

NEWSLETTER (August 2024)



Introducing PICO: A Unique Culinary Destination

Nestled near South Kolkata's Vivekananda Park, PICO-Pizzeria and Coffee Bar is fast becoming a beloved spot for food lovers and coffee enthusiasts alike. PICO brings together the best of both worlds, offering a delightful fusion of artisanal coffee and wood-fired pizzas. With its inviting ambiance and thoughtfully curated menu, PICO aims to create a space where people can come together to enjoy quality food and drink in a cozy, intimate setting.

Meaning Behind PICO:

The name "PICO" cleverly combines the essence of what this unique establishment offers. "Pi" stands for pizza, reflecting the authentic wood-fired pizzas that are a cornerstone of the menu. "Co" represents coffee, highlighting PICO's commitment to serving exceptional artisanal brews. Together, PICO embodies a harmonious blend of pizza and coffee, bringing together two beloved culinary experiences under one roof.

A Coffee Lover's Paradise

For those who appreciate the art of coffee-making, PICO is a true haven. The menu features a range of artisanal hot & cold brews, each meticulously sourced and brewed to perfection. The rich, diverse coffee offerings are designed to cater to both casual coffee drinkers and seasoned aficionados. PICO's commitment to quality is evident in every cup, making it a must-visit for anyone passionate about coffee. PICO is more than just a coffee spot; it's about building a community. Founder Prateek Didwania envisions it as a hub for Kolkata's coffee culture, where people can connect, learn, and share their passion for coffee. With a focus on sustainability and education, PICO aims to deepen the city's appreciation for the craft of coffee.





Pizza with a Difference

At PICO, the hand tossed Neapolitan Style wood-fired pizzas are as captivating as the coffee. Each pizza is crafted with freshly baked dough and high-quality ingredients, resulting in authentic flavors that pair perfectly with the coffee offerings. The menu is thoughtfully designed to create a harmonious blend of tastes, offering something unique and comforting for every palate. The cozy ambiance, enriched by the aroma of freshly brewed coffee and the warmth of the wood fired oven, makes PICO the perfect spot to relax, unwind, and savor the experience—whether you're enjoying a robust espresso or a slice of their signature pizza. With its welcoming environment, PICO invites you to linger, enjoy, and make the most of your time, whether alone or with friends.

Since its opening, PICO has earned praise for its unique blend of pizza and coffee. Local publications like T2 and The Telegraph have highlighted it as a must-visit spot in Kolkata. Continue reading to see what they had to say!

T2: The Ultimate Pizza and Coffee Experience

T2, known for its keen eye on Kolkata's latest dining hotspots, was quick to spotlight PICO as the ideal destination for anyone seeking a unique blend of pizza and coffee. In their feature, T2 lauded PICO for its seamless integration of two beloved culinary staples wood-fired pizzas and artisanal coffee. The publication praised the cozy, welcoming atmosphere and highlighted the attention to detail in both the food and drink offerings, noting that PICO's menu delivers a rich and satisfying experience that appeals to both casual visitors and dedicated foodies.

(Published on July 09, 2024)



The Telegraph: Building a Coffee Culture in Kolkata

In a detailed profile, The Telegraph delved into the vision behind PICO, particularly its commitment to fostering a coffee community in Kolkata. The article emphasized founder Prateek Didwania's passion for coffee and his efforts to create a space where coffee is more than just a beverage—it's an experience. The Telegraph also highlighted the artisanal approach to both coffee and pizza, noting that PICO's emphasis on quality and craftsmanship sets it apart in the city's burgeoning food scene. The publication celebrated PICO as a place where people can come together to enjoy high-quality food and drink in a warm, inviting setting.

(Published on June 19, 2024)

The Telegraph My Kolkata: A New Culinary Gem

The Telegraph's My Kolkata section featured PICO as a fresh and exciting addition to South Kolkata's dining landscape. The publication praised PICO's innovative concept of combining a pizzeria with a coffee bar, offering patrons a unique culinary experience. The article highlighted the expertly crafted wood-fired pizzas and the diverse range of coffee options, all served in a setting that encourages relaxation and socializing. My Kolkata also noted PICO's potential to become a neighborhood favorite, drawing in locals with its warm ambiance and thoughtfully curated menu.

(Published on June 19, 2024)



T2 Online: First Look at PICO

In its first-look review, T2 Online offered readers a glimpse into what makes PICO a standout spot in Kolkata. The review emphasized the quality of the ingredients used, from the freshly baked pizza dough to the expertly brewed coffee. T2 Online highlighted PICO's commitment to creating a welcoming environment where the focus is on delivering an exceptional dining experience. The review concluded that PICO is poised to become a go-to destination for both pizza lovers and coffee aficionados, thanks to its innovative approach and dedication to quality.



**"The ideal place for the ultimate
pizza and coffee experience."**

-T2 Online



Indulge Express: A Delightful Culinary Combo

Indulge Express described PICO as a delightful new addition to South Kolkata's food scene, particularly praising its successful fusion of pizza and coffee. The publication highlighted the wood-fired pizzas, noting their authentic flavors and perfect pairing with PICO's range of artisanal coffees. The review also mentioned the cozy and stylish decor, which enhances the overall dining experience, making PICO a must-visit for those seeking something different yet comforting. Indulge Express recognized PICO as a place where quality and creativity come together to offer an unforgettable culinary journey.

(Published on July 26, 2024)

আধুনিক প্রজন্ম আনকাংশেই কফিপ্রেমী। সেই অনুযায়ী কলকাতায় ক্রমশ বাড়ছে কফি কালচার। গরম ও ঠান্ডা, কফির এই দুই ধরন থেকে একটি করে রেসিপি জানালেন পিকো ক্যাফের কর্ণথার।

কফির ঠান্ডা গরম



বেসিল কফি
উপকরণ: এসপ্রেসো শট ৩০ মিলি, বেসিল পাতা খেঁড়া করা ৩০ গ্রাম, চিনি গুড়ার প্রয়োজন অনুযায়ী।
পদ্ধতি: বেসিল পাতা কুচি চিনি দিয়ে এই কফি এসপ্রেসো শট বানানো হয়। এই কফি দিনগুলো ব্লু অর ইয়ারবোর্ড, এই দুই অফেনে পাওয়া যায়। এই বিনে বেসিল, আম্র এবং সোলেস্টের ছায়া পড়েন। বেসিল কফি বানানোর জন্য এসপ্রেসো বেসিল পাতা দিয়ে জ্বালানো করে দুটি সিক্ত করা। তারপর তা একদম সিক্ত করে এসপ্রেসো বেসিল দিয়ে কফি শট বানিয়ে দেবে। না হলে অফেনে কফি বিনে কফি এম্বিট: বেসিল দিয়ে গুড়ো করে নিতে পারেন। তারপর তা দুমারিত করে কফি কড়া কফি শট বানিয়ে দেবে। তারপর তা ঠান্ডা করে চিলে টুকিয়ে চিনি। হাইমহে বেসিল পাতা ভাঙা করে দুই চিনি।

ফ্ল্যাট হোয়াইট কফি
উপকরণ: এসপ্রেসো শট ৬০ মিলি, ফ্যাট বা ক্রিম ছাড়া কিম্বা মিক্স ১২০ মিলি, ওয়াশ প্রসেসড অনুযায়ী।
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Spotlight on PICO: Featured in Chotusporni Magazine

On August 3rd, 2024, Chotusporni Magazine highlighted PICO's innovative coffee offerings in a special article. The feature included two unique coffee recipes—Flat White and Basil Coffee—that showcase PICO’s commitment to quality & creativity. Here's a brief translation of what the magazine had to say about the Flat White Coffee recipe.

Flat White Coffee

This recipe uses no foam. The espresso is made from Fearless coffee beans, which are lightly roasted and have notes of caramel and vanilla. To prepare, brew a strong espresso shot, then mix it with steamed milk, leaving some milk aside. Pour the remaining milk over the coffee carefully to create a layered effect, where the white milk floats on top. Stir the milk and coffee together before drinking for a balanced flavor.

Orange Coffee

This concoction of sour & tangy, freshly squeezed orange juice mixed with strong & rich espresso does sound insane but believe us, some people like this and you might be one of those people too, so don’t knock it till you tried it. It’s an acquired taste and you should know that citrus and coffee does have a surprisingly long history. Sometimes the most unlikely combinations are the best! A layered beverage that’s as stunning to look at as it is to sip. The first taste is an eye-opener – the citrusy sweetness of the orange juice blending with the rich, robust flavor of the espresso in a way that’s unexpectedly harmonious. It is absolutely delicious. We promise!



Premium Coffee Beans: The Heart of PICO’s Rich Brews

At PICO, the quality of coffee beans is paramount. Sourced from top regions like Chikmagalur and Coorg, the beans are carefully selected and lightly roasted to preserve their natural flavors. This attention to detail ensures that every cup of coffee at PICO is rich in taste, featuring subtle notes of caramel, vanilla, and more, offering a premium coffee experience that stands out in Kolkata's vibrant café scene.

Prateek Didwania, after graduating from St Xavier's College, Kolkata and IIM Kozhikode worked for HSBC corporate banking, Mumbai. It was in 2017 when he decided to take a leap of faith and started his first cafe, Snacking which is running successfully in Kolkata. PICO is his second venture where he has done a deep dive into the art of coffee and pizza making. At Pico, we offer a curated selection of 100% Arabica beans from top Indian coffee regions. Enjoy diverse flavors, from the light honey-processed **Salwara** with amla and jaggery notes, to the rose, honey, and chocolate-infused **Orchadale**. Our medium-light **Fearless** and medium-dark **Berry Blast** bring rich flavors of caramel, berries, vanilla, almond, and chocolate.

