

THE INDIAN STREATERY X THE ROYAL VISIT EXPLAINED

THE OFFICIAL STATEMENT

This summer marks our 6-year anniversary. And the events that unfolded in April 2023 will probably be the most surreal experiences we could ever have envisaged. 14 days in April that felt like a movie. Two months on, this still feels like a dream that lives rent free in our minds. Below we will dissect the events that lead to this extraordinary day:

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Thursday 6th April: A casual Thursday afternoon- the phone rang. The conversation mentioned a potential Royal Visit to The Indian Streatory. Naturally we thought it was a prank call, as when does this ever happen? That same day, we received an email. The email explaining a potential Royal visit & that they are currently scouting potential venues. The Indian Streatory was recommended as we are a local business created here in Birmingham. The email signature? Kensington Palace. This was all seeming more plausible...

Tuesday 11th April: Our directors & three representatives of the Royal Family met. They explained that we were on a shortlist of around 20 restaurants. We enlightened the team of our journey & how we started many years ago doing street food events, part time, alongside our day jobs. They were fascinated with our all-female chef team & our strong ties with UCB food college, where the next generation of young chefs' study! The decision was pending, it was just a waiting game at this point...

Wednesday 12th April-Wednesday 19th April: The Indian Streatory was selected! The movie had started! After a zoom call with representatives at Kensington Palace, a brief document was sent to Kensington Palace. It was all happening. A squad of police officers arrive. This included MI5 agents & detectives, a scene from a James Bond film! After a weekend of little sleep due to excitement, planning & nerves, the preparation had begun. On that morning, we were informed that Prince William & Princess Kate were visiting. Yes, the future King of the country was coming to meet us. Informed to keep this top secret- we still had our fun though! In our Streatory group chat we had a list of 10 high-profile guests & created a poll. These big names included the likes of Beckham, DiCaprio, Kohli, Shah Rukh Khan, Drake & The Royal Family. Not a single vote for the Royal Family- way too far-fetched right?! One more night to go...

Thursday 20th April: The day of the visit. The streets of Birmingham oblivious. A text from Colmore Bid clarifying last minute road closures were under way, made it even more tangible. This was happening. The Prince & Princess were approaching. We informed the team which was greeted with pure excitement & disbelief. The day was here. An official ETA of 12.45pm. On the second, they arrived.

- The day unfolded with a meet & greet with our team.
- Now the formalities were out the way, the competition started! Prince William & Princess Kate wanted to know more about how we cook every single bread to

order & still deliver a meal within 20 minutes. We invited them into the kitchen HQ. The Indian Streatery aprons were on, hands washed & it was action time! This is where the fun started. The competition had started!

- Not only should you achieve a time deadline, but the roti bread should also be perfectly round. Princess Kate won, but to be fair to Prince William she had the whole of the female chef squad on her side!
- At the bar we got to share key insights of our business. We explained that everything you see has a story behind it. From the artwork on the ceiling, to the street cart bar design. The menu has specific dishes named after famous landmarks in Birmingham evoking memories for the family such as the Cannon Hill Park Picnic. Our creative cocktails had the spotlight next. Tailor-made to mirror the characteristics of each family member behind this venture: including the likes of The Visionary, The Angry Indian & The Wise One.
- All this food talk was creating an appetite, so we showcased some of our best dishes & the Royal couple feasted on Methi Chicken, House Black Dhal, Bhel Puri Chaat & the trio of coloured Roti. These dishes officially now have the Royal seal of approval. Dishes which are truly fit for a King!
- The infamous phone call: I think we all know this one! In fact, this spread so far & wide we had Japanese TV Fuji calling us for an interview! Suddenly the phone rings. Surely Prince William will not answer it. Proven wrong! The hilarious dialogue actually brought the customer to the restaurant one hour later, unaware of the future King had booked him in!
- For now, it was goodbye. And this is where the final movie scene unfolded. As the Royal couple left, we opened the door to a sea of supporters cheering us on & congratulating us on this achievement. It was lovely to see some of our regular customers gleaming with genuine joy! The cars pulled away, and we all just looked at each other & smiled. We entered back into The Indian Streatery, our home, took a deep breath & got ourselves ready to open for our evening service.

Friday 21st April- Monday 24th April: The aftermath. Waking up the next day was equally surreal. Confirmation it wasn't an elaborate dream. The news spread nationwide & we were on the front page of BBC News, ITV News, The Times & The Guardian. The news had spread worldwide to India, USA, Japan, Spain, New Zealand & Australia. The Indian Streatery was officially on the map on a global scale!

Finally, we want to thank everyone involved in making this day a reality. Seeing The Royal Couple authentically enjoying themselves was lovely to see. We feel the images that emerged from the visit really epitomised the authentic vibe & ethos at The Indian Streatery. Bringing happiness with our service & making guests who enter our restaurant happier by the time they leave is our mantra. The fact that we were hand-picked & selected particularly with the strong culinary scene we have in Birmingham was a privilege. A day that the whole team will remember for the rest of their lives! Flying the Brum flag high & proud always. Honoured as a family, as a team & as a city to host such a wonderful occasion. Thank you.

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