

FLAVOURS OF THE WORLD

As well as a new delicatessen range, the Fresh Market Hall will also be home to a variety of authentic international fare, including pan-Indian cuisine from renowned chef Vineet Bhatia and handmade Italian dishes by Pasta Evangelists

BY Amy Broomfield



ALESSANDRO SAVELLI
Founder,
Pasta Evangelists

When British-Italian entrepreneur Alessandro Savelli was considering a new venture in 2017, he looked to his roots.

“When I first moved to London from Genoa, what I missed most was the taste of fresh, artisanal Italian pasta,” he says. “I wanted to bring that, as well as lesser-known regional Italian recipes, to the UK.” Backed by some of the food industry’s most prominent names, including critic Giles Coren and restaurateur and cookery-school founder Prue Leith, the company is now bringing its delicious recipes to Harrods, where fresh pasta dishes will be served in-store by one of its pasta artisans. Each dish – comprising homemade pasta, an accompanying sauce, and extras such as herbed butter and grated parmesan – can be taken home and, with minimal cooking, is ready to eat in less than five minutes.

Where did the name Pasta Evangelists come from?

We wanted to show there’s more to pasta than meets the eye: the craftsmanship and artisanal tradition. It’s difficult to find real Italian-style pasta here, and it’s hard to talk about it without sounding evangelical – hence the name.

What makes really good pasta?

The best pasta is freshly made by Italian hands! We use doppio zero flour, combined with fresh eggs, water and a sprinkle of salt, to make our dough. With many shapes, such as tortellini, we draw on the centuries-old traditions of the Italian *pastifici* [small pasta factories].

What do people often get wrong when cooking pasta?

Perhaps the most common faux pas is overcooking. Pasta should be served *al dente*, which means ‘to the tooth’. So it should still have bite after it’s cooked.

Which dishes will you be bringing to Harrods?

We’ll be stocking a wide variety of recipes from up and down Italy, introducing new ones every week. Some will be well-known classics, such as *pappardelle al cinghiale* [wild boar] or *tortelloni ricotta e spinaci* [ricotta and spinach], while others will be largely unknown outside the area they come from. *Salsa di noci*, for example, is an elegant walnut sauce that originates from my home region of Liguria.

Where do the recipes come from?

Many are the products of Italian history and eccentricity, such as *mafalde*, a type of pasta named in honour of Princess Mafalda of Savoy, which is served with *ragù di salsiccia alla Campidanese* [a tomato, sausage and saffron sauce].

Pasta dishes Issy Croker

CLOCKWISE FROM ABOVE
Alessandro Savelli; dishes from top Pasta Evangelists Paccheri with slow-cooked lamb ragù and Chestnut-infused tortelloni with cubed Mantova pumpkin and sage butter £8 each

VINEET BHATIA Originally hailing from India, but now a self-proclaimed Chelsea boy,

Vineet Bhatia is often heralded as the man responsible for raising the bar when it came to Indian cuisine on the London restaurant scene. Arriving in London in 1993, at a time when he felt that food from his home country was poorly represented in the UK, he began working at Old Brompton Road’s Star of India, refining its menu to great acclaim. The *Evening Standard*’s Fay Maschler dubbed him the “real star of India” and the King’s Road restaurant he opened, Rasoi, went on to gain a Michelin star. Today, Bhatia has restaurants in Geneva, India, Mauritius and the Middle East. To celebrate the opening of the Fresh Market Hall, he’ll serve up his Kama range, a collection of dishes that champions the flavours of India alongside locally sourced British produce.

Tell us about the range you are bringing to Harrods’ Deli...

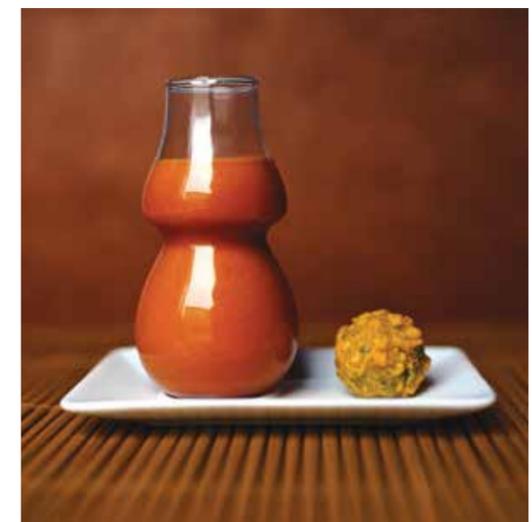
My Kama range will offer Indian dishes that are well-crafted, light and healthy. There will be classics such as rogan josh, but also dishes using Scottish lobster and salmon, and English lamb chops.

What is the biggest misconception about Indian food?

A lot of restaurants steep foods in oil and fat, but that’s not how we cook. We sauté, steam and stir-fry.

What about particularly healthy ingredients?

We will use super grains such as amaranth and quinoa, which are not typically Indian, but work really well with the flavours. We make a great biriyani from barley



CLOCKWISE FROM TOP RIGHT
Vineet Bhatia; dishes from top Kama Stir-fried greens, rasam soup and cumin-roast potatoes from a selection; Kama Tomato rasam soup and vegetable vada from a selection

Fresh Market Hall, Ground Floor

instead of rice, which can also be enjoyed cold like a salad. It’s flavoured with chilli, sesame, fresh coriander and lime juice to make it deliciously light.

Do you have any favourites among the range?

I’d probably say the home-smoked tandoori salmon with mustard and dill, or the slow-cooked lamb shank rogan josh with khichdi – which is a bit like an Indian risotto.

Do your dishes hail from a particular region in India?

My food is pan-Indian. I might do a chicken tikka, which is from the north, and add mustard and curry leaves, typically used in the south. We use combinations that are unique to us. When you take a bite, it is all of India on the palate.

What does it mean to you to be in Harrods?

I’m very attached to Knightsbridge and Chelsea. Years ago, when we were first asked to work with the store, we didn’t have the capacity. When we were approached this time, we jumped at the chance. □

