



# Khyen Chyen

Kashmir Observer Food & Beverages Supplement

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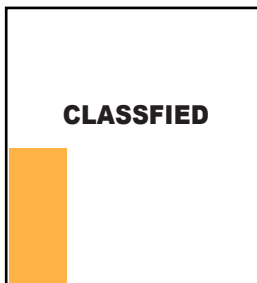
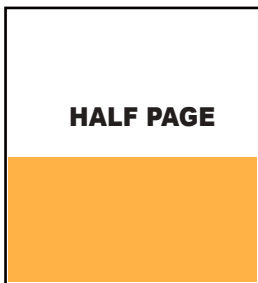
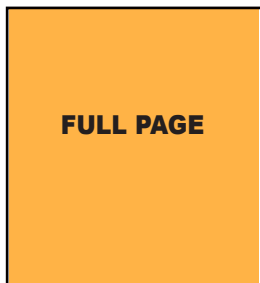
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### ABOUT US

Kashmir is a connoisseur's choice and attracts a large number of visitors not only to indulge in its heavenly ambience but also to savour its sumptuous delights. Booking.com, a global leader in connecting travellers with the widest choice of incredible places to stay, has released the findings which also says that if there's one thing most people agree on when traveling, it's that food is a major consideration when picking a destination. The survey, which analysed responses from 19,000 travelers across 26 countries, says 41 percent of travelers incorporated new food and drink destinations into their travel plans in 2018 (compared to 29 percent in 2017). The survey also notes 64 percent of travelers want to eat more local food on their trips, and 22 percent plan to travel to a destination for the food alone. Additionally, 25 percent plan to avoid destinations without strong culinary scenes. Yet Kashmir, famous for its incredible range of culinary delights, remained perhaps the only place in the world without a proper guide for food lovers and enthusiasts. 'Khyen Chyen' (Kashmiri for Food & Drink) is the first and only Food & Beverages journal from Kashmir. The quality fortnightly journal carries features, reviews and focused reports. The journal serves as a guide for food enthusiasts of the Valley and travellers alike. Families now make an informed choice to select a place for a quality meal outside their homes, thanks to Khyen Chyen.