

INFUSIONIST

INSIDE-OUT FLAVOUR.

A CONCEPT BY

The Messy Apron

EDITOR'S NOTE

Some ideas need time.

Some flavours need patience.

Infusionist was built slowly — not because it had to be, but because that was the only way it made sense.

This is food designed with intent, not urgency.

Crafted quietly. Served confidently.

THE IDEA

Infusionist is a focused exploration of infused and slow-cooked chicken.

In a market full of surface-level marinades and rushed execution, we wanted to go deeper — literally. By building flavour into the meat itself and giving it time to develop, we create food that's evenly seasoned, comforting, and quietly distinctive.

**Infusionist is not about excess.
It's about control.**

THE APPROACH

Our process is simple, but never careless.

- Flavour is introduced from the inside, not layered on top
- Cooking happens at controlled temperatures
- Recipes are tested, adjusted, and documented
- Fewer items, done properly

We believe good food doesn't need to prove itself loudly.

It just needs to be consistent.

WHY INFUSION

Infusion isn't a trend for us — it's a philosophy.

By allowing flavour to travel inward and time to do its work, we avoid extremes. No overpowering sauces. No uneven seasoning. No shortcuts.

What you get instead is balance — something you want to come back to.

THE EXPERIENCE

Infusionist is designed to feel calm and assured.

The food is bold without being aggressive.

The flavours are familiar, but not predictable.

The experience is premium, without being pretentious.

**It's meant to be enjoyed slowly —
even when delivered quickly.**

ABOUT THE MESSY APRON

The Messy Apron is the parent idea behind Infusionist.

It isn't meant to be loud or front-facing. It exists quietly in the background — shaping how concepts are built, how processes are respected, and how patience is practiced.

Think of it as the kitchen behind the kitchen.

You won't see The Messy Apron everywhere — and that's intentional.

A QUIET BRAND SYSTEM

Infusionist is the first consumer-facing concept by The Messy Apron.

Each concept under The Messy Apron is designed to stand independently, with its own identity, voice, and audience. This allows ideas to stay focused and prevents dilution.

**Where The Messy Apron holds philosophy,
Infusionist delivers it on the plate.**

More concepts will follow — each different, yet rooted in the same mindset.

THE FOUNDERS



Infusionist is a side hustle — but not a casual one.

Built from nearly a decade of observing, working, learning, and unlearning, this project reflects our shared belief that quality experiences don't come from speed, but from care.



**We're not chasing trends.
We're building something we believe in.**

FOUNDER'S FAVOURITES

A few brands and ideas that resonate deeply with how we think and build:

THE ALIEN KIND

Originality without explanation. Identity without noise. A reminder that different doesn't need validation.

SANDOWITCHED

Focused execution, clear personality, and respect for simplicity — proof that doing one thing well is enough.

These aren't references to copy, but philosophies we respect.

COLLABORATIONS

We're open to collaborations with people and communities who value:

- Process over impulse
- Craft over shortcuts
- Patience over pressure

**If you believe good things take time,
we'll probably get along.**

Infusionist is not trying to be everywhere.

It's trying to be **right**.

Built slowly.

Served honestly.

Designed to last.

INFUSIONIST

A concept by The Messy Apron

Bangalore

 WHAT THIS DOCUMENT DOES

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- Makes Infusionist the clear hero brand
- Positions The Messy Apron as a quiet parent / philosophy
- Signals long-term thinking and future sub-brands
- Feels premium, editorial, and intentional
- Works perfectly for Instagram communities (like min.connects)
- Perfect for collaborators, creators, and early brand believers