

This is Just the Beginning!



PICO is a place for people who are looking for places that reflect who they are — not just in taste, but in energy. They value shared moments, mutual understanding, and the joy of finding others who simply “get it”. Whether they’re regulars or first timers, they’re always chasing that feeling of belonging without explanation. We believe that when you find your people, everything tastes better.

Pizza and coffee might not be an obvious pair, but when they come together — like people who just click — the combination feels right. PICO is built on this belief: that taste and togetherness go hand in hand, and that belonging can be served.



PICO x The Telegraph: Belonging in a Brew

In a recent Telegraph Online India feature (dated 2 May 2025), PICO was spotlighted as one of Kolkata’s most engaging brands on Instagram. Founder Prateek Didwania has used the platform not for polish, but for authenticity—sharing honest, often humorous content that makes coffee culture feel warm and approachable.

Rather than overwhelming customers with jargon, Prateek breaks down complex terms like “**flat white**” and “**cortado**” in simple, fun ways. His belief? People connect more deeply when they feel seen and understood—not sold to.

PICO’s digital presence, rooted in storytelling and sincerity, mirrors what customers experience in-store: a space where everyone belongs.

From IIM to Kashmir to Kolkata: The Vision Behind PICO



As PICO completes its first year (1st June, 2025), we reflect on the inspiring journey of its founder, Prateek Didwania. An IIM alumnus and former HSBC professional, Prateek chose a path few would dare—leaving behind a stable corporate career to seek deeper purpose. His journey led him to Kashmir, where volunteering exposed him to a life of simplicity, warmth, and human connection.

Amidst the serenity of snow-capped mountains and close-knit communities, Prateek found his calling in hospitality. He opened his first café in Kolkata (Snacking) that quickly became a community hub—for conversation, compassion, and care.

That experience sparked the idea for PICO—short for Pizza and Coffee. PICO isn’t just a café; it’s a reflection of Prateek’s belief in people-first spaces. With a menu inspired by Italian flavors and a vibe rooted in Indian warmth, PICO is a place where authenticity leads.

In a world obsessed with speed and perfection, PICO stands for soulfulness and connection. It is proof that when you build with intention, people notice—and keep coming back.

Here’s to one year of PICO, and to the passion and purpose that continue to shape its story.



How to Buy Better Coffee: A Quick Guide to Smarter Sips

1. Prioritize Freshness

Check the roast date—coffee is best within 7–10 days. Buy from local roasters or trusted online sources that ship fresh.

2. Go Whole, Not Ground

Whole beans stay fresh longer and give you better control. Grind just before brewing for maximum flavor.

3. Store It Right

Use airtight, opaque containers. Keep coffee in a cool, dry, dark place. Avoid transparent jars and frequent fridge use.

4. Understand Roast Levels

Light Roast: Bright, acidic—ideal for manual brews.

Medium to Dark: Richer flavors—best for espresso and milk-based drinks.

5. Know the Source

Look for origin, processing method, and varietal. Arabica = complex; Robusta = stronger. Traceability often means better quality and ethics.

The Story of Indian Coffee: From Oppression to Bloom

India's early coffee wasn't brewed with love; it was brewed with oppression. Baba Budan may have smuggled beans in defiance, but it was the British who cultivated them in control — forcing Indian labourers into plantations as yet another cog in the empire's machinery. For decades, coffee was commodity. Traded in bulk. Roasted dark to hide the flaws, show the illusion of consistency. Served without questions, without care. But coffee, just like people, has a way of evolving when given the space. Specialty coffee didn't arrive as a trend; it bloomed as a counterculture. It asked the simplest question with the deepest consequences: "What if we just... cared?" Cared about who grows the beans, and how. Cared about how fairly they're paid. Cared about how it's processed, roasted, brewed and shared. The whole supply chain shifted. From invisible hands to visible craft. From factory settings to human connection. Suddenly, taste wasn't just a byproduct, it was a map of intention. A reflection of love and attention at every link — from fruit to brew. And it wasn't just the farmers. It was the roasters who began listening to the bean, The baristas who stopped "serving" and start

—ed storytelling, The brewers and drinkers, people like us who began asking questions: Where's it from? What roast level? What are the tasting notes?? What makes it better? In those questions, we found connections. Between grower and roaster and baristas. Between all of us — across continents and cultures. Specialty coffee in India is no longer niche. It's a renaissance. Driven by passion, elevated by science, and made richer by relationships. And at Bloom, we're proud to sit at the heart of this shift. We don't just roast beans — we build identities, honour stories, and celebrate, the chaos, the grind, and the people. We create custom blends that reflect your journey, while staying rooted in what truly matters: Transparency. Sustainability. Connection. And care. Because a better cup isn't an accident. It's an ecosystem of love and intention. And this isn't the end of the story. It's just the bloom.

— Shivansh Sharma (Bloom Coffee Roasters)



Winter Tasting Magic



PICO's Menu Featured in The Telegraph

The Telegraph India recently spotlighted PICO's new winter tasting menu, celebrating its innovative approach to seasonal dining. The menu offers a curated experience featuring four small plates, two big plates, and two desserts, each thoughtfully paired with specialty coffee brews. Highlights include a ricotta and pepperoni calzone with marinara dipping sauce, filo parmesan with layers of ratatouille, and a tomato and bocconcini bruschetta. Coffee pairings range from spiced pour-overs to salted caramel lattes, enhancing the flavors of each dish. The tasting menu is available by advance booking for groups of six to fifteen, providing an intimate setting for friends to enjoy a cozy winter meal.

Stories on a Plate



At PICO, every dish tells a story of creativity and care. The café celebrates one year of flavor-forward innovation where wood-fired, whole-wheat pizzas like the pesto burrata meet silky mango cheesecake and matcha-orange refreshers.

Its seasonal menu balances boldness and balance: think filo parmesan pockets with creamy sauce, or coconut water espresso topped with jelly. Desserts feel indulgent but fresh, playful yet precise.

Rooted in craft and curiosity, PICO is more than a café—it's a food lab where flour, fire, and flavor come together beautifully. A year in, they're just getting started, and every bite still surprises.

Why It Matters

Kolkata's Coffee Movement
from Habit to Culture

In a city where tea has long ruled the table, the rise of specialty coffee signals a cultural shift. It's about curiosity, craftsmanship, and community. Whether it's a Chemex at a quiet cafe in Hindustan Park or an espresso shot pulled to perfection in Salt Lake, Kolkata's coffee drinkers are no longer just consumers — they're connoisseurs.

Balancing Innovation & Warmth: Kolkata's Tech-Savvy Dining Scene

The Telegraph Online India (dated 7 April 2025) recently highlighted how Kolkata's restaurants are embracing technology to enhance culinary experiences without compromising the human touch. Establishments like Hyatt Centric Ballygunge and The Daily are integrating advanced kitchen tools—such as sous vide machines, dehydrators, and precision coffee equipment—to elevate food and beverage quality.

While some eateries in West Bengal, like Mother's Hut in Krishnanagar, have introduced robot servers, many Kolkata restaurateurs prefer to maintain personal interactions with guests. They believe that, despite technological advancements, the essence of dining lies in human connection and warmth.



Coffee and I

I love cafés. I love soaking in the coffee aroma. I love the heady smell of baked goodies. I love meeting people in a cafe. I love taking horrible photos of coffee and sandwiches and whatever else there might be.

I grew up going to cafés. But those cafés had very little in common with the uber chic cafés of today. The cafés I grew up visiting were the South Indian cafés around Lake Market. Prema Vilas, Udupi Home, et al. Another cafe which featured largely in my childhood was The Cafe which really more of a cabin than a cafe.

Filter coffee was the only kind I was exposed to growing up. The mildly bitter taste, masked by milk and sugar and dramatised by pouring back and forth in a dabara set. But that wasn't all. Wedding feasts usually had a machine dispensing "expresso", another milky sweet concoction. At home, coffee was always instant. And usually a winter delicacy.

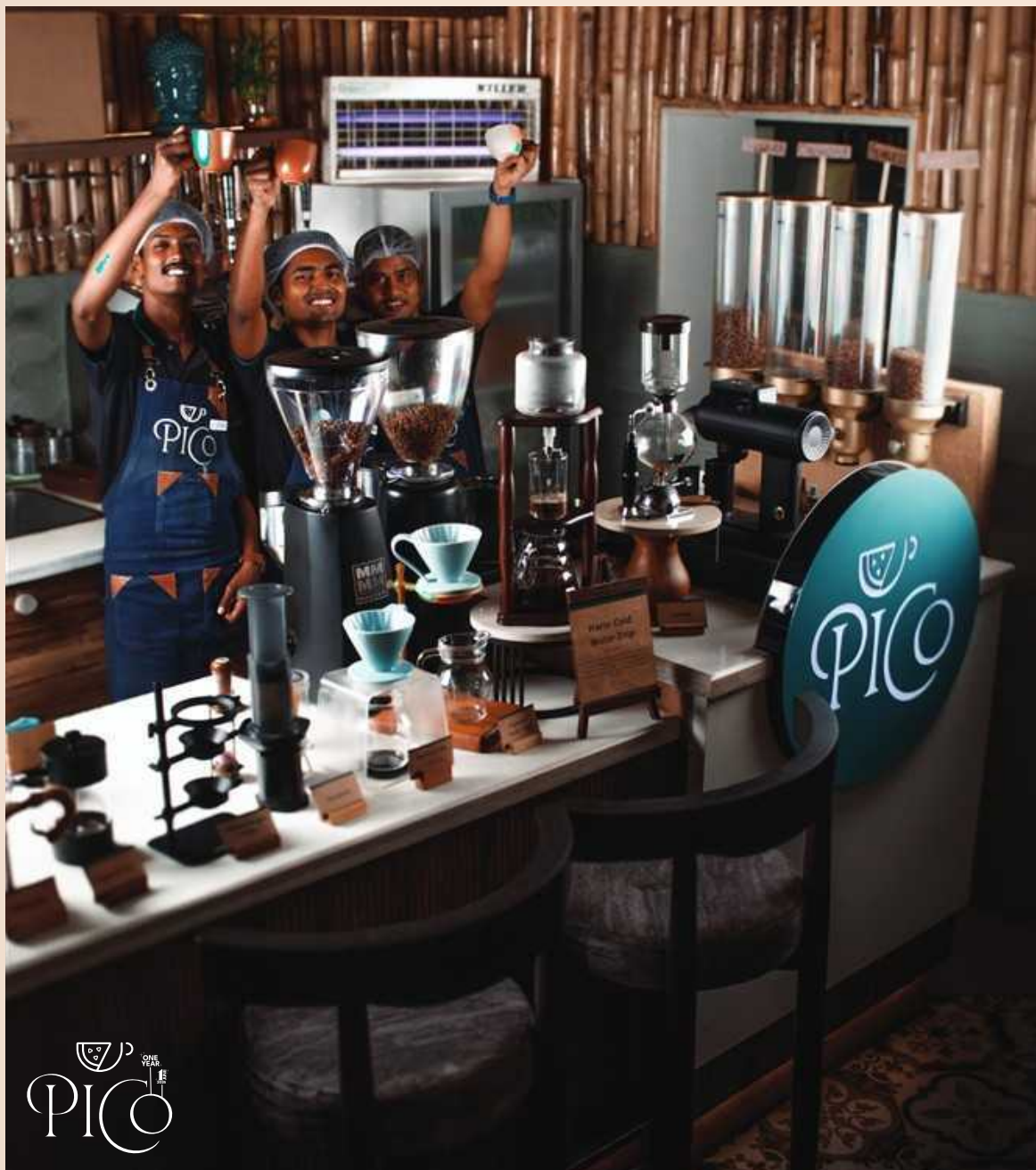
With India opening up and getting exposed to international TV content, we learned the fact that coffee is beyond South Indian eateries. And we saw brands like Barista and CCD taking shape. We got introduced to cappuccino, cafe latte, mocha, even affogato! Ice cream and coffee. Life just could not get better!

Slowly, with internet, we learned about beautiful coffee photos and luscious chocolate sauce pouring out of a brownie and learned how sandwiches can look like art. Steadily, this art spread to the interiors of cafés. By then, cafés have discovered good Indian coffee. Chikmagalur and Coorg have become buzzwords. Micro lots and single estates were being talked about.

Cafés today are a melting pot. A place where people come for different reasons. Some work, some (yours truly included) people watch, some date, some pursue passion. Cafés also are far beyond coffee. They are also about decor and food. From the bare bones seating arrangements of Barista some years back to plush chaise lounges and French windows, cafés have come a long way.

Although I fear coffee is taking a back seat in this brave new world.

- Kaniska Chakraborty



One Year of PICO: From Curiosity to Craft

Tucked into a quiet corner of Southern Avenue, PICO has spent its first year not just serving coffee and pizza—but reinventing how Kolkata experiences them. From wood-fired Neapolitan pizzas with pillowy, whole-wheat crusts to silky Mango Cheesecake slices and matcha-orange juice blends, PICO has built its reputation on bold experimentation and deep intention.

What began as a coffee bar quickly evolved into a "coffee lab," where guests explore brewing methods and coffee origins with curiosity and care. New dishes like Filo Parmesan and Spaghetti in Creamy Paprika Sauce continue to push the flavor frontier, while house-roasted beans now fill the café with a homegrown aroma.

As PICO celebrates its first anniversary, it's clear this isn't just a café—it's a space where people connect, learn, and belong. As founder Prateek Didwania shares, "It's not just about serving—it's about connection. With healthier menu options and our own roasting, we're creating a place where people truly belong."

THE TEAM

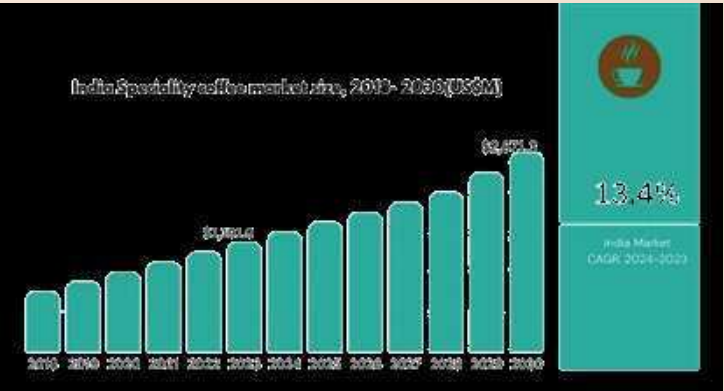
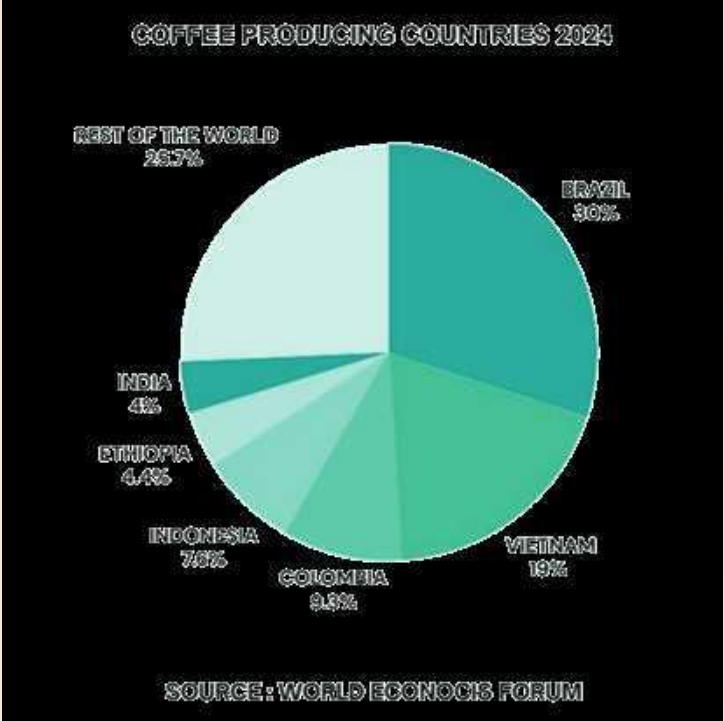


“You can’t Brew Culture without People”

In cafes, teamwork isn’t optional — it’s the blend that holds the place together. Behind every perfect cup is a chain of hands, hearts, and hustle. From the barista pulling shots to the server remembering your name, it’s a choreography of care. A good café doesn’t just serve coffee — it cultivates trust, rhythm, and shared pride. Culture is brewed daily, in sync, one shift at a time.



Industry Trends



Behind every great cup at PICO is a team that brings skill, soul, and synergy. From the quiet precision of a perfect pour to the shared laughter during service, these moments reflect the real essence of PICO—people-first, always.

Ever Increasing Coffee Prices

- Climate Change
- Skyrocketing Demand
- Speculation

Less supply + more demand + financial speculation = coffee bean costs up dramatically.

Add tariffs, freight, regulatory and operational cost rises, and roasters pass those to consumers.

It’s not inflation alone—it’s constrained supply and complex market forces.

Expect higher coffee prices to stick around. Some analysts predict a partial dip if Brazil’s next harvest rebounds, but overall higher fundamentals (climate volatility, demand growth) mean prices are unlikely to return to pre-2020

