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VOLUME FOUR • ISSUE ONE

Trade Journal for the Hotel, Restaurant and Catering Industry JANUARY-FEBRUARY 2014 • ₹100 India Edition

## Slice of History

Culinary legacy of unforgettable flavours



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Cooking Made Easy

Easy-to-use, flavourful  
new-age ingredients

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Beer Hub

Microbrewing opportunities  
in Bangalore

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## Something new, something memorable

The Indian culinary landscape is becoming more and more interesting. Increasing exposure to global cuisines is spurring demand for experimentation with new age dishes, fusions and innovations, as Indian consumers become more aware, discerning and demanding. Keen to thrill them, chefs are conjuring up new recipes, revamping old menus, turning restaurateurs, holding talk shows, and, quite literally, ruling the kitchen from planning its layout and sourcing suppliers, to employing the latest techniques such as sous-vide and molecular gastronomy.

As consumers seek new places to hang out, the micro-brewery with its hand crafted beer is seeing an upswing. In Bangalore especially, with government policies easing, the time is right for many more to open. What makes these places interesting is their open format, enabling customers to get a view of the beer brewing. The fine dine segment is also innovating with customised menus, and encouraging chef-customer interactions to understand and appreciate the dishes.

No doubt the food industry has witnessed a remarkable evolution over the last decade. Technology enabled restaurants, QSRs, cafes and fast food chains have mushroomed all over the country. Standing apart amidst all these are the long standing, traditionally strong restaurants and cafes that carry a culinary legacy that have stood the test of time. Visiting these out-of-the-ordinary places is no less than taking a slice out of history.

To really feel the pulse of the food service industry of India, there is no better place than the forthcoming Indian Food Service Forum, which will be held on 23 and 24 of January in Mumbai. So be there if you want to listen to the industry stalwarts, check out new products and the latest technology solutions by experts, and meet potential business partners.



Amitabh Taneja

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India's culinary landscape is dotted with long standing and traditionally strong restaurants that carry a legacy of an interesting culinary history. Visiting these out- of-the-ordinary places is like taking a slice out of history as they invoke nostalgic memories of a bygone era, drawing generations of food lovers to experience their unique ambience and unforgettable flavours

*(Cover credit: United Coffee Shop. The cover is created out of two pictures and the dishes shown are not necessarily available at UCH)*



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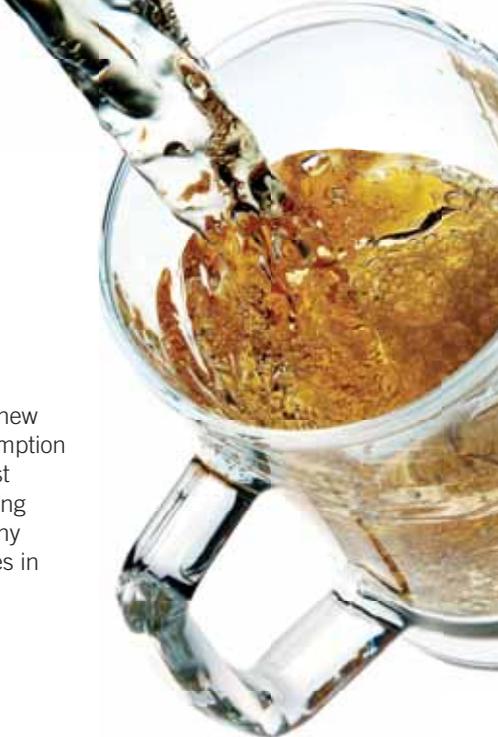
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# Power Packed B2B Forum

**IFSF - a forum where the country's leading restaurant owners, F&B managers, purchase managers, chefs, outdoor caterers, prospective franchisees, entrepreneurs, investors, service and solution providers and other key players gain and share knowledge on a variety of topics and issues to improve and scale up their business**

**T**he Food and Grocery Forum, which is being held from January 23 to 24 at the Bombay Exhibition Center in Mumbai, will hold a concurrent show Indian Food Service Forum dedicated to the food service and hospitality sector. It will bring together all the stakeholders from different verticals of the industry on a single platform, where participants and attendees can connect with experts in the industry, gain fresh insights into their businesses, attend master-classes, conferences and sessions, and network with a diverse group of exhibitors. A snapshot of what to look forward to:

#### Conference

The Conference will be conducted by the captains of the industry with discussions on relevant topics like the HoReCa business, Food Inspirations, Innovations, Investments, World Food Experience, besides open sessions and debates, which will be an important part of the knowledge sessions. Speakers in the conference will be experts from across the world.



**Session**

**Quick Service Restaurants:** According to a report by Crisil, India's QSR market will double by 2015–2016 from the current fiscal. Currently, global brands constitute 63 percent of the total QSR market, but with many domestic, regional, and new international players entering the market, tough competition lies ahead. In this session, leading players will discuss how Indian brands can compete with their foreign counterparts; how they can distinguish their brands and offerings; and what are the successful elements in the QSR format.



**Session**

**Developing the Indian food palate to international standards:** Innovations and trends are enabling consumers to experiment with new foods and cuisines. With each new generation of customers that enters the market comes a new set of expectations with new tastes and food habits. Consumer trends are changing at a fast pace, and consumers want to experiment with new recipes, new-age foods, and world cuisines. Fortunately, the new generation of chefs are fulfilling this demand with their skill, creativity and innovativeness. The session delves into sourcing ingredients for different cuisines; creating food fusions without moving away from traditional and local tastes; customising; experimenting with new ideas; and creating new palates for the modern consumer. Master chefs and professionals in the hospitality sector will share their experiences and learnings.

to enhance a hotel's overall performance, which ultimately adds value to the asset as well as the real estate. The session will provide insights on the importance of food and beverage in the hospitality sector.

**Session**

**Designing, developing and managing a truly memorable experience for customers:** Understanding what customers look for in a truly memorable eating out experience is key. So what does it take to create the 'wow' factor? Experts will share customer winning techniques that create immense brand loyalty, life-long relationships, and enduring word-of-mouth publicity for brands that focus on this aspect of their business.



**“ No other show in India is able to provide the right mix of knowledge and trade for the exhibitors ”**

**– Amit Lohani  
Convenor, FIFI**

**Session**

**F&B - the hallmark of a hotel:** Restaurant business acts as a catalyst to a hotel's business. Not only does it generate additional revenue by driving more traffic, it also creates brand positioning. Bukhara restaurant at ITC Maurya Sheraton, Delhi, is a dining destination and is visited by state heads, celebrities and global presidents. So how does a restaurant enhance the overall brand prestige, and become a known brand on its own merit? How does focus on food and beverage provide greater opportunities

**Exhibition**

At the Forum, a dedicated area will showcase product ranges, the strengths and USP of product portfolios, innovations, new product lines, special services, and the philosophy and vision of exhibiting companies. Exhibitors will include diverse industries such as beverages (Pepsico India, Coca-Cola India, Maiyas Beverages, etc), technology solution providers (Romio Technologies, etc), Safety and Certification body (NSF, etc), Packaging (KRIS Flexipacks, Shako Flexipack, etc), international companies (Super Coffee Corporation of Singapore, Bodegas Murviedro of Spain, Vinicola de Castilla of Spain, and many more).

India's culinary landscape is dotted with long standing and traditionally strong restaurants that carry a legacy of an interesting culinary history. Visiting these out-of-the-ordinary places is like taking a slice out of history as they invoke nostalgic memories of a bygone era, drawing generations of food lovers to experience their unique ambience and unforgettable flavours

By Kavitha Srinivasa



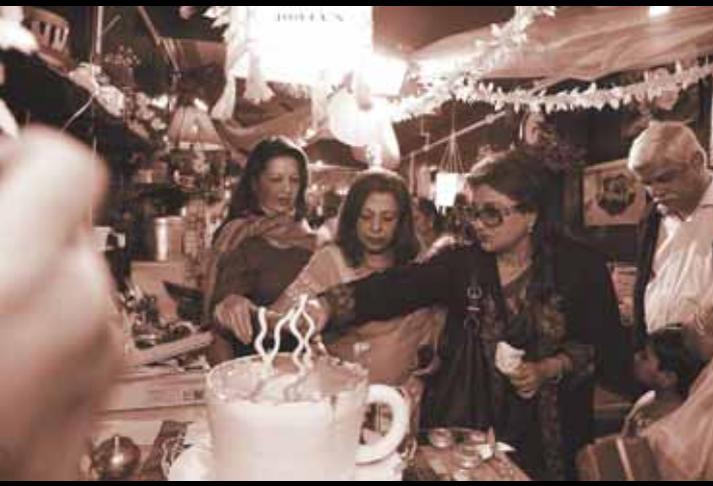
# Slice of History



**T**he food industry has seen quite a remarkable evolution in the last decade. This evolution is fuelled by the increasing globalisation, changing lifestyle of people and desire for experimentation. Indian consumers are becoming more discerning and demanding. To cater to this growing need, restaurants and fast food chains have mushroomed across the country. Yet many restaurants that date back several decades are still popular and continue to be frequented by a cross-section of consumers - an indication that they continue to be relevant. Not only do they remind us of a bygone era but also of the Old World charm that they exude.

"The reason for their continued patronage is the niche that they have created for themselves over the period of time in their offerings and their high quality of food with many signature items," comments Samir Kuckreja, President, National Restaurant Association of India and Founder & CEO, Tasanaya Hospitality Pvt Ltd.

The Indian palate is still evolving as Indians are showing a gastronomic inclination towards Japanese, Thai, Mexican, Lebanese, and other cuisines as well. "There is an increasing trend of chef-owned and chef-driven restaurants opening across various cities. Such restaurants are the ones that can, over time, evolve into long standing properties," predicts Kuckreja.



A country's culinary history needs to be preserved. And India's culinary landscape is steeped in history. What's more, it continues to be alive and engaging. Restaurateurs who have preserved the essential facets of their restaurants that popularised them, do face modern day challenges as customers these days are spoilt for choice; they are more aware, more keen to experiment with new cuisines, and want value for their money (this includes good food, good service, good ambience). So they have to keep innovating to remain relevant, even while preserving the charm of yesteryears and their traditionally-rich past. "This sometimes is a challenge for restaurants that have a history, and thus might find it difficult to keep themselves updated," feels Kuckreja. But having said that, it is also true that most of the old restaurants have changed hands, or the next (more modern) generation now holds the baton. It is up to them to preserve and carry forward their timelessness.

"There are legacies behind many of these historic restaurants and there are many interesting stories and great recipes which sets them apart in many ways. Yes, I agree, that modern culture and food trends have changed with the inflow of many international QSRs and café chains in India in recent years and there are many local players who are following suit," says Arun Chanda, chef at Ahoy! Asia, a Delhi-based restaurant known for its Asian cuisine. "The business inflow of these restaurants has also taken a considerable hit, compared to a few years ago, but one still prefers to go to some of the good ones, especially when there is a special occasion to celebrate with family and friends," he adds.

In the following pages we have featured some historic restaurants and cafes that hold a special place in the culinary map of India, and are a distinct landmark. Food lovers across generations keep going back to them to experience the 'something special' that they offer.



# Cooking Made Easy

**Chefs are stocking up on new-age ingredients that are easy-to-use, flavourful, and have a long storage life**

By Juhi Shrama

**T**he new league of chefs is increasingly opting for the new-age ingredients that are easy-to-cook, easy-to-use, and come in ready-made packs. These ingredients facilitate faster and consistent cooking. In comparison, the age-old techniques of cutting, grinding, pounding, etc, to reach the right consistency require a lot of (manual) effort, are time consuming, and there is wastage as the exact quantity required cannot be determined at the outset.

From stand-alone restaurants, cafe chains and pubs to star hotels, chefs across all formats are using the new ingredients to enhance their dishes, save cooking time, and minimise wastage. These easy-to-use ingredients also leave them time to experiment with different cuisines, innovate with food styling and presentation, and employ their culinary skills to create new dishes and fusions.

Suppliers have also evolved to offer quick cooking solutions with their curry pastes, bakery pre-mixes, spices and sauces. According to Harbir

S Jolly, Manager - Operations, Leisure Zone Cafe, "One of the biggest advantages of using these convenience driven ingredients is that they help in saving considerable manpower costs. For instance, ready-to-use, flavoured mayonnaise can be used for making dips, dressings, toppings and spreads. A chef can easily tweak the flavour when required."

He adds, "These instant products are a very effective remedy for maintaining standardisation in case of a centralised kitchen that feeds satellite kitchens, and for restaurant chains across geographies."

Advancements in food and packaging technology have made it possible to extend the shelf-life of these products, while retaining their taste and flavour, which further impacts the restaurant's cost and quality of cooking. In the following pages, some chefs in prominent hotels and restaurants discuss the new cooking ingredients that are enhancing food preparation time and techniques, minimising stock-outs, reducing wastage, and saving costs in their kitchens.

**Anurag Mathur**, Executive Chef, Jaypee Vasant Continental, Delhi

The list of latest cooking ingredients is endless. There is panko bread crumbs, chicken broth powder, Thai curry pastes, chocolate whip toppings, seasoning powders for French fries and popcorns (in flavours like Jamaican jerk, green chilli, oregano, etc), brown sliced onions, and many, many more. These products give us the freedom to experiment as they are very user friendly, besides which, they reduce cooking time while ensuring a consistent end-product. For example, panko crumbs ensure a crisp fried product that remains crisp for a longer time; it is much tastier too. Brown sliced onions do away with the time and effort of peeling, slicing and frying onions.

We use international ingredients brands such as Namjai, Knorr and Indian brands such as Funfood, and Custom Culinary. One can make almost all types of cuisines with these ingredients. All items have reasonably good and varying

shelf life. Since most of these easy-to-use items have been launched recently, the chances of stock-outs at the distributors' end is fairly high. Hence, the hotel's purchase department keeps a track of the usage of each and every item, and based on this record, they keep additional stock when usage is expected to be high.

These ingredients are cost effective too. In fact, wastages are easily controlled as the chef will use a particular quantity for batch cooking, unlike in the olden days where a minimum cooking quantity was required to ensure a finished product comes out well. For instance, Thai curry paste can be used for cooking different batches of Thai curry and the remaining unused paste can be stored. In contrast, manually made paste requires peeling, chopping and making paste of all the ingredients and in a specific quantity, which could be in excess of what is required.



**“ New ingredients are giving us the freedom to experiment as they are very user-friendly, besides which, they reduce cooking time while ensuring a consistent end-product ”**

**Dharmesh Karmokar**, Chef and Creative Brand Head, Nom Nom, Delhi

We are experimenting with local and few imported ingredients such as abalone, garlic leaves/grass, wine leaves, homemade cheese, sua bhajji, black cod, and yellow fin tuna. We use products offered by various brands such as Colavita pasta and extra virgin olive oil, Colavita Dal 1912 - penne, Impero mascarpone cheese, Kikkoman soy sauce, Hutesa - olives, La padriza - capers and De nigris balsamic.

Our aim is to be innovative and to be different hence we are using ingredients that offer a new dimension to our menu. I believe that cooking is a form of art and I like to call myself an experimental chef. I try various permutations and combinations with the help of these new-age ingredients and try to arrive at a unique dish. The idea is to make the customer happy as even guests like trying new dishes, and cooking with new ingredients can redefine the cuisine.

In other countries, usage of easy-to-use or ready-to-use ingredients is much evolved, while, in India, we have just started using them. If you watch just a

single episode of Master Chef Australia, it will make you realise how backward we are in terms of cooking techniques and ingredients, and it will inspire you to no bounds.

The new generation of ingredients enhance the dish nutritionally, for example, we add flax seeds in our salads and pizza base, which makes them healthy and the guests love it. Puree helps in making the dish look attractive, for instance, beetroot puree can be used just to paint your dish on one side, and voila, you have a piece of art! Fish can be cooked sous-vide style and you have a perfectly poached fish cooked in its own juices - healthy and tasty. Sometimes these ingredients can help in cooking faster in its own juices.

With today's modern methods, one can preserve almost anything, so invest in good freezers and vacuum pack boxes (the one which actually remove the air). Once this is done, you can stretch any ingredient for two to four days and four days are enough to sell it in your restaurant or eat at home. But nothing can replace fresh food.



**“ I believe that cooking is a form of art and I like to call myself an experimental chef. I try various permutations and combinations with the help of these new-age ingredients and try to arrive at a unique dish ”**



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### Processed Fruits & Vegetables

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