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## KITCHEN APPLIANCES

Latest developments in refrigeration, heating, storage and food preparation

Featured inside: Kabir Jeet Singh, Saransh Goila, Parvez Sheikh, Manu Chandra



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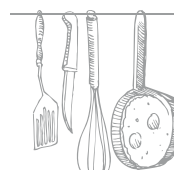
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5 Lorette



Betty Nu Food



5 Lorette

# Good Food, Clean Conscience



## FRANCE

**Vegetarianism and veganism were long considered in Europe as ascetic and prohibition-obsessed lifestyles, propagated by only a small group. For some years now, however, the industrialisation of foodstuff production from animal sources and concern about diminishing resources have caused more and more people, particularly young people, often in urban environments, to give up food and beverages which may cause harm to animals. Restaurant owners offering their guests solely vegan food are niche operators, but they are growing in number, and now you can enjoy the best food and drink, not in self-denial, but with a good conscience.**

Ranging from flexitarians and vegetarians to the purist, hard-line practitioners that go by the name of vegans and who eat no meat, no fish, no meat products, no eggs or egg products and no dairy products, there is a growing proportion of restaurant customers who are looking for vegetable dishes as part of the food they eat away from home, either occasionally or on a permanent basis. With a reputation for its uncompromising stance, the L214 association created the VegOresto site in 2015, which currently has 525 catering establishments on its books (restaurants, hotels, food trucks, bakeries).

They have all signed up to the VegOresto ([www.vegoresto.fr](http://www.vegoresto.fr)) charter, which commits them to serve vegan alternatives every day; this entitles them to display the VegOresto symbol in the window to highlight their vegan and vegetarian dishes. Of this group, 187 restaurants are 100% vegan and/or vegetarian, with a minimum of at least one completely vegan option on the menu. 338 are 'mixed' – which means that they offer meat dishes as well as the vegan menu.

"Those chefs we have canvassed, who do not yet have menus with 100% vegan dishes, are concerned about exactly how to make it work. 'What food would I be able to offer?' There is often a trial period in the kitchen to start with, so as to be able to try out new techniques, new products, new textures and allow the staff to let their imaginations loose on this new approach," explains Bérénice Riaux, Campaign Manager at VegOresto. She continues: "The question that keeps recurring is that of sourcing; where do you find products that change things and that create a surprise? Where do you find practical alternatives for everyday things in a restaurant – mayonnaise, chantilly cream, ice cream? Where do you find vegetable 'milk', vegetable 'cream', vegan cheese? At the moment, in France, suppliers for the hospitality industry offer only a limited number of alternatives of this kind; we hope that



## BUSINESS CHARACTERISTICS

- **Chains:** Most purely vegan restaurants tend to be small individual outfits. Many concepts, however, report a significant ambition to grow, or have already multiplied.
- **Culinary spectrum:** From street food to fine dining.
- **Locations:** Veganism is a city phenomenon in Europe. Here a relatively large number of vegan offers come together. Vegans from the country often put up with long journeys to eat at a restaurant without animal produce.
- **The operators:** Most are vegans themselves, learned to cook without animal products for that reason, and have developed their own recipes in a creative way.
- **Mission:** The desire to convert other people to the vegan lifestyle is mostly not a central motive, but it does play a part and sometimes creates strong opposition from meat eaters. Veganism is a subject of political controversy.
- **Guests:** Frequently, despite giving up animal products, many vegetarians, allergy sufferers and even omnivores – in many places up to 80%.
- **Supply:** Strongly growing range of vegan convenience and ready-made products over the last few years. Nevertheless many restaurant operators place the main emphasis on their own production – for quality and price.
- **Meat-substitute products:** At snack counters they are vital (sausages, burgers, escallops). More sophisticated concepts rely rather on creative vegetable cuisine.
- **Transparency:** Of above-average importance. Questions about ingredients and additives must be answered by trained staff.
- **Vegan options:** Can be found on more and more menus, opening up new potential turnover.



in a few months from now, these few specialised supply chains will extend their ranges of vegan products in response to this ever growing demand."

How, then, can we recognise a 'true' vegan restaurant concept? "If you want to go down the 'healthy' path, you go organic," confirms Rina Azria, owner of the 5 Lorette restaurant in Paris (9th arrondissement). Her 35-seater restaurant has been open for a year and is full every lunchtime. The menu is 100% organic and offers no meat at all. All products are gluten and lactose free and all cooking is done from scratch on the premises ('fait maison'). The menu, which changes every fortnight, is built round 4 starters (€8), 4 mains (€15.5) and 4 desserts (€8). Velouté, gazpacho, salad and savoury tarts: the ingredients of the starters change according to season. During the week, there is a set lunch menu with starter and main, or main and dessert at €21. The restaurant opens three times a week in the evening. "Vegan customers are gratified to find a menu that fits in with their philosophy. The others are content to eat vegan food; they know that there will be an appropriate nutritional balance on their plate and that they will not go hungry. On top of that, the fact that it's organic and made from scratch is seen as a guarantee of quality," the owner explains. There are three indispensable items of equipment in pride of place in the kitchen of her chef Faical Ouertani: the cold extractor for juices, the mixer for sauces and smoothies and the dehydrator for slow cooking, which preserves the vitamins and nutrients.

Rina Azria is not going to be content to leave things as they are. "In the medium term, I should like to find another place, near to this one, to put in an organic grocery store and a take-away restaurant." She is also planning to develop a catering service; so convinced is she of the potential demand (especially from companies).

[www.5lorette.fr](http://www.5lorette.fr)

"In my view, a genuine concept must be based on a personal lifestyle choice, so that it is something that lasts and is authentic. An ethical commitment is an absolute requirement, a sine

**A vegan concept for a restaurant absolutely must be based on organic ingredients, so as to promote sustainable lifestyles that respect the earth and its people.**





Parvez Sheikh

# Value- for- money- dining

In a candid conversation with Food Service India, **Parvez Sheikh**, F&B Manager, Hotel Marine Plaza, shares his views on how the F&B industry is changing in terms of services, food innovation and concepts.



## Tell us about your F&B outlets, their formats and specialities?

The Oriental Blossom is one of Mumbai's finest specialty Chinese restaurants encompassing the cuisines of two most prolific regions in China – Szechwan and Cantonese. It focuses on a variety of flavours and use of original recipes. It sports earthy colors, bright interiors, wide glass windows, and a warm ambience that creates an atmosphere of elegance suitable for the discerning connoisseur. It also has two private rooms, which are ideal venues to hold confidential business lunches or dinners.

The Oriental Blossom's masterchef Huang Tae Sing was introduced to Chinese cuisine at a very young age by his father, also a Chinese masterchef. He was initiated in the art of creating and presenting Chinese cuisine in its most authentic form, yet catering to the contemporary taste buds of modern day patrons. His grasp of the Szechwan and Cantonese cooking styles is evident in all that Oriental Blossom offers.

Another outlet BayView is a 24 hour dining restaurant designed like a ship. It offers an exhilarating experience with a stunning view of the Arabian Sea. It is popular for its multi-faceted buffet meal that includes breakfast, lunch, dinner and a midnight buffet spread. Intimate, casual yet elegant, it's a perfect place to unwind while feasting on a gastronomic spread and taking in the spectacular view.

Geoffrey's caters to the people young at heart. It serves as an ideal place to mix business with pleasure or to just unwind after a hectic day. The who's who of the business world continue to patronize this popular pub. It offers a fine selection of Scotch, malts and wines combined with an interesting selection of international cuisine, which make Geoffrey's the ultimate pub experience.

All our three outlets thus have a unique and singular theme of their own. Geoffrey's is more of a British pub with some elements of a sports bar. Similarly, The Oriental Blossom specializes in Szechwan cuisine. However, we have further enhanced the China experience by including other cuisines from Cantonese and Hunan as well.

The BayView theme is about enjoying a buffet on a ship. The feeling you get is of cruising on the Arabian Sea on a ship with three different decks.





**What has been the sales growth for your F&B outlets?**

The sales growth for the outlets have increased sharply with an incremental growth of 10% compared to the previous year.

**What are your typical offerings and your more novel products?**

Our typical offerings are an à la carte menu with Indian and Continental cuisine and a at par buffet in our BayView restaurant. In terms of product novelty, most of our ingredients are imported and they include herbs, cheese, lamb, Parma ham, collection of wines and other ingredients that help to enhance our product offerings.

**What have been your key innovations in food and beverage?**

Our pizzas are served on a hot stone platter on the table to our guests so that the temperature remains the same even on coming out from the oven. The temperature remains the same for the next 20 minutes. Our second innovation is sandwiches served with shooters. Buffet starters are served on sizzler plates, molecular mocktails and mixology cocktails in test tubes and funnels, all of which add to the food and beverage enhancement for our guests.

**What is your value-for-money proposition for diners and which are your key customer demographics?**

The value for money proposition revolves around corporate, larger groups as well as families – Indian as well as foreigners. We get male and female guests from all age groups. Our menu is designed in such a way that it caters to kids to adults in all day dining and Chinese restaurants.

Our different offers, schemes, tie-ups play an important role in improving the footfall and in ensuring that we offer the best value for money.

**In terms of product novelty, most of our ingredients are imported and they include herbs, cheese, lamb, Parma ham, collection of wines and other ingredients that help to enhance our product offerings.**



**Which are your top revenue grossing F&B outlets? How much of average sales per sq. ft. per day do they contribute and what are your targets for the future?**

The Bay View and The Oriental Blossom contribute the major pie of our revenue. The average sales per square feet is Rs. 750 for BayView and Rs. 1,200 for The Oriental Blossom. However, we have plans to increase sales per square feet to Rs. 850 and Rs.1,300 respectively for these two outlets. We are working on achieving this by introducing various offers, focusing on website marketing and tie-ups with footfall generating companies.



**Tushar Malkani**, Executive Chef and General Manager, Kaitlyn's Beer Garden, Mumbai, speaks to FoodService India about his learnings in the profession and his thoughts on the evolving nature of the F&B industry and the challenges it poses for chefs.

“Regional cuisine in India is like an ocean whose depth is yet to be explored”

**Take us through your culinary journey so far and the major milestones accomplished along the way?**

After graduating from Culinary Academy of India, Hyderabad, I began my career with The Leela Group of Hotels in Mumbai. Then I moved on ITC, The Grand Maratha, Mumbai, and to The Oberoi, Mumbai, thereafter. Later, I went into teaching and started on a new chapter with ITM, Kharghar, as an assistant lecturer where I taught first year students and offering them basic training in the kitchen. Moving ahead in the education field, I joined Don Bosco College of Hotel Management in Kurla as a lecturer for advance kitchen training. Along the way, I received a good offer with a multinational education company in Chennai, Everonn Education, as Centre Head for the south zone where I taught short-term hospitality courses affiliated to IGNOU university.

Upon returning to Mumbai, I joined Café Coffee Day as a trainer. The job entailed training the new staff in different aspects of coffee chain operations, evaluating staffing opportunities and a lot more. At this point, I opted for a career break before joining Khar Gymkhana as Head of F&B and executive chef for five of their outlets. I also became an official consultant to Supreme Hospitality heading 10 of their clubs across Mumbai.

For a year now, I'm Executive Chef and General Manager for Kaitlyn's Hospitality (Kaitlyn's Beer Garden). I also run my own consultancy as well. This year has been generous to me. I have received the WorldMasterChef No. 0004 from India awarded by the World MasterChef Society U.K.. I have also been made a senior member of The Emirates Culinary Guild (ECG), Syrian Culinary Guild, jury member of Korean Food Culture Challenge Cup 2017, senior member of Israel Masterchef Academy, Honorary Member of Mongolian MasterChef Association, member of The Euro-Toques Romania, member of The ACEEA-Romania and a lifetime member of The Western India Culinary Association, Indian Culinary Forum.

**How would you articulate the role of a modern-day chef?**

A modern-day chef must be able to think out of the box. His role is not just in the kitchen but also extends to his ability to sell his product. He should stay updated, be creative and outgoing and also be a team leader. Today, a chef can't work alone by himself; he has to be a trainer and a role model for his team to get the product as per his expectations.

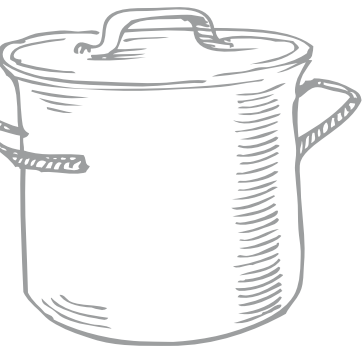
Chefs today are expected to be tech savvy with a good knowledge of all IT gadgets and social media in order to remain updated. I used to buy very expensive cookbooks when I entered the industry, now all the info is available at your fingertips. Technology has made it easy.



# Ruling the roost in kitchen appliances

As quality, productivity and efficiency become buzzwords in the kitchen equipment industry, brands and manufacturers are competing to offer top-of-the-line commercial kitchen appliances to customers – hotels & restaurants, quick serving restaurants, industrial & educational canteens, hospital canteens, food wagons & kiosks, and caterers.

by Sanjay Kumar



**T**he growth in the number of food outlets, expansion of the catering segment and changing culinary preferences are encouraging commercial kitchen equipment manufacturers to launch newer and more innovative products.

Buoyed by the surge in demand and intensifying competition for smarter kitchen appliances, equipment manufacturers are bringing in more cutting edge innovations to their wares. According to industry experts, the Indian food service market is ready for superior technology products that can reduce energy use, improve food quality and allow more open kitchen formats.

Taking the cue, MKN (Maschinenfabrik Kurt Neubauer GmbH & Co. KG), a German specialist with 70 years of special expertise in the development, manufacture and sales of premium professional thermal cooking technology, has introduced cutting range products in India and across the world that have proved a hit with top chefs everywhere. "MKN is one of the industry's global players and our products are being used by marquee clients around the world – Sydney Opera House, Burj Khalifa, British Palace of Westminster, London Heathrow Airport, and many cruise ships use our products in their kitchen," says **Mohua Das** who handles MKN's International sales in India as its Business Development Manager for South Asia.

Commercial kitchens today are defined by the level of their adoption for energy-efficient,

environment-friendly and technology savvy equipment. As a result, commercial kitchens in recent years have witnessed remarkable improvements in refrigeration, heating, storage and food preparation. "We manufacture a range of diversified products – Preparation Machineries, Cooking Equipment, Working & Utility Tables, Fast Food Equipment, Exhaust & Fresh Air Systems, Deck Ovens, Bakery Equipment, Catering Equipment, Trolleys, Bain Marie, Dining Tables, Cold Equipment, Display & Counters Equipment, Wash Area Equipment, Dish Washers, L.P.G Gas Pipe Line Installation & Burner & Spares, among other things. Apart from manufacturing these products, our services and solutions include kitchen planning/ layout, installation of equipment and exhaust & fresh air system, and LPG system designing and LPG pipeline installation,"

**says Tejas Panchal**, Director, Janshakti Industries, which has been in the business for 30 years now and is a leading commercial kitchen equipment manufacturer & solution provider company with numerous turnkey projects to its credit in Gujarat and other neighbouring states.

Like MKN and Janshakti, there are various other brands, both international and local, offering top-of-the-line commercial kitchen appliances and solutions. Kolkata-based Simi Star is a leading distributor of 46 major international and domestic brands in East India. The offerings of these kitchen equipment companies are wide and





varied and come with a growing selection of prices and options, making it fairly convenient to choose efficient equipment throughout the cooking line.

"We supply to restaurants, hotels, cinema halls, hospitals, cafeterias and ice cream parlours. Our clients include foodservice players like Barbeque Nation, Häagen-Dazs, KFC, Kwaliti Walls, Inox, Cafe Coffee Day, Grid and many others," says **Inder Manot**, owner, Simi Star. With food & beverage outlets and chefs looking for equipment that bring functionality, power and the ease to everyday life in kitchens, the demand for advanced and intelligent kitchen machinery has touched off in a big way.

While hotel majors such as ITC, Oberoi, Indian Hotels Company and other leading chains understand the efficiencies that technologically-advanced equipment can bring to the overall food service business, even smaller players have now cottoned on to the multifarious benefits that these equipment bring to them. Not only do they fuel the culinary passion and creativity of chefs, their flawless performance and cutting edge design is a big asset in running kitchen operations. Renowned Indian chef **Hemant Oberoi**, who served a distinguished 41-year-long stint with the Taj Group, is all praise for MKN's line of kitchen equipment. "MKN is a brand I have used for over two decades. The quality of the products and their efficiency is unparalleled and amazing. The after-sales service is superb and I have always been happy with the products and will continue to patronize the brand," he says.

Not only are kitchen equipment totally technology driven today, they also play a vital role in myriad kitchen operations. Many manufacturers have top chefs on their panels to advise them on product development and for customizing solutions as per the requirements of a particular market. MKN has a great team of international chefs traveling around the whole

word to support its dealers and assist customers with their special needs and requirements. "Of course, we have engineers in our R&D team but part of it also comprises chefs who know what is going on in professional kitchens around the world," reveals Das of MKN. "In this modern era, people are becoming more aware and conscious about energy-efficient and environment-friendly appliances and solutions. Energy-efficient products with innovative technology will call the shots going ahead. As a manufacturer, we have a separate design and R&D department to design such products and deploy the latest in technology," says Panchal of Janshakti Industries.

According to experts, the defining feature of a smart kitchen equipment is that it should not only offer a smarter way of cooking but also provide an effective means to save on energy and time consumed for preparing a dish and wastage of resources such as water. One of MKN's best-selling products is the innovative FlexiChef, which is a multifunctional cooking appliance that optimizes kitchen processes with many customer benefits, particularly with regard to time and cost management. The multi-functionality of the FlexiChef means that the user can either cook or fry or pressure cook or deep fry in a single appliance, and the equipment demands only a small space requirement.

**The defining feature of a smart kitchen equipment is that it should not only offer a smarter way of cooking but also provide an effective means to save on energy and time consumed for preparing a dish and wastage of resources such as water.**



**Chefs | Restaurants | Caterers | Canteens**



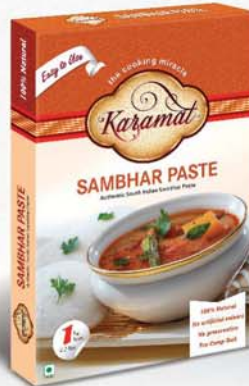
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