

Wholesome Choices.

**the
yellow
straw**

Healthier Alternatives.

The Yellow Straw

A 'fresh' take on all things healthy!

With a mission to become 'The Healthier Alternative', The Yellow Straw is the fastest growing F&B brand in Eastern India with 14+ outlets across Kolkata.

The Yellow Straw menu boasts of a mind-boggling range of fresh juices, thick shakes, savoury wraps, yummy sandwiches, power-packed salads and other nutritious meal options that are a huge hit with customers of all age groups.

The brainchild of Piyush Kankaria and Vikram Khinwasara, The Yellow Straw is all set to break records in the F&B industry.



Meet the Founders



Piyush Kankaria

A determined and driven individual, Piyush has successfully managed to build Eastern India's largest juice bar chain - The Yellow Straw, along with his partner Vikram Khinwasara.

An engineer by degree, Piyush worked in the IT industry for 6+ years before finally moving on to pursue his true passion - food. An ardent foodie and an avid risk-taker, Piyush loves experimenting with new projects.



Vikram Khinwasara

An entrepreneur who has a passion for fitness and all things healthy, co-founding 'The Yellow Straw' was the obvious choice for Vikram. He has distilled his learnings from his 9 years of rich work experience for his own venture and has been quite successful at that.

Even as a youngster, Vikram always had the zeal to create something of his own. 'The Yellow Straw' was thus concocted with passion, experience & hardwork.

Presenting...A basket full of Healthy Choices



Cold Pressed Juices



Salads



Shakes



Tea & Coffee



Wraps



Sandwiches



Desserts

What makes The Yellow Straw The 'Healthier' Alternative?



**Cold Press Technology
for Retention of
Natural Flavours**



**Unadulterated,
Fresh Ingredients**



**Specially Curated
Recipes for Healthy
Meals & Beverages**



**Latest Technology
and Automation**



**Freshly
Prepared**



**No Compromise on
Hygiene & Quality**



**Healthy Range of Juices, Salads, Shakes,
Tea & Coffee, Wraps, Sandwiches and Desserts**



A Promise of Freshness



- Selected by IIM Kolkata among top 40 startups of West Bengal
- Awarded Best Restaurant in Healthy Food segment by Times Food Awards



- Achieved 5-star rating from FSSAI for our Airport Outlet
- Covered by Your Story

Kolkata's Top Picks

- Watermelon Juice
- Valencia Orange Juice



- Yummy Tummy Straw
- Red Berry Straw
- Citrus Granate Straw
- Skin Glow Straw (ABC Juice)



- Mango Shake
- Strawberry Shake
- Dates Banana Shake



- Achari Paneer Wrap
- Rajma Galouti Wrap



- Watermelon Feta Salad
- Premium Mix Fruit Salad
- Sprouts, Nuts & Seeds Salad
- Protein Power Paneer Salad
- Fruit & Nut Mix Salad



We've made airport waits more fun! Grab a refreshing juice and snack before you board your next flight at the Kolkata Airport!



Airport

Chilling at your favourite club? Take a dip and indulge in conversations as you order your favorites with us.

Clubs



Malls

Now you can grab the healthier alternative while you shop... Find us at your favourite malls in Kolkata!



Hospitals

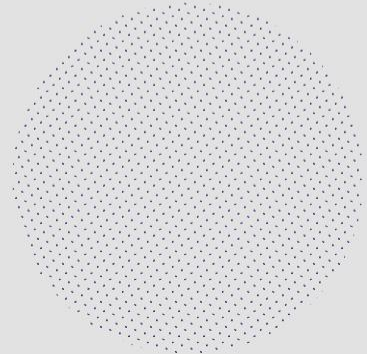
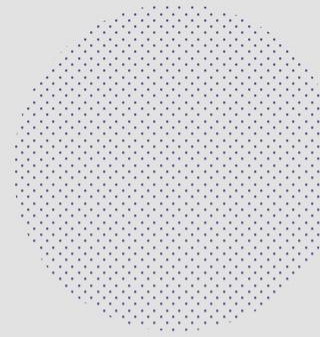
Visiting loved ones at the hospital? We help you beat the stress with our presence at Kolkata's prominent medical addresses.



Commercial Spaces

Work days can get really mundane. Don't let them lower your vibe! Refresh with The Yellow Straw at work. We are present at Kolkata's favourite Tech Parks and various commercial locations.

Find freshness like never before



WE ARE AT KOLKATA'S BEST

Hospitals

- Tata Medical Centre
- R.N. Tagore Hospital

Malls

- South City Mall
- Acropolis Mall
- Lake Mall

Clubs

- The Tollygunge Club
- The Calcutta Swimming Club

High Street

- Sarat Bose Rd. (Opposite Central Plaza)
- Below City Center 1 Metro Station (Salt Lake)

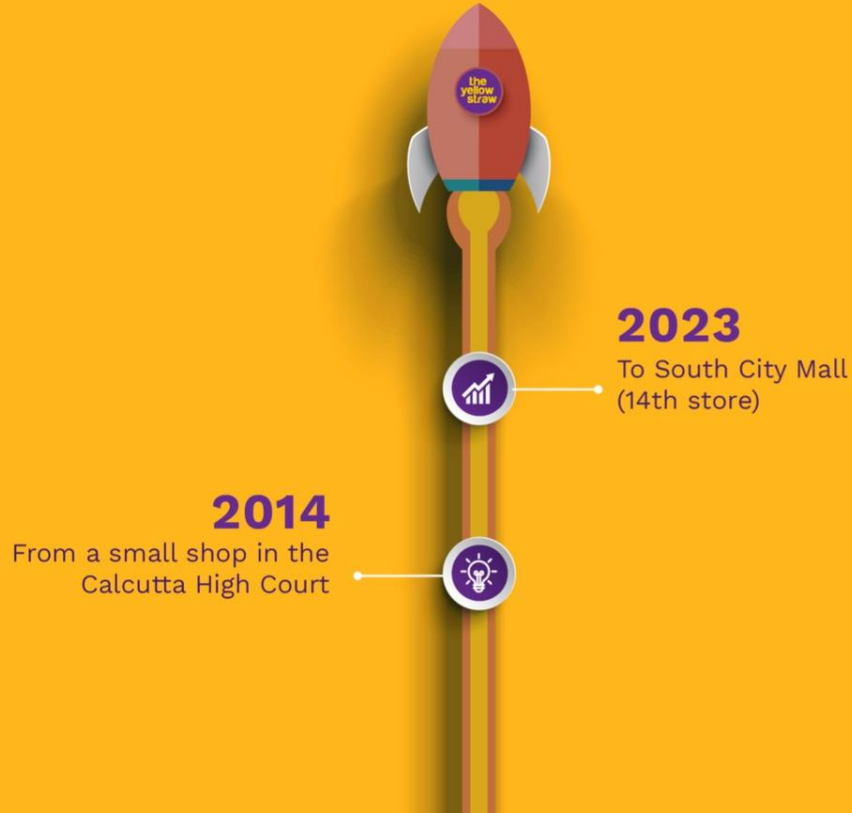
Commercial Spaces

- Candor Tech Space
- Ecospace Business Park

We also have two outlets at the **Netaji Subhas Chandra Bose Airport**

Reaching Fresh New Heights

We have come a long way and we do not plan on stopping any time soon!



The Yellow Straw holds over 75% market share in Eastern India's juice and salad industry.



Making Headlines

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FOOD

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THE TELEGRAPH FRIDAY 7 JULY 2023 30RS

WHAT STARTED OFF AS A HUMBLE JUICE BRAND HAS NOW BECOME A MULTI-STORE ENTERPRISE. 12 TALKS TO CO-OWNERS PIYUSH KANKARIA AND VIKRAM KHINWASARA ON THE YELLOW STRAW'S JOURNEY AS IT STEPS INTO ITS 10TH YEAR!



The Yellow Straw's 14th outlet recently opened at South City Mall

How did the idea for the Yellow Straw come about? Vikram: Piyush brought food to the table, whereas I bring health factors to the table. When Piyush contemplated a possible F&B business, we teamed around events and even cities across India.

Piyush at Vikram: Recalling the depth of organised live brands, he shared an idea to fill the gap with life, fresh, cold pressed juices and other food line extensions. We observed that there's a big need even when there are numerous 'fresh juicers'.

We launched in May 2014 with a small shop in shop outlet near Calcutta High Court. People discovered us on the beginning. Along the way, we got a glass of juice ranging between Rs 20 and Rs 100 when available. We are an average Rs 20-30 per glass. From this, we started to get the kick-start this venture and give a healthy, hygienic and plentiful variety of options to the people to have a fresh glass of juice.

Two years ago, the health food market was not as evolved. What are some of the challenges you have witnessed over the years?

Six to 10 years ago, we saw paralytic event take across India, but a single market brand decided to sell juices, shakes and salad bowls online. During our R&D phase, most people suggested us that it will be very difficult and risky. Idea to sell juices in the market was strongly demotivated by lot. But over the period, we have seen remarkably positive changes when it comes to the acceptability of fresh juice shakes, which we proudly claim that the Yellow Straw has witnessed of the by

We launched it in May 2014 with a small shop-in-shop near Calcutta High Court. People discovered us at the beginning saying for Rs 20-30 per glass. But this further motivated us to kick-start this venture and give a healthy hygienic and plentiful variety of options to the people to have a fresh glass of juice.



(L-R) Co-owners Piyush Kankaria and Vikram Khinwasara

brands in Calcutta to drive this change.

Likely changes, climate changes and better Covid hit would collectively change the adaptability as well as acceptability



Premium Mixed Fruit Salad

of healthy food to us day-to-day. In a hub, working professionals or even a homemaker, everyone aspires to healthy and fit. Technology has also played a crucial part in evolving the health aspect with a plethora of apps, online content, and YouTube channels creating an awareness subconsciously.

What are the challenges you faced when setting up and expanding?

Not calorific, but it was about creating a new category in itself. When we started in 2014, getting a show supporting history was in itself a huge task. Not even a single brand in India was using (in a retail format, having multi-manufacturer or even importing it). During our expansion phase, brands were always doubting the



Protein Power Panner Salad

value proposition and whether we would be able to give our rent regularly. The next challenge was the format of good-looking systems to monitor and control a chain of stores, since most are seen from a F&B background.

Why did you choose the QR format? Juices and shakes are primarily grab-and-go products if we think from the customer's perspective. Since our focus was mainly on younger products which could be prepared fresh, on the go, at a quick speed, the Quick Service Restaurant format was a no-brainer. In India, QR is one of the fastest growing formats. Most importantly, this format is scalable and adaptable to replicate, especially for bootstrapping startups like ours.

Since there is a lot of healthy and fresh produce involved, what are some of the quality checks to ensure that the food/ drink remains fresh?

Firstly, to get a QR system, both at the entire purchase as well as single items. Dealing with perishable ingredients with maintainable freshness, available in an extremely challenging job. We convey trust and assurance of quality to our team in an extraordinary manner. Any fruit which you cannot offer to your kids, don't offer to the customer. A dedicated quality audit team runs across different stores frequently and the system is mapped against every risk.

What are some of the bestsellers from the brand?

Solo Juice (Watermelon and Valencia Orange), Mixed Juices (Tangy Tummy Straw (Watermelon), Orange, Apple and Softball), Red Berry Shine (Apple, Strawberry and softball), Hotwater Straw (Watermelon, Mint, Lemon and softball), Skin Glow Straw (Apple, Softball, Carrot, Lemon, Ginger and softball).

Fruit shakes: Mango Shake, Strawberry Shake and Banana Shake. Fruit Shakes: This range is easy



Skin Glow Straw, a combination of ginger, apple, carrots and beetroots

to consume, and all of these do very well. **Salads:** Premium Mixed Fruit Salad, Spinach, Nuts & Seeds Salad, Watermelon Feta Salad and Panner Power Panner Salad. **Smoothies:** Mango and Apple, Strawberry and Mango, and Softball. **Specialty:** We also have a range of smoothies such as Citrusa Phase, Sandalwood as well as Cheese Corn & Cucumber Smoothies that very well. Our Fruitze Smoothie and Mango Shake along with Hot Coldler and Dash Plant Lemnati are also some of the top sellers.

Any plans of venturing into mainstream food space in a franchisee/retailer market soon, say. Our experience suggests there is immense potential in this space and especially after Covid, many people are conscious of healthy and mindful eating.

Your 14th outlet this year, and you are looking to open more in the next year, what is the plan in place for that?

Currently, all our outlets are completely owned and managed by us. We have plans to expand further into the city at the right locations and quite a few stores are planned for the next year. At the same time, to go out as an event based place, we are exploring franchisee and partnership as well. We are also replicating our brand in a complete different way soon.

What is the most gratifying part about the job?

As a business owner, selling juices and salads in the city of thousands of people, who have been to our customers' search for healthier and nutritious.

Are either of you health freaks? If yes, what is your passion for health?

Piyush: Health is a beautiful thing. It's about staying active and enjoying running. Even during trips, a short workout routine is a must. I also love to eat healthy and start the day for Vikram. I am more of a foodie but am always motivated by my partner suggesting to



Fruitze Smoothie, a healthy indulgence

In this unrelenting heat, The Yellow Straw has been our savour across Kolkata, keeping us hydrated with

BITERIGHT

HERE'S WHERE YOU CAN TREAT YOUR MOMMY DEAREST THIS MOTHER'S DAY

When Mother's Day heralds a special day for all mothers, it's also a time to celebrate the love and support of our mothers. Here are some of the best places to treat your mother this Mother's Day.

1. The Yellow Straw: This is a great place to treat your mother with a healthy and delicious meal. The Yellow Straw has a wide range of healthy and delicious options, including fresh juices, salads, and smoothies.

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When May 14 Thinking days stretch across the globe, it's a special day for all mothers. Here are some of the best places to treat your mother this Mother's Day.

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THE TELEGRAPH FRIDAY 7 JULY 2023

ENJOY THE MONDOONS WITH SINFUL DESSERTS AND NON-ALCOHOLIC BEVERAGES MADE WITH FRESH AND JUICY LITCHIS THIS SEASON

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THE TELEGRAPH FRIDAY 7 JULY 2023

ENJOY THE MONDOONS WITH SINFUL DESSERTS AND NON-ALCOHOLIC BEVERAGES MADE WITH FRESH AND JUICY LITCHIS THIS SEASON

Image courtesy: @The Yellow Straw Instagram

It's the season of fruity goodness and The Yellow Straw is hosting a seasonal celebration called Litchi Locha to commemorate it. The smoothies and juice chain has introduced a special menu dedicated to litchi. It includes

Serving with a Smile





Thank You

Sip, Smile, and Stay Fresh!