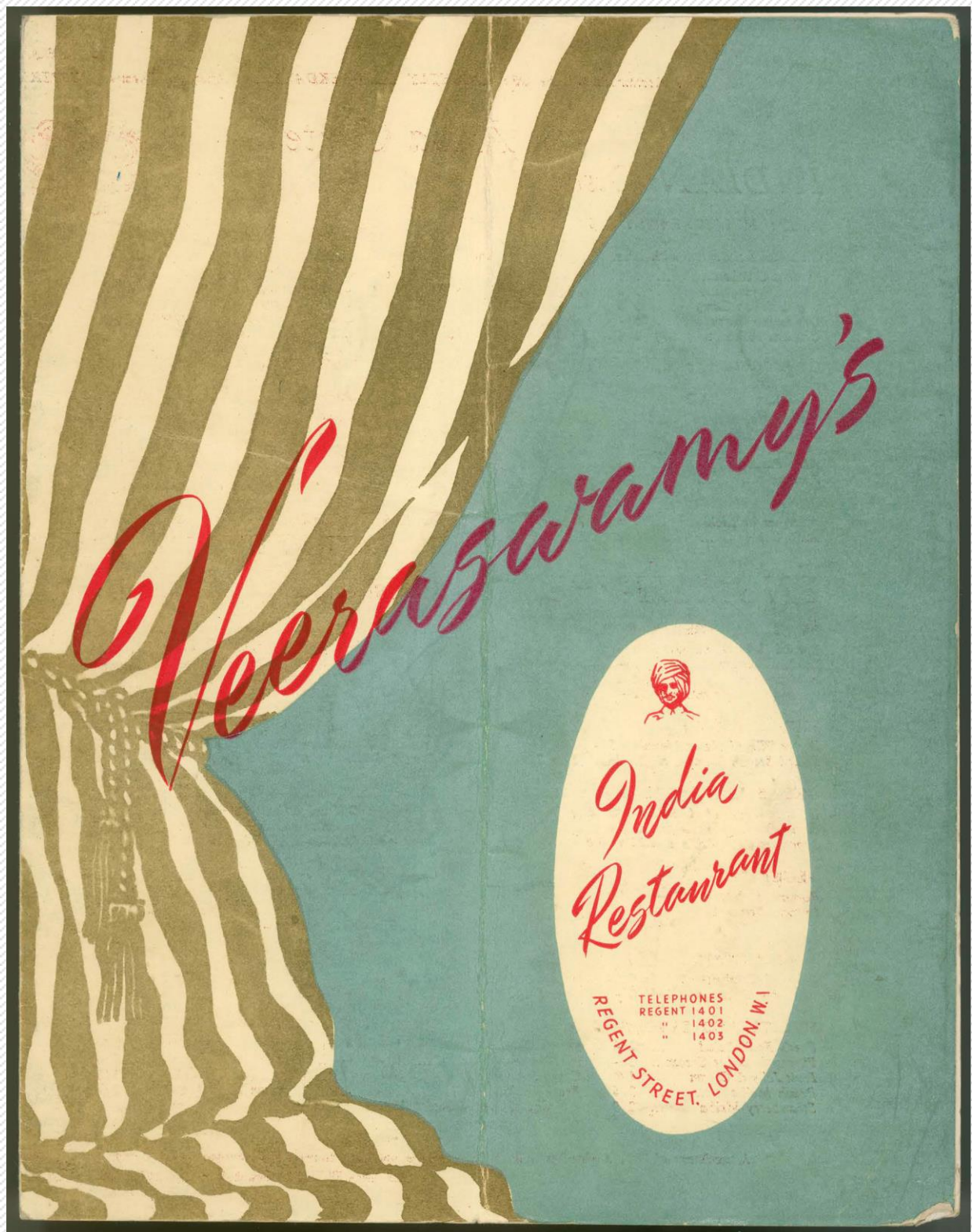
WYNDHAM'S. 6.40 Th. & Sat. 2.30
CLIVE BROOK in **THE YEARS BETWEEN**

by Daphne du Maurier

Critic: "The wine is old, but put
into a bright new bottle and decanted
very skilfully." *Stephen Williams, E. News*.

COPYRIGHT

MENU 1952



1959 - FIRST RECORD OF TANDOORI FOOD

COVER CHARGE 1/6

A LA CARTE

MINIMUM CHARGE 9/6

Indian, Pakistani, Ceylonese, Parsee & Malayan Dishes

SOUP

MULLIGATAWNY SOUP - 2/6

CURRIES

MOGLAI CHICKEN CURRY - 9/6

MAIRAS CHICKEN CURRY (hot) - 9/6

DEHLI CHICKEN CURRY (mild) - 9/6

CEYLON CHICKEN CURRY (hot) - 9/6

MALAY CHICKEN CURRY (hot) - 9/6

LAMB & VEGETABLE CURRY - 9/6

PRAWN CURRY (medium) - 10/6

EGG CURRY (medium) - 8/6

FISH CURRY (medium) - 8/6

VEGETABLE CURRY (medium) - 6/6

DRY VEGETABLE CURRY (Bhagias) - 6/6

BHENDI CURRY (Ladies Fingers) - 6/6

BRINJALS CURRY (medium) - 5/6

DAHL CURRY (medium) - 3/6

1/2 DAHL CURRY (medium) - 2/-

BIRYANIS, PULAO & KEBABS

CHICKEN BIRYANI - 11/6

LAMB BIRYANI - 10/6

CHICKEN PULAO - 10/6

EGG PULAO - 9/-

VEGETABLE PULAO - 8/-

PEAS PULAO - 6/6

SEERH KEBAB - 5/6

SHAMI KEBAB - 5/6

TIKKA KEBAB - 7/6

SPECIALITIES

CHICKEN TANDOORI - 10/6

(15-20 minutes)

CHICKEN DHANSAC - 10/6

BHUNA GOSHT - 10/-

CHICKEN VINDALOO - 9/6

PRAWN PATTA - 8/6

EGG AKURI - 5/6

RICE, CHAPATIS PARATHAS

SPECIAL PERSIAN PULAO RICE - 2/-

PAKISTAN BASMATTI RICE - 1/6

CHAPATI - 1/-

PARATHA - 1/6

PUREE - 1/-

DAHL PUREE - 1/6

COFFEE - 1/6

SWEETS

MANGOES - 2/6

LICHEES - 2/6

GUAVA - 2/6

INDIAN FRUIT SALAD - 2/6

JALEBE - 3/6

GULAB JAMAN - 2/6

RASGULLA - 2/6

BURFI - 2/6

FINNIE - 2/6

MAISTU - 2/6

BALU SHAHI - 2/6

HAIVAS - 2/6

LADDOOS - 2/6

SAVOURIES

SAMOSAS - 2/6

DAHL RAITA (Potato or Onion) - 2/6

PAKORAS (Bhagias) - 2/-

PTIPPODUMS - 6d

SUNDRIES

MANGO PICKLE - 1/-

LIME PICKLE - 1/-

BOMBAY DUCK - 1/6

SLICED PINEAPPLE - 1/6

SLICED BANANA - 1/-

FRESH CREAM - 1/-

CURRIES ARE SERVED WITH BEST PAKISTANI BASMATTI RICE OR CHAPATI, MANGO CHUTNEY, PIPPODUM AND A SORTED SAMBAL. Extra Hot Curry Sauce served on request

English - French Dishes

FISH & OMELETTES

HORS D'OEUVRE Special - 4/6

Escargots Bourgeois (Snails) - 8/6

1 doz. 11/- 1/2 doz. 6/-

Oysters - 10/6

Pure Maison - 3/6

Egg Mayonnaise - 4/-

Prawn Cocktail - 3/6

Sautéed Nicotise - 4/-

Potted Shrimps - 4/-

Consomme Nature - 2/6

Lobster Soup - 4/6

Real Turtle Soup - 4/-

Smoked Salmon - 6/6

GRILLS & ENTREES

Roast Sturgeon Chicken - 8/6

Grilled Chicken & Ham - 9/6

Chicken Brequette - 8/6

Supreme de Volaille - 9/6

Bretonne Steak Bordelaise - 9/6

Chicken Maryland - 13/6

Steak Diane - 12/6

Grilled Bretonne Steak - 9/6

Filet Steak - 12/6

Tournefoss Garni - 13/6

Lamb Chop - 7/6

Lamb Cutlets - 7/6

Mixed Grill - 12/6

Escalope Holstein - 10/6

VEGETABLES

Pommes Frites au Nature - 1/9

Pommes Kari ou Sauce - 1/9

Pommes Alouette - 2/6

Crems Spinach Garden - 2/6

Grilled Tomatoes - 1/9

French Beans, Garden Peas - 2/-

Fresh Green Salad or - 2/6

Panache - 2/6

SWEETS

Fresh Fruit Salad - 3/-

Fruit Trifle - 2/6

Coupe Jacques - 3/-

Ice Cream - 1/6

Strawberry Melba - 3/6

Pineapple Melba - 3/6

Fruit Jelly & Cream - 2/-

Creme Suzette - 7/6

(Minimum 2 persons)

Creme Caramel - 2/6

Meringue au Chantilly - 3/6

Gratuities awarded to the Staff are pooled and shared by all those contributing service to our Patrons

No Cheques or Signed Bills accepted

For Wine List see reverse side

Wednesday, 9th December, 1959

TABLE D'HOTE

Luncheon 12/6 Dinner 14/6

NOTE. ITEMS MAY BE SELECTED FROM EITHER OF THESE MENUS

Indian, Pakistani, Ceylonese.

MULLIGATAWNY SOUP

CHOICE OF ANY CURRY

ON MENU

RICE OR CHAPATI,
MANGO CHUTNEY, PIPPODUM AND
ASSORTED SAMBALS

Hot Curry Sauce served on request

SWEETS (Trolley) - Choice of any three

English - French

HORS D'OEUVRE VARIES
SPAGHETTI MILANAISE
PATE MAISON
CONSOMME MADRILENE
CREME SOLFERINO

FILET DE SOLE GOUJONS
OMELETTE AU CHOIX
GRILLED CHICKEN MOUTARDE
IRISH STEW
LEGUMES AU CHOIX
COLD CHICKEN or HAM with
SALAD and POTATOES

ENTREMETTS - Choice of any three from Trolley
or
ASSORTED ICE CREAMS
CHEESE & BISCUITS

COFFEE 1/6 - FRESH CREAM 1/- extra

1997

36 Weekend Telegraph

The back page Saturday October 18 1997

This week: in the footsteps of E P Veerasawmy, the original spice boy - very, very good



Matters of taste

Andrew Lloyd Webber

I AM looking at a rather faded and slightly stained tome by one E P Veerasawmy. If I were to say that this volume contained a description of how I scored 74 not out in the Eton-Harrow cricket fixture of 1933, you would probably believe me.

But you would be wrong. E P's tome is entitled *Indian Cookery* and a very good cookbook it is too. In fact it has been my Indian crib sheet for longer than I care to remember.

E P was clearly a cove with a deft hand piece-wise. He was banging the drum of decent curry a long time before the mass invasion of our high streets by nearly 1,000 purveyors of the brew, as alleged on some satellite programme I watched on a wet afternoon.

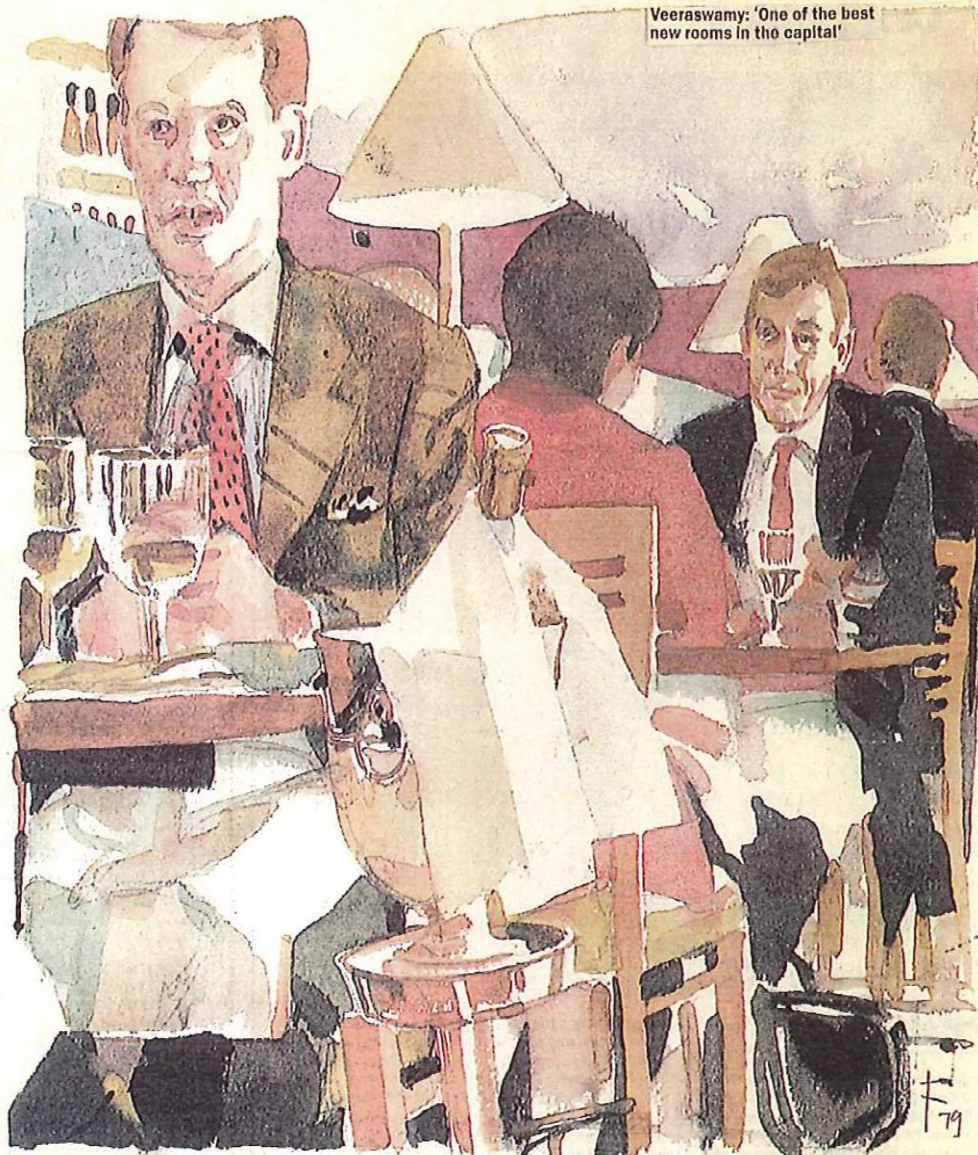
E P's volume states unequivocally that there is really almost zero point in writing down Indian recipes because any half-decent Indian cook makes things up pretty much as they go along. I particularly like the way E P refers to we Brits as the 'Western races'.

Now, I have long been interested in whether E P Veerasawmy was the man behind the venerable Veerasawmy restaurant — by the way you are not looking at a misprint. Veerasawmy, just off Regent Street, was one of those faded establishments only found in magazines such as *That's On* and absolutely no one you new had ever been to. For all I know it was the first Indian establishment in Britain. Certainly, it was no fledgling when I first heard ghastly gags about the place where Vera saw me.

But a little is revealed of a clearly complex mystery in the PR blurb of the mart, revamped Veerasawmy courtesy of the people who own Chutney Mary in the King's Road. E P was definitely the man behind the original.

E P stands for Edward Palmer, great-grandson of General William Palmer nos. 1, thus rendering my cricketing story more plausible by the minute. E P started the joint in 1927 and it became spelt the way it is today thanks to a printer's error that stuck.

I hope life is going to be all right for this brave new EP2 for Veerasawmy has a number of things not exactly going for it. To kick off, it is on the first floor of a not particularly riveting office building. Thus, you pass the postboxes of estimable enterprises like Advanced Research Concepts, Hobstones Recruitment Con-



Veerasawmy: 'One of the best new rooms in the capital'

sultants and NKJ Europe Limited before you hit the bright orange and purple dining-room.

Then there is the location in Swallow Street. Thanks to the wisdom of whoever concocted the one-way system in these parts, it's inaccessible from Piccadilly, so you have to make a laborious trek and attack your goal from the south side of Regent Street, unless you are on foot.

However, once you hit the dining-room things are bright and modern, all chrome and vibrant colours plus a huge wine display. There's lots of etched glass. In fact the reincarnated Veerasawmy looks as much like an Indian restaurant as Edward Palmer sounds like an Indian name. However, this is one of the best new rooms in the capital.

The food ducks and dives around the subcontinent with considerable flair. A dish of oysters with Kerala spices was

My discovery of the week is that coconut and oysters are very good bedfellows

outstanding. The principal taste was actually coconut and my discovery of the week is that coconut and oysters are very good bedfellows.

There were very classy lamb kebabs, and lamb hit another high spot in a curry from Hyderabad that featured caramelised onion and plums.

Minced quail wrapped around quail's

eggs were upwardly mobile versions of Scotch eggs, but morels stuffed with cottage cheese in a saffron-based sauce worked a treat. All the breads are good and popadums are exemplary, with no hint of oil or grease.

Fish too makes a splash and the brochette of monkfish and salmon, plainly grilled in the clay oven, was terrific.

The wine list is not vast. We chose a New Zealand Church Road Chardonnay 1995 at £20.25, which was an oaky creature that went rather well, particularly with the oysters and fish. As you'd expect in this sort of place, coffee was all espressos and cappuccinos and is first rate, as is the solicitous service.

All in all, E P might have been a bit bowled over, but he would have been contented; £30 a head with wine and coffee.

● Veerasawmy, 101 Regent Street, London W1 (0171 734 1401).



III The Maha Rao of Kutch

Veeraswamy Curry Paste and Chutney

When we (Bart Ingredients) decided to launch a range of Indian Chutneys and Curry Pastes we thought who else could be better to work with than Britain's oldest Indian Restaurant, Veeraswamy.

Work started on this range back in the early 2000's with the team at Bart working closely with the Veeraswamy restaurant chefs to create an authentic blend of aromatic and sometimes spicy selection of pastes and chutneys.

The chutney range includes; Green Chilli Pickle, Mango Chilli Chutney, Mango Spice Chutney, Garlic Masala Pickle and Lime Chilli Chutney.

The pastes range includes; Hot Madras, Medium Moglai, Gujarat Masala, Butter Chicken, Kashmiri Rogan Josh and Malabar.

To try these flavour explosions you can purchase them from Waitrose, Ocado, Booths and via the Bart Ingredients online shop (www.bart-ingredients.co.uk)



CITATION – TIME OUT AWARD 1998



Best Indian Restaurant Veeraswamy

The loftiest peaks of the Indian restaurant trade have always served unusually good food, but they have also (until recently, at least) tended to cling to their colonial heritage in décor, ambience and approach to cooking. Veeraswamy, London's oldest surviving Indian restaurant – established in 1927 – was one of the worst culprits, a chintzy salon overlooking Regent Street. But last year it changed hands and this new incarnation, brought upon it by the owners of Chutney Mary, is dazzling.

The room itself is bright, colourful and stylish; it could easily be mistaken for a Modern

European restaurant. This impression is reinforced by well drilled, multicultural waiting staff, and the carefully chosen wine list. But the food is unmistakably Indian – presented in a modern way, yet prepared without cutting corners.

Formula curries have been eschewed for recipes collected from around the sub-continent. The appearance of the food has then been adapted to appeal to diners used to the allure of good Thai and European dishes: there are no bowls of brown mush. The ferocity of the spices has not been tamed in attempts to please the chilli-chary either. Instead, freshly ground spices are used to give well

rounded, complex flavours, and the hotter dishes are clearly marked with chilli warnings.

Not all the dishes are flawless, but the best – a red fish curry, a mussel soup with a coconut and ginger stock, a white chicken curry – are worth the prices charged. At around £35 per head (there's a set lunch and pre- and post-theatre menu for £12 for two courses, £14.75 for three, Sunday brunch for £15), Veeraswamy costs double the price of pedestrian 'curry houses', but the beauty of the room, the slick service and the appealing dishes give a greater sense of luxury than any number of free poppadoms or potted palms ever can.

Veeraswamy, Mezzanine Floor, Victory House, 101 Regent St, W1 (0171 734 1401) Piccadilly Circus tube. Open Mon-Fri 12noon-2.30pm, 5.30-11.30pm; Sat 12.30-3pm, 5.30-11.30pm; Sun 12.30-3pm, 6-10.30pm.

Veeraswamy Dinner Menu
7 November 2006

STARTERS

Kolhapuri Chicken Soup Delicately spiced chicken soup with herbs and saffron	£5.50
Chicken Bhajia Crispy chicken "lollipops"	£7.00
Mango and Avocado Salad	£7.50
Green Leaf Bhajias Coated in a light tasty batter	£7.00
Raj Kachori Regal street food, large wheat puri filled with goodies	£6.75
Mussels Moilee Fresh mussels in an aromatic coconut ginger sauce	£7.00
Khichda Comfort dish of lamb and bulgur wheat, slow cooked with two lentils, spices and vetiver essence	£7.00

TANDOORI AND OTHER KEBABS

	STARTER	MAIN
Sholay Chicken Tikka Smoked with garam masala	£8.00	£16.00
Chicken Badami Tikka Bite size pieces, stuffed with almonds	£8.00	£16.00
Duck Seekh Minced breast with cinnamon, black cardamom	£8.00	£16.00
Oyster Kebab Skewers of 6 or 12 large marinated oysters, flash grilled	£10.00	£20.00
Green Prawns Madagascar prawns - coriander, mint and chilli	£11.00	£22.00
Crab kebab Flaked crab, ginger, chilli and fresh lime	£9.00	£18.00
Red Snapper Mini-fillets with black pepper	£9.50	£19.00
Hariyali Seekh Crushed fresh green vegetable kebab	£7.00	£14.00

SHARING PLATTERS FOR 2, 3 OR 4

	PER HEAD
Sea Food Crab seekh, green prawns, red snapper	£15.00
Non-Vegetarian Sholay chicken, duck seekh, Lahori Chapli	£12.00
Vegetarian Yam galouti, hariyali seekh, tandoori potato	£11.00

Veeraswamy Dinner Menu
7 November 2006

Post Modernisation

MAINS

CHICKEN

Murgh Makhani Chicken tikka in a classical Delhi sauce	£15.00
Kerala Syrian Chicken Stew <i>heppets</i> Coconut, ginger, chilli served with appams – lacy rice flour pancakes	£16.00
Begum Bahar A home-style Lucknow chicken korma with saffron	£15.00
Nizami Murgh From the Royal kitchens of Hyderabad. Chicken breast and chicken koftas, pine nut, lemon and rose petal	£16.00
Chicken Chatpatta Tangy tomato, fenugreek leaves and lemon. Kadai-fry	£16.00

LAMB

Rarra Gosht Earthy Punjabi dish with diced lamb and mince	£19.50
Kashmiri Roghan Josh Sun dried Kashmiri spices, saffron, cockscomb flower	£19.50
Nihari The ultimate slow-cooked aromatic dish from Lucknow	£19.50
Raan Mirza Lamb shank - slow cooked with body warming spices and dill	£19.50

SEAFOOD

Seabass Pollichatu Kerala recipe - fresh Seabass fillets and red spices cooked in a banana leaf	£18.50
Sea Bream Paturi Banana leaf parcels of fillets of gilthead bream, steamed in a chilli and mustard sauce. Bengali classic	£18.50
Chingri Malai Aromatic prawn curry from Calcutta	£18.50
Prawn Travancore Spicy curry from southern Kerala	£18.50
Lobster Malabar curry With fresh turmeric, coconut, green mango	£27.00
Whole Tandoori Lobster Fresh 700g lobster, spicy marinade	£27.00

VEGETARIAN

Vegetable Kurma A southern Indian mixed vegetable curry	£14.00
Kolhapuri Kofta Fresh vegetable koftas in a spicy curry	£14.50
Paneer Makhani Morel mushrooms and paneer	£14.50

2006 Menu cont.

SIDES

Bharta Tandoor clove smoked aubergine caviar	£5.50
Saag Spinach with garlic and fenugreek	£5.50
Saag Aloo Spinach with potato	£5.50
Chorchori Pumpkin, aubergine, snow peas, carrots, cauliflower steamed with mustard sauce	£6.50
Fresh Pineapple Curry In mustard, fresh pineapple, chilli and curry leaves	£6.50
Tandoori Potatoes Stuffed with chopped vegetables. Sesame crust	£5.50
Sukhe Aloo Crumbly potatoes, cumin, mustard seeds	£5.50
Stuffed Chillies Red peppers, stuffed with vegetables, tofu and peanuts	£6.50
Bombay Dal Two kinds of lentil slow cooked, double tempered with asafoetida, ginger, cumin and chilli	£4.50
Dahi Pakodi Raita Raita with lentil dumplings and tamarind chutney	£4.00
Bikaneri papad and chutney	£3.50
Kachumber	£1.50

BREADS

Veeraswamy Layered Naan Flaky and delicious	£2.50
Alwalni Lachha Crumpled bread with bishop's weed	£2.50
Khamiri Roti Leavened bread with fennel seed	£2.50
Green Rumali Roti Spinach flavoured handkerchief bread	£2.75
Red Rumali Roti Tomato flavoured handkerchief bread	£2.75
Amritsari Kulcha A buttery bread stuffed with spicy potato mix	£2.75
Speciality Bread Basket Chef's choice of 3 breads of the day	£6.75

RICE

Khubuli Basmati cooked with lentils and spices. A Hyderabad classic	£4.00
Simply Steamed rice	£2.50

CLASSIC BIRYANI

Hyderabad Lamb Biryani Great traditional dish. Lean lamb, subtle spicing, herbs and the finest aged rice – steamed cooked in a sealed pot to trap all the flavours. This dish was on the original Veeraswamy menu in 1926!!	£18.00
Bori Chicken Biryani A recipe from the Muslim community in Mumbai. The chicken, rice and potato are steam cooked in a sealed pot with traditional spice	£16.50

Service charge is discretionary but a recommended 12.5% is added to your total bill, all of which is distributed to our staff. Prices include VAT.
Thank you for not smoking pipes or cigars.
Major credit cards and switch cards accepted. Cheques accepted if accompanied by a valid cheque card, upto the limit on the card.

All our dishes may contain traces of nuts.

Chef: Gopal Kochak

INDIAN ROYAL RECIPES

In commemoration of Veeraswamy's 90th Anniversary year
& HRH Queen Elizabeth's 90th Year

Patiala Shahi Raan

from the legendary Royal kitchen of Patiala. With marrow sauce

29.50

Shahjahani Badami Chicken

Mughal recipe, chicken breast pieces, almond, nutmeg & saffron sauce

22.50

Asafjahi Lamb Pasanda

from the palace of the Nizam of Hyderabad, lamb picatta, clove, fennel, rose petals

29.50

Hyderabadi Lamb Biryani

lean lamb, subtle spicing, herbs and aged basmati rice. this dish was on the original veeraswamy menu in 1926!!

27.50

SEAFOOD

Meen Pollichattu

kerala recipe - fresh seabass fillets and red spices, wrapped in banana leaf and grilled

27.00

Tandoori Cod

norwegian skrei cod, lime, ginger, mustard, fresh fenugreek leaves

27.00

Tandoori Lobster

red chilli, garlic, star anise- served off the shell

41.00

Kerala Prawn Curry

with coconut and kokum flowers - from the district of Kottayam in central Kerala

28.50

Lobster Malabar Curry

with fresh turmeric, coconut, green mango

41.00

CHICKEN & DUCK

Chicken Makhani

chicken thigh in a classical Delhi sauce

21.50

Hyderabadi Chicken Nimboo and Mirch Dopiazza

chicken breast pieces, fragrant lime, tomato, onion, chillies, royal cumin

21.50

Kerala Chicken Biryani

aged basmati rice, chicken thigh pieces infused with kerala spices, cashew nuts

25.00

Roast Duck Vindaloo

half Creedy Carver duck, slow roasted with vindaloo masala

27.50

LAMB

Kashmir Roghan Josh

lamb knuckles, sun dried kashmiri spices, saffron, cockscomb flower

28.50

Amritsari Chops

pistachio & almond crusted lamb chops, with a sauce of royal cumin, saffron, star anise

28.50

VEGETARIAN MAINS

Vegetarian Crescent Platter

paneer mirchi makhani, jeera gobhi, keoti dal & bhindi amchoor

22.00

Subz Kofta Mutter Makhana

puffed lotus seeds, fresh peas, crushed vegetable rounds

19.50

🍴 Paneer Mirchi Makhani

homemade organic paneer and long peppers in a classical delhi sauce

19.50

SIDES

Chettinad Roast Potatoes

6.50

garam masala infused baby potatoes, tossed with curry leaves and shallots

Fresh Pineapple Curry

8.50

coconut milk, turmeric, curry leaves

Bhindi Amchoor

6.50

fried okra with sun dried mango powder

Jeera Gobhi

6.50

cauliflower with its leaves tossed with chilli and cumin

Keoti Dal

5.50

four yellow lentils slow cooked together with green mango, finished with onion & tomato

Saag

6.50

spinach tempered with garlic

Cucumber Raita

5.50

Bikaneri Papad & Trio of Chutney

4.50

Kachumber

4.00

an indian salsa

BREADS

Naan

3.75

Masala Chilli Naan

4.00

Tandoori Roti

3.75

bread of whole wheat flour

Speciality Bread Basket

11.00

mix of 3 breads of the day

Naan Fingers

4.00

garlic and sea salt flavoured. ideal with starters

RICE

Lemon Rice

4.50

kerala pulao with lemon, cashew nuts, coconut

Simply Steamed Basmati Rice

4.00

🍴 medium spicy

🍴🍴 chilli hot

If you have a food allergy of any kind, please advise the waiting staff. A menu detailing allergens is available upon request.

Whilst every effort is made to be extremely careful, it is with regret that we cannot guarantee any of our dishes will be free of any traces of allergens, including peanuts.

Service is discretionary but a recommended 12.5% will be added to your bill, all of which is distributed to our staff.

All prices include VAT. Major credit cards accepted. No Cheques accepted.

No intrusive or flash photography please. Minimum spend £30 per head.

CELEBRATING 90 YEARS OF SERVING LONDON THE FINEST INDIAN FOOD



1926

ON ARRIVING IN LONDON

please telephone Regent 2939 and reserve your table at Veerasawmy's, the luxurious India Restaurant.

The delight of your visit will be doubled if after seeing London, you can, by passing through the doors of the India Restaurant, be transported into another world—a world of Indian charm, beauty and luxury.

Veerasawmy Advert 1929



Opening Day Advert 1926



Veerasawmy today

**VEERASAWMY'S
INDIA
RESTAURANT**
99, Regent Street, W.1.
*The Entrance is under the archway of
Saville Street. Near Piccadilly Circus.*



1950s

Set in the heart of one of the world's most glamorous cities, you will find hidden away a secret palace to Indian food for 90 years. Inspired menus and unique dishes, from across the continent, are awaiting your indulgence.

Come and celebrate with us an extraordinary year where we will be acknowledged for our rightful place as London's oldest Indian restaurant having, as with her royal highness, achieved a momentous 90 year service.



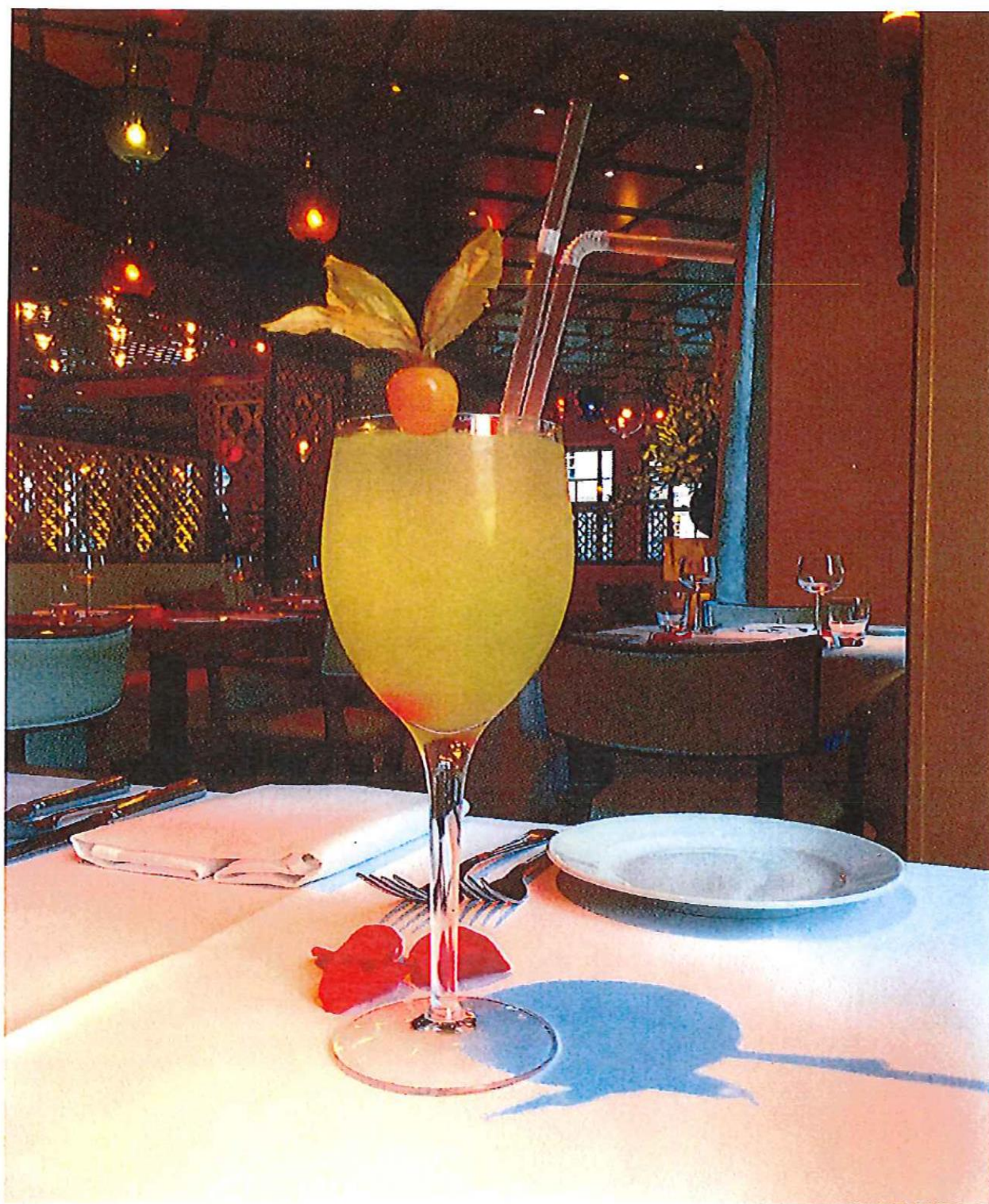
VEERASAWMY

www.veerasawmy.com

1926 2016



Tel: 020 7734 1401



Veeraswamy 1926 cocktail



Nostalgia has never tasted so good

Abhilasha Ojha gets a flavour of her childhood at one of London's oldest Indian restaurants

It was a crispy spinach starter on which I had greedily added dollops of tamarind sauce – but more than that, it was a bite into nostalgia. Each spinach leaf coated with gram flour – *besan*, as we call it in India – transported me from Lon-

don to the rainy season in New Delhi, where I pictured my mother carefully picking and washing spinach leaves in her kitchen, delicately coating them in a gram flour batter before drowning them in hot oil, cutting slices of bread and serving the mix to us with delicious home-made green chutney.

Onion rings, thinly sliced potatoes, cauliflower florets... my mum slid them all into the wok and within minutes they emerged in a brilliant, golden-fried colour.

A little later, and they had disappeared into my mouth.

Which is why sitting in Regent Street's Veeraswamy, one of the oldest Indian restaurants in London, was so special. Established in 1926, so the story goes, by the great grandson of an English general and an Indian princess, the restaurant has been the rendezvous of such esteemed fans of Indian food as Charlie Chaplin, King Hussein of Jordan, and Marlon Brando.

The green leaf bhajia was special, even though the setting was somehow wrong. Instead of lazily sinking

beneath the quilts, my feet up on the bed, while gorging on these deep-fried delights, here I was sitting in the rather formal ambience of the stylishly revamped Veeraswamy. But as a first-time visitor to London it was my first brush with Indian food in the capital, where at its best it has been reinvented.

As I dug into the Raj Kachori, a traditional Rajasthani snack, I noticed another group who looked British at the next table enjoying the same dish with a bottle of champagne – quite a change from how it is eaten

in Rajasthan and other parts of northern India as a street-side snack. In Jaipur, we wash down our Raj Kachoris not with champagne or even sparkling water but with salted lassi, a yoghurt drink typical of Punjab. Now for the verdict: the Raj Kachori served at Veeraswamy is a must for anyone.

Though the chef, Gopal Kochak, gets full marks for recreating and celebrating the magic of authentic Indian food, the nihari, a traditional, slow-cooked dish of the Muslims, did fall somewhat short of the mark. Usu-

ally served during Ramadan (the month of fasting), nihari is perhaps best described as a stew made from lamb – beef can also be used – that is cooked on a low flame for at least 12 hours.

One of the best places to try this breakfast dish is at Karim's, a small but immensely popular restaurant in one of the dusty streets of Old Delhi's Jama Masjid area, where descendants of the royal chefs who prepared food for the Moghul emperors still follow the classic recipe. It is a winner there and usually sells

out long before the restaurant has closed.

While the Veeraswamy paniment, a green roomali roti, did just that. I took a generous helping of the bharta – tandoor clove smoked aubergine caviar as the menu described it – with the roomali or "handkerchief bread".

Next I ate a banana leaf parcel that revealed marvellous fillets of gilthead bream steamed in a chilli and mustard sauce. A Bengali classic, this rendition of paturi is one of the best dishes at Veeraswamy with the chilli

taste tingling the taste buds for brief seconds before the flavour of mustard sauce pours forth.

Having stuffed myself, I gave the rose-flavoured ros-gulla dessert a miss. Great food, like the nostalgic homesickness of a temporary exile, must be savoured but in manageable helpings.

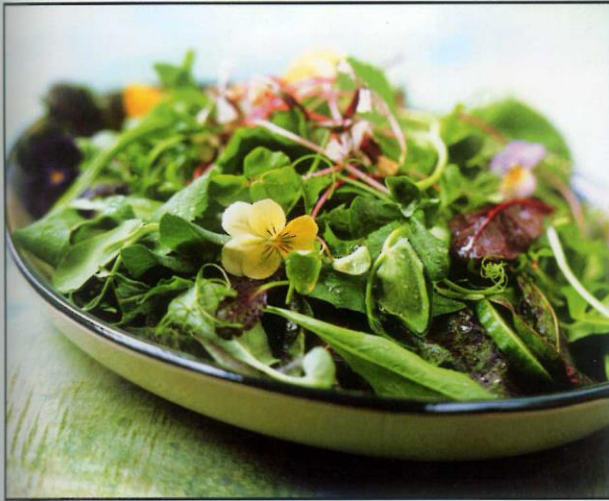
Veeraswamy, 99 Regent Street, London W1, tel: +44 (0)20-7734 1401, www.veeraswamy.com

Karim's, Jama Masjid, Old Delhi, tel: +91 11-232 64981, www.karimhoteldelhi.com

NATIONAL GEOGRAPHIC DESTINATION

& SPECIAL RESTAURANTS - 2012

DESTINATION & SPECIAL RESTAURANTS



4. PERRY STREET

176 Perry Street, New York, New York

Tel: 212-352-1900, www.jean-georges.com

Chef Jean-Georges Vongerichten has created a trendy 60-seat restaurant, situated in a Richard Meier glass tower along a stretch of the Hudson River in a rapidly developing West Village area. It's offbeat and out of the way but out of this world. Perry Street serves exquisitely prepared contemporary American food with original combinations of spices and presentation. These are simply wonderful dishes.

5. THE INN AT LITTLE WASHINGTON

Middle and Main Streets, Washington, Virginia

Tel: 540-675-3800, www.theinnatlittlewashington.com

Inspired by great French culinary masters, chef Patrick O'Connell has created his own signature style. He artfully pushes the boundaries of classical cooking to come up with such masterpieces as marinated, pan-seared squab on garlic polenta with blackberry sauce. Each standard meal is a

four-course affair that includes dessert. And, to top it all off, the setting is pure romance.

6. FEARRINGTON HOUSE

2000 Fearington Village, Pittsboro, North Carolina

Tel: 919-542-2121, www.fearrington.com

Set in a charming 1927 farmhouse, Fearington House is known for its sophisticated Southern cuisine, graciously served in a warm, romantic atmosphere. The restaurant features a seven-course prix fixe tasting menu and an à la carte menu. A meal at the Fearington is one of the truly unforgettable dining experiences.

7. ALAN WONG'S RESTAURANT

1857 S. King Street, Honolulu, Hawaii

Tel: 808-949-2526, www.alanwongs.com

Chef Alan Wong is one of the world's great creative chefs. His namesake restaurant in Honolulu has no equal. Trained by Andre Soltner at New York's legendary Lutèce, Wong infuses Hawaiian cuisine with a French twist. The food is exquisite and each presentation a breathtaking work of art.

8. VEERASWAMY

99 Regent Street, London, England

Tel: 44-(0)-20-7734-1401, www.veeraswamy.com

Undoubtedly the best Indian cuisine in the world. The menu features classical dishes from throughout India as well as contemporary creations prepared by a team of regional chefs, each producing their own specialties. The restaurant's decor is equally spectacular.

9. WHAMPOA CLUB

Fifth floor, Three on the Bund, Shanghai, China

Tel: 86-21-6321-3737, www.threeonthebund.com

Under the guidance of executive chef Hsu Mou Ki, the Whampoa Club serves some of the finest Shanghainese

the batter of our Trishna 'fish and chips' was a touch over-seasoned, while the squid in an otherwise excellent seafood salad (combining oily spiced Goan sausages with fruits de mer) was a little chewy. The multinational staff are accommodating and knowledgeable. Wine, too, is taken seriously, with an Old World-leaning list and an experienced sommelier to hand.

Available for hire. Babies and children welcome: high chairs. Booking advisable dinner. Separate room for parties, seats 12. Tables outdoors (3, patio). Vegetarian menu. Map 9 G5.

Mayfair

Benares

12A Berkeley Square House, Berkeley Square, W1J 6BS (7629 8886, www.benaresrestaurant.com). Green Park tube. **Lunch served** noon-2.30pm Mon-Sat; noon-2.45pm Sun. **Dinner served** 5.30-10.30pm Mon-Sat; 6-10pm Sun. **Main courses** £24-£54. **Set meal** (lunch, 5.30-6.30pm) £32 3 courses. **Credit** AmEx, DC, MC, V. **Modern Indian**

A magnet for expense-account suits, Benares is fronted by renowned chef Atul Kochhar. After this year's visit, however, we reckon Kochhar needs to keep a closer eye on kitchen affairs. The discreet entrance leads to a stylish first-floor bar: a spacious set-up where opulent artefacts and floating flowers compensate for a lack of natural light. In contrast, the adjacent dining area is more corporate in looks, with a neutral colour scheme. The menu offers Indo-European fusions, with varying results. Goan-style seared mackerel fillet – lightly steeped in a vinegary chilli-ginger paste before being sealed on a griddle – worked well with the astringency of a ginger and pounded sesame chutney and the fruity bite of pickled pears. But a first course of khasta murgh was hugely disappointing, little more than chopped chicken tikka mashed with potatoes and encased in dry, claggy pastry. At £16 a throw, we felt robbed. Lacklustre braised lamb shank dampened spirits further; it was reminiscent of a school-dinner stew with little trace of spices. Woes continued with an overcooked tandoori chicken breast partnered by soupy tomato and ginger sauce. Service, although well intentioned, was hardly slick either. We've had much better meals here in the past.

Available for hire. Babies and children welcome: high chairs; nappy-changing facilities. Booking advisable. Disabled: toilet. Dress: smart casual; no sportswear. Separate rooms for parties, seating 6, 10, 16 and 34. Takeaway service. Vegetarian menu. Map 9 H7.

Tamarind

20 Queen Street, W1J 5PR (7629 3561, www.tamarindrestaurant.com). Green Park tube. **Lunch served** noon-2.45pm Mon-Fri, Sun. **Dinner served** 5.30-11pm Mon-Sat; 6-10.45pm Sun. **Main courses** £17.95-£24.50. **Set lunch** (Mon-Fri) £18.50 2 courses, £20.50 3 courses, £28 tasting menu. **Set dinner** (5.30-6.45pm, 10.30-11pm) £28.50 3 courses. **Credit** AmEx, MC, V. **Pan-Indian**

An established fine-dining destination and a favourite with business types, Tamarind makes good use of an awkward (if large) basement space by clever positioning of speckled mirrors. Crisp white table linen accentuates the sophisticated chocolate tones of the decor. Head chef Alfred Prasad largely steers clear of flamboyant

presentations, preferring instead to let the food – updated northern Indian classics in the main – do the talking. Crisp-fried slivers of tilapia, cloaked in lightly spiced gram-flour batter, were tastefully partnered with dabs of fresh mint chutney, elevating a street food staple into a stylish starter. To our minds, the makhani dahl here is among London's best; slow-cooked black lentils, infused with garlic and ginger, and enriched with cream, butter and tomatoes, made a splendid partner to hot nans. Not quite in the same league was an anaemic-looking chicken tikka, which needed a few seconds longer in the tandoor to develop a much-needed, smoky character. Thumbs up, though, to the rich Hyderabadi-style lamb biryani; fluffy basmati grains, streaked with saffron and coated in a cardamom and browned-onion masala, made a fine bed for the chunks of slow-simmered lamb. Yes, the atmosphere here is rather sedate, but the cooking is decent and service alert.

Babies and children welcome until 7pm: children's menu; high chairs. Booking essential. Takeaway service. Vegan dishes. Vegetarian menu. Map 9 H7.

Veeraswamy

Mezzanine Floor, Victory House, 99-101 Regent Street, entrance on Squalor Street, W1B 4RS (7734 1401, www.veeraswamy.com). Piccadilly Circus tube. **Lunch served** noon-2.30pm Mon-Fri; 12.30-2.30pm Sat; 12.30-2.45pm Sun. **Dinner served** 5.30-10.30pm Mon-Thur; 5.30-10.45pm Fri, Sat; 6-10.10pm Sun. **Main courses** £19.50-£36. **Set meal** (lunch, 5.30-6.30pm Mon-Sat) £17.75 2 courses; (lunch Sun) £24 3 courses. **Credit** AmEx, DC, MC, V. **Pan-Indian**

Billed as London's oldest surviving Indian restaurant (established 1926), Veeraswamy is accessed by a lift that opens into the light, airy, first-floor dining area. It's an elegant space decorated with coloured glass shades, silvery grilles, crisp table linen, and black and white photographs. Its owners, the Panjabi sisters, also oversee Amaya, Chutney Mary and the Masala Zone chain. The northern Indian dish of paneer labadar tikka (a tandoori spin on a sandwich) is here made with sliced fresh cheese filled with mint and toasted cumin chutney before being seared in the tandoor. We loved the way its wispy smoky crust yielded to the soft paneer within. Equally impressive, South Indian-style scallops were partnered with a tasty moilee sauce made from softened shallots, mustard, coconut cream and astringent ginger. Staying in the southern region, fruity pineapple curry, spiked with chilli, popped mustard seeds and peppery curry leaves, made a marvellous match with lemon-drenched rice. Only two side orders didn't hit the high notes; our nans were greasy, and an aubergine mash too salty. Service, however, is as smooth as Indian silk. Ask for a table by the window for a splendid view of bustling Regent Street below. *Babies and children admitted until 8pm. Booking advisable weekends. Disabled: lift; toilet. Dress: smart casual. Separate room for parties, seats 24. Vegan dishes. Vegetarian menu. Map 17 A5.*

Soho

Cinnamon Soho NEW

5 Kingly Street, W1B 5PF (7437 1664, www.cinnamonsoho.com). Oxford Circus or Piccadilly Circus tube. **Meals served** 11am-11pm Mon-Sat; 11.30am-4pm Sun. **Main**

courses £12-£17. **Set meal** (lunch, 5-7pm) £15 2 courses, £18 3 courses. **Credit** AmEx, MC, V. **Modern Indian**

Cinnamon Soho is a surprise if you're expecting curry-house portion sizes. Order plenty of dishes if you're hungry, because everything we tried was delicious, and we were left craving more. The location, a dark ground floor and basement on a lacklustre street, is less appealing. Also, the service on our visit was slow and ill-informed. But do go for the food: executive chef Vivek Singh's menu is highly innovative, as you'd expect from the chef behind the celebrated Cinnamon Club. A classic North Indian curry of karela chana (bitter gourd with chana dahl lentils) was topped with stuffed dudhi – an Indian marrow packed with lightly pickled, beetroot-coloured vegetable batons; ingenious. The all-day snacks were also fresh and well made: mathri are like the Rajasthani snack namak pare, crisp-fried wheat discs kneaded with ghee, flavoured with carom seed, served here with a slightly over-pureed aubergine dip. There are lots of balls too. Crab cake balls, tiny potato bondas, moist beef shami kebab – even tiny scotch quail eggs – all perfectly moist and marble-sized. These were encased in different batters, each served on delectable chutneys; a sensational starter, and one of the best dishes we've eaten this year. Even the sweets included beautiful petits fours of frozen golis ('goli' are small balls) in dark chocolate and chilli, and white chocolate and cardamom.

Available for hire. Babies and children welcome: high chairs. Booking advisable. Disabled: toilet. Dress: smart casual. Tables outdoors (3, pavement). Map 17 A4.

★ Imli

167-169 Wardour Street, W1F 8WR (7287 4243, www.imli.co.uk). Oxford Circus or Tottenham Court Road tube. **Meals served** noon-11pm Mon-Sat; noon-10pm Sun. **Tapas** £3.95-£9.95. **Set lunch** £8.50-£9.95. **Set dinner** (4-7pm) £12.95 2 courses. **Credit** AmEx, MC, V. **Pan-Indian**

Attracting local workers for lunch, and Soho explorers for dinner, Imli is an offshoot of Mayfair restaurant Tamarind ('imli' is Hindi for tamarind). The emphasis is on 'Indian tapas': small plates designed for sharing that focus on the subcontinent's varied street food. This means bhel poori, papdi chat and coriander vadai sit alongside more modern variants such as spicy battered squid, and tandoor-grilled meat, fish and vegetable dishes. There are special lunch deals, including nicely priced curry 'platters' and Indian sandwiches (aka 'naanwich'), a pre-theatre menu and usually a couple of special offers – check the website. In the main, it's good-value, competently executed food, if slightly dumbed-down for western tastes. Popadoms came with three excellent chutneys (beetroot, sweet mango, spicy tomato); tarka dahl was satisfying and flavourful; aloo mutter ki tikki ragda (potato, pea and ginger patties with chickpeas and tamarind chutney) was so-so. Decor has a blandly corporate feel, with dark wood tables, orange and red walls and large-format photos of Indian market vendors. Staff are welcoming but not always clued up about the food. Compared to newer, more fashion-conscious outfits such as Dishoom and Roti Chai, it all feels rather staid.

Available for hire. Babies and children welcome: children's menu; high chairs; nappy-changing facilities. Booking advisable Thur-Sat. Disabled: toilet. Separate room for parties, seats 45.



MICHELIN HONOURS VEERASWAMY IN ITS 90TH ANNIVERSARY YEAR

Veeraswamy, the oldest Indian restaurant in the UK, is celebrating its 90th anniversary this year, and has just achieved another distinguished accolade from the Michelin UK & Ireland Guide 2017 with the award of a first Michelin star. It joins Amaya which has had a Michelin star since 2006.

Citing the achievement in the new Guide, Michelin have stated: "It may have opened in 1926, but this celebrated Indian restaurant just keeps getting better and better! The classic dishes from across the country are prepared with considerable care by a very professional kitchen. The room is awash with colour and it's run with great charm and enormous pride."

Originally opened in 1926 by Edward Palmer, the great-grandson of an English soldier and an Indian princess, Veeraswamy was acquired by Ranjit Mathrani and, Namita Panjabi of MW Eat in 1996, which is directed by them and Camellia Panjabi. The company also owns Amaya (Michelin one star), Chutney Mary (in St James's, having moved from its previous Chelsea site in 2015), Masala Grill, and seven Masala Zone restaurants, all of which have just – or are about to be – been fully re-designed and re-launched.

Camellia Panjabi, Director of MW Eat, expressed the company's delight at the news: "The Michelin star was totally unexpected, especially for a restaurant of the longevity of Veeraswamy. We are probably the first 90 year old restaurant to be awarded a Michelin Star in the UK! Over the 20 years we have owned the restaurant, we have created and developed the team to deliver the finest quality regional Indian cuisines and we are very pleased that this team effort has been recognized."

For further information, contact:

Camellia Panjabi – Email: cp@realindianfood.com

or

Anca Bontea, Marketing Manager - Fine Dining,

Email: marketing1@realindianfood.com

CHUTNEY
MARY


VEERASWAMY
1926

Amaya

MASALA
ZONE

MASALA
GRILL

VEERASWAMY, Regent Street

BEST FOR: Old-school royal recipes

THE DISH TO ORDER: Raja of Travancore prawn curry



Once frequented by Mahatma Gandhi and Charlie Chaplin, this atmospheric Michelin-starred gem is the UK's oldest Indian restaurant. It was founded 91 years ago by a retired Indian Army officer and his princess wife, and the menu features royal favourites from several regions of India. In keeping with its roaring Twenties history, the Maharajah-style interiors have a timeless sophistication - twinkly chandeliers and candlesticks, fretwork screens, hand-woven carpets - as does the menu. Try the subtle sweet coconut and sour tamarind flavours of the Malabar lobster curry, or the intense lamb shanks slow-cooked in bone-marrow sauce. Other favourites include a rich chicken makhani in a caramelised onion and tomato Delhi sauce, and the signature prawn curry.

Address: Veeraswamy, Victory House, 99-101 Regent Street, W1B4RS

Telephone: +44 20 77341401

Website: veeraswamy.com

RESTAURANT REVIEW: Veeraswamy

1ST DECEMBER 2016

9:37 am





Venetia van Kuffeler dines at London's oldest Indian restaurant, Veeraswamy

MW Eat's Veeraswamy restaurant recently hit the headlines as it was awarded its first Michelin star. The UK's oldest Indian restaurant, Veeraswamy remains a legendary culinary landmark, often playing host to royalty and diplomatic patrons. Situated on Regent Street, the restaurant has been specialising in classical Indian cuisine at the same location since 1926. The restaurant's first owner, Edward Palmer, was the great-grandson of General William Palmer, Private Secretary to the first Governor-General of India and an Indian Moghul Princess. Veeraswamy soon became a fashionable rendezvous amongst the rich and famous, who were drawn to its remarkable cuisine. Today, it still exudes the same glamour and essence of its legendary past. Opulent and sumptuous interiors play host to some of London's best Indian food.



Veeraswamy's menu consists of long-established classical dishes, along with delectable comfort food and contemporary creations, all cooked and prepared by skilled regional chefs. The menu swings between dishes that have been traditionally prepared in palaces and gourmet homes, along with a selection of street food favourites. In honour of Veeraswamy's 90th anniversary year and Her Majesty's 90th birthday, the restaurant has a selection of new rare royal dishes that include Asafjahi Lamb Pasanda from legendary kitchens of the Nizam of the Hyderabad where Palmer was born, and Shahjahani Badami Chicken, a sophisticated Moghul recipe to remember his great grandmother.

Choices were plentiful. My husband's starter of venison mutta kebab was essentially a venison and quail scotch egg with tamarind glaze. Rich and spicy, he declared it a triumph. My crab cake too was pretty perfect. Once through the crunchy coating, moist and meaty chunks of crab, ginger, chilli and fresh lime were revealed. Arvind,

Veeraswamy's excellent Manager, was insistent that we tried one of the restaurant's signature dishes, Raj Kachor. Elevating humble street food into a dish fit for a king, this was a large wheat puri 'filled with goodies and splashed with chutneys.' A taste explosion on the tongue, it was decorated with fresh pomegranate, coriander and tamarind pastes.

His classic Kashmiri rogan josh was an intensely aromatic curry made with Welsh lamb knuckles, sun dried kashmiri spices, saffron and cockscomb flower. It was a firm favourite. From the district of Kottayam, my Kerala prawn curry with kokum flowers was warming and coconutty. Possibly the best curry I have ever tasted, the sauce was rich, thick and tasted of the ocean. Veeraswamy's mouthwatering seafood is certainly something to shout about.

Arvind was insistent that some side dishes would complete the meal. We ordered the Keoti Dal of four yellow lentils slow cooked together with green mango, and the tantalising fresh pineapple curry with coconut, turmeric and curry leaves. So rich, I found one mouthful was enough, but I was pleased to have tried something so totally different. With so much on offer, we didn't order rice, but the doughy naan seemed to be a necessary decadence to mop up those tasty sauces.

It's no wonder that Veeraswamy has just been awarded its first Michelin star. I am just amazed that it's taken as long as 90 years.

Veeraswamy Mezzanine Floor, Victory House, 99 Regent Street, London W1B 4RS (entrance on Swallow Street)

T: +44 (0) 20 7734 1401

E: veeraswamy@realindianfood.com www.veeraswamy.com

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Monthly Unique Users: 180K

THE HANDBOOK

4
OCT

8 LONDON RESTAURANTS THAT HAVE JUST WON A MICHELIN STAR

Guides



Veeraswamy



What: The UK's Oldest Indian Restaurant

Why: Founded by an Indian princess and the grandson of an English General, Veeraswamy opened in 1926 to a very different London. As well as now gaining a Michelin star, it also holds the title as the UK's oldest Indian restaurant, serving up a menu of fine classical Indian cuisine as well as exotic seafood dishes from the shores of India and dishes from clay ovens of the North West frontiers – the tandoors. It's opulent, grand and a London icon for Indian dining.

Where: Victory House, 99 Regent Street, W1B 4EZ

Website: www.veeraswamy.com

VEERASWAMY – OLD & NEW - PHOTOS



Veeraswamy – 1926

(Edward Palmer sitting in the rear)



Veeraswamy - 1970



Veeraswamy - 1996



Veeraswamy - 2005



Veeraswamy – 2023

INTERIORS & AMBIENCE

The first of its kind, Veeraswamy has been offering the finest in classical Indian cuisine since 1926.

Situated on a mezzanine floor above Regent Street, enjoy superb views whilst relaxing in opulent Raj-inspired surroundings.

Tables on the street side of the restaurant have remarkable raised views onto the quintessentially provocative London landmark on Regent Street, while romantic tables for two enjoy the quiet and quaint Swallow Street. All tables have a sprinkle of fresh scarlet rose petals along with very fine tableware and finery.

During the day, the room is flooded by natural light from the surround of windows. By night, the mood takes on a glamorous allure, with the profusion of multi-cultured glass ceiling lanterns from Jaipur emitting a soft light alongside the brilliance from the chandeliers.



Restaurant interior - Verandah Room



The Private dining room seats up to 22 guests



Restaurant interior – Regency Room

COCKTAILS



1926 cocktail



Royal Salute cocktail

Fruity, refreshing and infused with aromatic syrups, classic cocktails are created with a spicy twist to be enjoyed before or with the meal.

WINE

The wine list, created by Justin Howard-Sneyd MW features small, artisanal and upcoming producers alongside iconic winemakers.

The list incorporates old world and the new world wines. The selection includes fine and great value Bordeaux and Burgundy, Italian classics, Portuguese Douro. In addition, for those looking for the interesting and trendy, a range of wines such as an Austrian Royal Tokaji (Furmint), an English sparkling and still wine (Bacchus wine), a Greek Assyrtiko, a Canadian Pinot Noir from Niagara, and a South African Mourvedre from Swartland make up the list. A selection of southern hemisphere wines from New Zealand and Australia are also featured.

Bottles of wine start at £34, while wines by the glass (178ml) from the list range in price from £8 to £23.

Every wine on our list has been chosen because we know it tastes great. Combined with our food it makes the wine taste better. And the wine makes the food taste better.

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SQUAREMEAL

LIFESTYLE SUMMER 2016 £4.99

OLDIES BUT GOODIES

OK, we admit it: chasing the latest restaurant openings is an obsession. But only because there's nothing more satisfying than a debut that knocks it out of the park, destined to become a much-loved legend that sticks around for decades. Speaking of which, 2016 is a landmark year for loads of London's big hitters. Squaremeal favourite **Christopher's** celebrates 25 years in Covent Garden this July (roll a six at this former casino's bar for a free Martini), as does Fitzrovia's **Pied à Terre** in early September, with founding partner Richard Neat returning to the kitchen for one week. Fitzrovia's **Gaylord** can double that: the Indian

long timer is releasing its own wine to mark its 50th birthday.

Fellow Indian **Veeraswamy** leaves it for dust, clocking up 90 opulent years on Regent

Street, but **Bentley's** in Mayfair wins – reaching the grand old age of 100. Does that mean the Queen's due in for oysters?



VEERASWAMY'S RAJ KACHORI



CHRISTOPHER'S

York
don

Date: 04.10.16

Publication: The Handbook

Monthly Unique Users: 180K

THE HANDBOOK

4
OCT

8 LONDON RESTAURANTS THAT HAVE JUST WON A MICHELIN STAR

Guides



Veeraswamy




What: The UK's Oldest Indian Restaurant

Why: Founded by an Indian princess and the grandson of an English General, Veeraswamy opened in 1926 to a very different London. As well as now gaining a Michelin star, it also holds the title as the UK's oldest Indian restaurant, serving up a menu of fine classical Indian cuisine as well as exotic seafood dishes from the shores of India and dishes from clay ovens of the North West frontiers – the tandoors. It's opulent, grand and a London icon for Indian dining.


Where: Victory House, 99 Regent Street, W1B 4EZ


Website: www.veeraswamy.com

MICHELIN GUIDE – 2024




RestaurantsHotelsMagazineFavorites



**Veeraswamy**
Victory House, 99 Regent Street, Mayfair, London, W1B 4RS, United Kingdom
EEE - Indian

Reservations are not available for this restaurant on our site
[Find bookable restaurants near me](#)

MICHELIN Guide's Point Of View

 One Star: High quality cooking

It may have opened in 1926 but this celebrated Indian restaurant keeps producing wonderfully authentic and satisfying dishes from all parts of the country. Expect everything from enhanced street snacks to more contemporary creations, but it's those dishes inspired by royal recipes that really stand out. Top quality British produce is often used, such as Welsh lamb for the Kashmiri rogan josh. The room is awash with colour and is run with charm and obvious pride; ask for a window table.

Featured in:

[The Cheapest Michelin Star Restaurants In London](#)

[The Best Indian Restaurants In London](#)

HARDEN'S GUIDE – 2024

Veeraswamy



London's oldest Indian

📍 Victory House, 99-101 Regent Street, London, W1B 4RS, ☎ 020 7734 1401 🌐 Website

🕒 Open today 12:00 to 2:00 PM and 5:30 to 10:00 PM

Harden's survey result

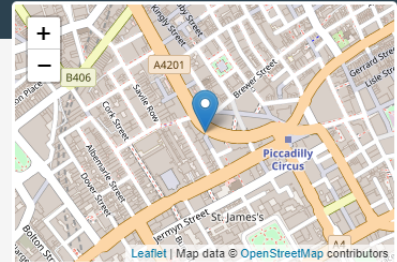
2024 2023 2022 2021

Summary

"First came here almost 60 years ago! And it's still one of my favourites" – London's oldest Indian restaurant "delivers fabulous food year after year". Opened in 1926, in a first-floor space at the Piccadilly end of Regent Street, it is nowadays part of the upmarket Amaya and Chutney Mary group who have ensured its offering has moved with the times. The decor is "lovely" but not old-fashioned, and the "imaginative food has lots of flavours". Top Menu Tip – "Rogan Josh on the bone".



* Based on a three course dinner, half a bottle of wine, coffee, cover charge, service and VAT.



Victory House, 99-101 Regent Street, London, W1B 4RS

☎ 020 7734 1401 ✉ Email 🗺 Website

Opening hours

REVIEWS

MICHELIN GUIDE 2017 AWARDS
VEERASWAMY WITH ONE
MICHELIN STAR.

It may have opened in 1926 but this celebrated Indian restaurant just keeps getting better and better! The classic dishes from across the country are prepared with considerable care by a very professional kitchen. The room is awash with colour and it's run with great charm and enormous pride.

ZAGAT GUIDE 2013
Zagat has suspended the
publication
of guides in recent years.

Snare "a window table overlooking Regent Street" at this "iconic" Mayfair "landmark" in Victory House (since 1926) that tenders a "spectacular array" of "inventive" Indian dishes presented with "verve" by "skilled" staffers; the "glittering", "luxurious" setting suits "business lunches and couples' dinners" alike, and even though the pricing is "high-end", it's highly-recommended" for a "first-class" experience.

NATIONAL GEOGRAPHIC
10 BEST OF EVERYTHING, 2012

Undoubtedly the best Indian cuisine in the world. The menu features classical dishes from throughout India as well as contemporary creations prepared by a team of regional chefs, each producing their specialties. The restaurant décor is equally spectacular.

TRIP ADVISOR & GOOGLE REVIEWS IN 2024



PavlovsBigDog
12 reviews



Reviewed 2 weeks ago via mobile

Traditional elevated

Great meal out. Like I remember Indian restaurants as a kid. Love to come back and explore the menu further. Staff very attentive



Date of visit: February 2024



Reviewed 2 weeks ago

Wonderful ambience

We have been in this restaurant previously and return for yet another excellent experienced. The service by our waiter David was truly impeccable. The restaurant has wonderful ambience, beautiful decor, clean and spacious.



Sea98
London, United Kingdom

983 1594

We ordered:

Angara Chicken Tikka
Grilled Scallops
Very Slow Cooked Champaran Lamb – Roghan Josh of Bihar
Roast Duck Vindaloo
Steamed rice and Nun bread

Show less

Date of visit: February 2024



Value
Atmosphere



Service
Food



a_s406x
United Kingdom

28 3



Reviewed 3 weeks ago

A must/visit

Wow! Was so so impressed by Veeraswamy last night. Food and service were incredible. We had the private room booked upstairs for a family birthday and the food was incredibly tasty. The service was amazing, considering restaurant was so busy downstairs aswell. All staff were very polite and brought drinks within about 3 minutes of asking for them which is very good for any restaurant, let alone your typical busy london restaurant on a Saturday night. We had the set menu so had the spicy lentil soup as a pre-starter, tikka chat for starter, mains was a mix of dishes (chicken, lamb, saag, potatoes) which you all got an individual portion of with rice and naan, and dessert was a nice chocolate fondant with pistachio ice cream. Every single dish was incredibly tasty and it is clear they are well deserving of their Michelin star. I cant wait to go back. Definitely recommend!

Show less

Date of visit: February 2024



Value
Atmosphere



Service
Food

