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In Conversation 14

To tap the growing F&B retail space in the country, Lite Bite Foods is expanding its footprint in the casual dining and QSR categories on a pan-India basis. Chairman Amit Burman talks to Bhavya Misra about his business plans and his assessment of the Indian food services industry.

Veg Cuisine in Europe 20

Despite the trend towards healthy living and the various meat scandals, vegetarian cuisine never had a great impact on the European restaurant scene. However, there is a niche market out there with chefs successfully demonstrating that meat is not a prerequisite for outstanding cuisine.

Market Research 30

The East India market has been relatively unexplored by modern foodservice retail. However, with a rising class of aspirational consumers, the region is increasingly becoming the next big bet for global and Indian F&B chains. A research report by Pratiche Kapur of Technopak Advisors.

COVER STORY

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The bars and pubs industry of India – one of the fastest growing alcohol markets in the world – is flourishing with rising business opportunities. It is expanding at 15 percent year-on-year due to a slew of factors like the rising per capita income and changing lifestyles. But it can grow even faster if the suffocating regulations and extortionate taxes imposed upon it by the government are relaxed. Varun Jain investigates the market.



In Conversation..... 48

The Michelin Star chef, restaurateur and Master Chef Season 2 judge Vikas Khanna became the toast of the New York city when he started his Indian restaurant Junoon. His journey from Amritsar where he ran a successful catering business at the age of 17 to the White House is made of grit, determination and loads of perseverance. The celeb chef spoke to Nivedita Jayaram Pawar on the power of food and the secret to running an award-winning restaurant.



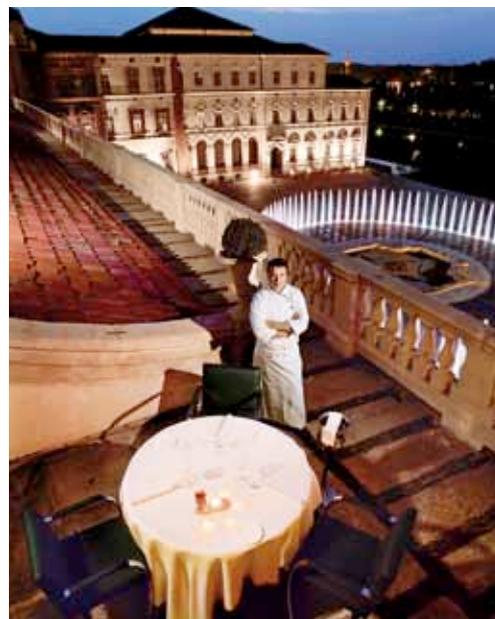
Market Analysis 52

Food is an important part of Italian culture and eating out is a part of life. Because of this, there are some key differences between Italy and other Western European countries in terms of consumption habits and also their reaction to the economic crisis.



Design 56

The interior design of a restaurant is an important element in its commercial success. Planning the interiors involves high technical skill as well as stage-wise planning and implementation, with major doses of creativity thrown in. Here are a few tips and tricks by Manu Mohindra to create some smashing restaurant interiors.



Europe's Rooftop Restaurants.....64

Eating and drinking in lofty heights is a special pleasure – especially al fresco and with a free view of the surrounding landscape. Sun-hungry Central and North Europeans are particularly fond of this kind of open-air experience, though only in the warmer months. We take a look over the roofs of Europe.

NRAI 71
Travel Food Services (TFS) has established a prime position in airport food retailing in India. Its CEO Rajeev Panjwani talks to Sanjay Choudhry about the challenges and growth opportunity TFS faces as one of India's leading airport F&B operators. Also, excerpts from a White Paper on the Indian restaurant industry published by the NRAI.

