

# VEDA

## Veda Embarks on a New Culinary Era Led by Avni Jhunjhnuwala



**(Hong Kong, June 2024)** Veda is embarking on a fresh journey with a new concept, Veda Café and Bar. This evolution will present a diverse selection of soulful vegetarian dishes inspired by Modern Indian homes worldwide, all now guided under the leadership of Avni Jhunjhnuwala.

Established in 2002 as Hong Kong's pioneering fine-dining Indian restaurant by Avni's mother, Sarika Jhunjhnuwala, Veda reopened in 2018. The name "Veda," signifying knowledge in Sanskrit, symbolises a heritage passed from mother to daughter. Drawing from her experiences at the Institute of Culinary Education, in New York, Avni thoughtfully crafts a menu emphasising nutrient-dense salads, gut-friendly dosas, and protein-rich mains, celebrating the vibrant flavours of Indian cuisine while focusing on nutritional balance.

At Veda Café and Bar, guests can enjoy an enticing selection of hearty salads. This includes the **Puffed Rice Salad** (HK\$135), featuring arugula, tomato, radish, avocado, cucumber, peanuts, and tamarind vinaigrette; the **Turmeric and Chickpea Caesar** (HK\$148) offers a modern twist on the classic Caesar salad with romaine, cherry

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tomatoes, parmesan, crispy chickpeas, and turmeric Caesar dressing; or the **Roasted Cauliflower and Brussels Sprouts** (HK\$155) served with arugula, hummus, pickled onions, feta, almonds, and curry leaf vinaigrette.



*From Left to Right: Roasted Cauliflower and Brussels Sprouts, Weekday Dosa Lunch Set, Yellow Tadka Dhal, Roasted Aloo Gobi*

Veda proudly highlights their signature dish, the Dosa—a delicate South Indian crepe served with vegetable stew and coconut chutney. Explore various dosa options including the **Classic Potato Masala Dosa** (HK\$130), **Avocado, Feta, Rocket, and Sun-Dried Tomato Dosa** (HK\$155), **Pesto Paneer Dosa** (HK\$145), **Organic Scrambled Eggs, Mushroom, Truffle, and Cheese Dosa** (HK\$155), or the **Gunpowder Cheese** (HK\$130). During weekdays, guests can relish the **Weekday Dosa Lunch Set** priced at HK\$198, which includes a starter, a choice of dosa, and a beverage (tea, coffee, or masala chai).

For main courses, guests can indulge in an array of delectable dishes. Enjoy the **Yellow Tadka Dhal** (HK\$158), an Indian household staple now considered a special celebratory dish, served with steamed rice, labneh, and Indian pickle. Delight in the **Roasted Aloo Gobi** (HK\$178), a Veda signature dish featuring curry leaf pesto, coconut, and lentil stew, or the **Pav Bhaji** (HK\$158), a beloved Mumbai street food dish consisting of spicy mashed potato and peas served with herby garlic butter buns. Savour the **Rajma Masala** (HK\$168), a deeply flavorful and widely loved curry dish showcasing a kidney bean stew served with steamed rice, labneh, and pickled onions—perfectly hearty for any time of the year. Indulge in the **Grilled Paneer** (HK\$168) cooked in an aromatic cashew and tomato curry, or the **Chilli Tadka Fried**

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**Eggs** (HK\$158) complemented with goat cheese and curry leaf spread, served with sourdough toast.



From Left to Right: Pani Puri, Paneer Tempura, Spinach Ricotta Momo, 70% Valrhona Chocolate Mousse

Additionally, guests can relish an assortment of snacks, including **Paneer Tempura** (HK\$75) served with chilli and lime, the ever-popular **Pani Puri** (HK\$88) offering a spicy, tangy, and sweet taste experience, and **Gunpowder Idli** (HK\$98), a spice blend paired with steamed rice cakes, coconut chutney, and vegetable stew. For a taste of Mumbai, guests can try the **Chilli Cheese Toast** (HK\$88), a classic Indian snack featuring Amul Cheese, Green Chili, Red Onion, and multigrain toast—perfect with beers or a steaming cup of Masala Chai. Indulge in the **Samosa Chaat** (HK\$118) with smashed samosas, yoghurt, chutney, and pomegranate, or the classic **Aloo Paratha** (HK\$98), a flavorful, potato-stuffed flatbread served with Indian pickle and labneh. To share, try the **Spinach Ricotta Momo** served with tomato chutney or the **Crispy Lace Momo** with spicy eggplant served with yoghurt (HK\$78 for 3 pieces, HK\$105 for 5 pieces). To conclude the dining experience, guests can enjoy delectable desserts like the **70% Valrhona Chocolate Mousse** (HK\$108) served with almond brittle, berries, EVOO, and Maldon salt.

Each dish offers a unique fusion of flavours and textures that encapsulate the rich essence of Veda's new menu. Reflecting on the restaurant's history, Avni shares, “My mother opened Veda in 2002, it was Hong Kong’s first fine dining Indian restaurant. The restaurant gained many accolades and life-long fans, who still speak fondly about the original Veda. It was closed in 2008 and then reopened in 2018 at the Ovolo Hotel on Arbuthnot Road, just a few doors down from the original; with new branding, menu, and concept. Our current restaurant manager, Bhakti, has been with us for over 20 years, she joined as a server in 2002 and is now the manager (and matriarch) of Veda.”

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Avni further expresses her vision, stating, *“I want to reintroduce Indian food at Veda, and bring it back, closer to the original. The best way to do this was to relaunch the restaurant with updated branding and menu.”*

High-res images and menu are available for download [here](#).

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## **About Avni Jhunjnuwala**

Avni Jhunjnuwala, the driving force behind Veda Café and Bar, is a Hong Kong native with a deep-rooted passion for wellness, nutrition, and design. Having spent time in the US for college and later pursuing culinary studies in NYC, Avni brings a wealth of experience to the culinary scene.

During her tenure at Ovolo, where she has intermittently worked, Avni's journey has been marked by a stint as the Brand Manager from 2020 to 2022. Her international exposure includes living in London for two years, contributing to a diverse culinary perspective she now infuses into Veda's offerings.

With a focus on whole foods, protein-rich meals, and gut-friendly options, Avni's culinary vision for Veda showcases a blend of nutrition and flavour. Her dedication to incorporating these principles into the menu reflects a commitment to offering dishes that not only tantalise the taste buds but also promote well-being—a reflection of her culinary journey and ethos.

## **About Veda Café and Bar**

Nestled in a leafy corner of Central, Veda Café and Bar by Ovolo Hotel Central offers soulful dishes from breakfast to dinner, and everything in-between. Explore a vegetarian all-day menu inspired by modern Indian homes from around the world, including classics like chilli cheese toast, aloo paratha and pav bhaji with herby garlic butter buns.

The centrepiece of the menu is undoubtedly Veda's dosa, a highly umami crispy crepe beloved by all foodies. The space is perched just above Wyndham Street and split over two levels, with a pet-friendly outdoor dining area which is ideal for casual conversations over coffee or Veda's specialty drinks.