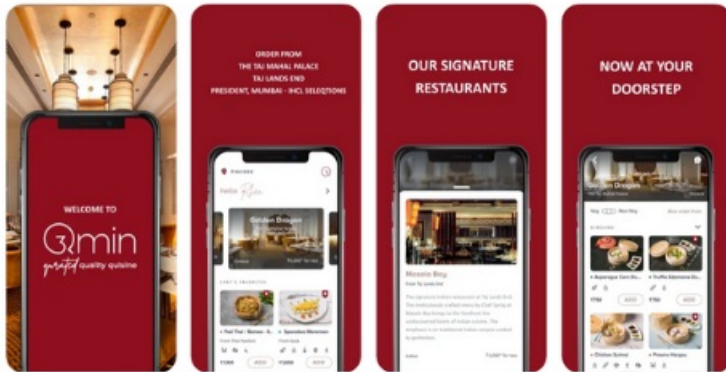


FOOD AND BEVERAGE

## Taj Hotels brings comfort food home through delivery app

January 25, 2021



*The Qmin app is now available in select markets. Image credit: Taj Hotels*

By LUXURY DAILY NEWS SERVICE

Hospitality group Taj Hotels and Resorts has unveiled new offerings on its food delivery mobile application as it continues to share gourmet meals beyond its properties.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Available in select markets, including Mumbai, Delhi and Jaipur, the Qmin app allows consumers to order their favorite Taj Hotel meals for home delivery. The COVID-19 pandemic has severely impacted the hospitality and dining industries, making digital innovation vital for brands to continue to engage consumers.

### Gourmet delivery

Launched last year, the Qmin app is now available in more than 13 cities with delivery available from nearly 30 hotels across the Indian Hotels Company Limited hospitality group.

Members of the IHCL loyalty program can earn and redeem Taj InnerCircle points for orders through the app.

### *Food delivery lets consumers experience Taj at home*

During the holiday season, the Qmin app also offered livestreamed events with curated meals delivered across cities to replicate the experience of special occasions.

Now, Taj Hotels is touting its new "comfort menu" on the app, including hearty soups, pasta dishes and more.

Other hospitality brands are sharing recipes for meals and cocktails online to encourage consumers to recreate these high-end culinary experiences at home.

Hotel group Mandarin Oriental turned to YouTube to share recipes for classic cocktails and comforting meals such as beef ragu. The "Fantastic Recipes" series tapped chefs and mixologists from several Mandarin Oriental properties ([see story](#)).

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.