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VOLUME SEVEN • ISSUE FIVE

Trade Journal for the Hotel, Restaurant and Catering Industry

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WE OWE IT TO THE FUTURE GENERATIONS TO RESTORE INDIA'S LOST RECIPES

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HPMF Annual Convention and Awards, 2017



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The food-tech industry has come a long way from the traditional set-up to the current new-age tech set-up. Today, technology is making an impact on all aspects of the foodservice industry – from sourcing to reservations to on-demand delivery. It has led to the emergence of new business models such as restaurant aggregators, cloud-based kitchens that support home cooks and online food delivery. In recent years, several new food tech start-ups have emerged that have helped organise the unorganised food retail industry by enhancing access to small restaurants and home chefs.

Online sales form a small fraction of the total foodservice sales pie. However, its prominence is increasing at a rapid pace. It is estimated that online foodservice sales has witnessed a 2x increment in the past couple of years. Big Data analytics and cloud computing assist restaurant owners to derive value out of data, improve the management and customer experience, facilitate inventory management, customer management, order management, among others.

Restaurants and cafés have started using digital devices such as digital kiosks and tablets for displaying menu items, place order and provide feedback, which are helping enhance customer experience and operational efficiency. In turn, consumers have also started to rely on technology to compare restaurant ratings, menu items and user reviews for making decisions about their eating preferences.

Going ahead, it is expected that new niche start-ups will continue to emerge, picking up specific gaps in the entire food-tech ecosystem and building their business around it. But it's not that there are no challenges to be addressed. The market in general is still quite fragmented and there are many other issues. However, no matter what the challenges are, a new breed of crazy and determined entrepreneurs will continue to create viable and sustainable business out of it.



Amitabh Taneja

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THE NETHERLANDS

Frites Atelier Amsterdam, The Hague. For the recipe development of its chips and fresh sauces, Frites Atelier Amsterdam attracted none other than top chef Sergio Herman, who was awarded 3 Michelin stars for his cuisine at his former restaurant Oud Sluis and is among the 50 best chefs in the world. Meanwhile, Herman is co-owner and participates in the young company. The first Frites Atelier Amsterdam opened not in the capital, but in The Hague, with Utrecht, Arnhem and flagship store Amsterdam following later this year. Frites Atelier has international aspirations, hence 'Amsterdam' in the brand name. They want to export a delicious piece of the Netherlands abroad, with shrimp croquettes possibly being added to the menu in the near future.

The interior of every Frites Atelier is designed by famous Dutch designer Piet Boon who gives the locations the atmosphere of an old-fashioned French-Amsterdam brasserie.

Frites Atelier Amsterdam, Venestraat 7, The Hague, no seating, open from 11 am-8 pm, price portion of gourmet chips (250 gr) from €2.50 to €6, depending on topping.

www.fritesatelieramsterdam.com

Instock, Amsterdam and The Hague. Situated in the hip Amsterdam Czaar Peterstraat, housed in an atmospheric building is Instock restaurant where fresh food is prepared daily using food waste, which the food-rescue team collects by electric car from several Albert Heijn supermarkets. Up till now they rescued almost 200,000 kg good food. The menu changes daily because the chefs cook with the 'harvest of the day'. Choices range from breakfast cereals with fruit, toasted ham and cheese sandwiches, hearty pies, Spanish omelettes, soups, noodle dishes and desserts, including their famous bread & butter pudding. Pickles and fermented vegetables are the chef's speciality, his tasty and healthy way of prolonging the shelf life of his produce. Instock has a green food truck for festivals and an Instock shop in De Pijp, Amsterdam. This summer, the second Instock restaurant opened its doors in The Hague. By end of the year a third one will open in Utrecht. The enthusiastic Instock team published a cookery book with inspiring no-waste recipes.

Restaurant Instock, Czaar Peter-straat 21, Amsterdam, seating ca. 80-90 plus terrace, menu price 3 courses €22.50. www.instock.nl

A'DAM Toren, Amsterdam. On the north bank of the Amsterdam river Ij, opposite Central Station, a swinging 'vertical city' has sprung up: A'DAM Toren (in the old Shell tower). With revolving Restaurant Moon its culinary crown on the 19th floor, it is offering breath-taking 360° panoramic views for high-level – literally and figuratively – fine dining, yet in a relaxed setting. The menu by signature chef Jaimie van Heije and executive chef Tommie den Hartog features classics with a modern, healthy and local twist. In the cellar of the tower, nightclub Shelter attracts up to 900 guests and Friday and Saturday. Arranged over floors 16 and 17 is the 7-m-high Loft, with luxury function and meeting rooms, maximum capacity: 225 guests. Perched right at the top, panorama bar MA'DAM and panorama deck Lookout are open to the public at a charge.

The tower also houses the Sir ADAM Hotel with 108 luxury rooms, A'DAM Music School, as well as offices.

Revolving Restaurant Moon, Overhoeksplein 3, 1031 KS Amsterdam, seats 100, dinner menu only, lunch also à la carte, prices from €60 (5 courses) to €120 (7 courses, incl. wine, water and coffee).

www.restaurantmoon.nl, www.adamtoren.nl

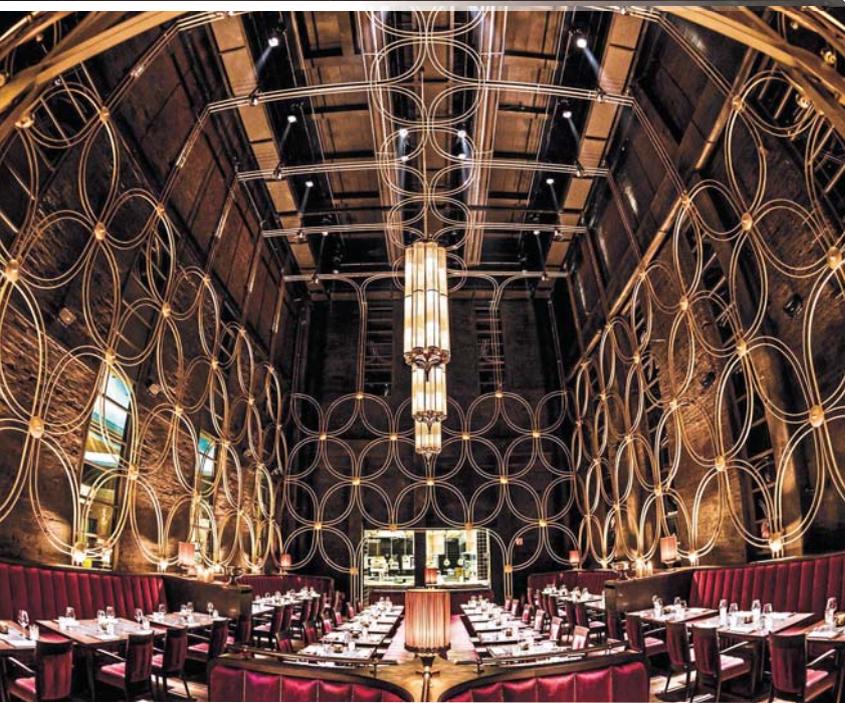


GERMANY



Yaz, Stuttgart/Düsseldorf. Yaz, the restaurant based on an oriental concept recently opened a second restaurant in Düsseldorf's Medienhafen – with seating for 90 people indoors and another 100 on the terrace. It followed an exhaustive trial period of Yaz' flagship store in Calwer Straße in Stuttgart (seats 150). Its motto, 'A touch of the Orient' describes a balanced and modern interpretation of oriental cuisine. The ambiance is individual and designed to bring to life oriental hospitality from counter to plate. Indeed, the atmosphere, service and style of the concept reflect the flair of the Mediterranean region. A mix of counter and full service ensures that guests are served with freshly prepared dishes within minutes. The range of culinary delights extends from Spanish starters to the Moroccan Tagine grill pot.

Yaz, Calwer Straße 33, 70173 Stuttgart; seats 150; Hammer Straße 17, 20219 Düsseldorf, seats 190, open 11.30 am-11 pm/12 midnight (Fri, Sat). www.hallo-yaz.de



The Golden Cage, Hagen. This is the third outlet of the steak restaurant brand Hohoffs 800° and is a magnificent, eye-catching venue with high culinary aspirations and with its Grand Central Bar also a homage to New York's Grand Central Station and its famous gastronomic icon, the Oyster Bar. Just as previously with 'The Farmhouse' in Dortmund and the 'Altes Fährhaus' (Old Ferry House) in Hamm entrepreneur Michael Hohoff has again gone for an unusual location. This high class steak restaurant seats around 90 guests. With an open kitchen, the 800° grill offers the finest grill fare. The most expensive steak on the menu is the Porterhouse at €128 for a 1.4 kg portion. The full gastronomic offering also includes the Grand Central Bar (seats 44). The highlight is the integral Track 61 restaurant with a good 30 places and a Japanese robata grill.

The Golden Cage, Dödterstraße 10, 58095 Hagen, seats ca. 170, open Tue to Sun 5 pm-open end (kitchen: until 11 pm). www.hohoffs.de



OhJulia, Munich. The passionate restaurateur Marc Uebelherr set up OhJulia, his market place concept in Munich in 2013. It offers a combination of urban bakery, Italian restaurant and authentic market and focuses on antipasti, pasta and bread specialities. The concept is built on so-called semi-service: guests choose, order and pay at the counter and take their meals to the table. If they order a hot meal they get a pager and have their meal brought directly to the table. Now everything points to growth: the second outlet opened at the end of August in Kehl am Rhein. With a total surface area of 700 sq m, OhJulia this time incorporates a conservatory in the orangery, seats around 140 and forms part of the newly developed Calamus Centre (Calamus-Areal). Another OhJulia soon followed in September 2016 in the Mannheim Q6Q7. Number 4 will be ready for the off in the spring of 2017 in Stuttgart's Dorotheen quarter.

OhJulia, Sendlingerstraße 12a, 80331 Munich, seats 140 + 180 (terrace), F-B 56:44, open Mon to Sat 10 am-1 am, Sun 10 am-9 pm, more locations in Kehl and Mannheim. www.ohjulia.de



I enjoy discovering new foods and pairing different flavors, foods and ideas

Chef Reetu Uday Kugaji

Reetu Uday Kugaji wears many hats. Apart from being a reputed chef and mentor, she is a leading food expert and author as well as a hospitality and food consultant. FoodService India spoke to her about the unfolding food scenario in India, foodservice trends for the future and about her stellar culinary journey and achievements so far. "As a chef and a teacher, I am passionate about exploring new places and learning about local cuisines. I love tasting and knowing about different types of cuisines. I am driven by an insatiable curiosity for discovering new foods and love pairing flavors, foods and ideas from different parts of the world. It feels great to share my knowledge and skills with everyone," says Reetu Uday Kugaji, who is as passionate about her role as a culinary mentor as she is about confecting gastronomic delights.

How did you come into the culinary profession and who were the people to have shaped your career?

All that I am or ever hope to be, I owe to my angel mother. I remember when almost all my relatives were strictly against my joining Hotel Management. The only ones to stand up for me like pillars were my parents. The myth those days was that this profession is just not apt for girls. I owe all my success to God almighty and to my mother and dad. They supported me in my choice of this profession, right from day one. In turn, I made sure to make them proud by winning the certificate of merit from my institution, which kick-started my journey in the world of foods. I am also blessed to have a husband who has supported, encouraged and motivated me in my growth and success.

What are you currently engaged in and which are the career milestones you most cherish?

Currently, I am working as a specialty chef with companies such as Chef Sutra, Percept Knorigin, Cine Curry and Oxygen Infotainment. As a food author, I write articles on food for various online and offline publications. I contribute regularly for online chef and food magazines like Pioneer Chef and Urban Spice, for blogging site Pinksworth and Tanya Munshi's lifestyle portal. Also, I am into writing recipes to suit both domestic and international palates. I work as a hospitality and food consultant, specialty chef and food author at Platter Share besides being a member of Western India Culinary Association (WICA). I have my own website www.chefreetuudaykugaji.com and my Facebook page 'Food For Thought by Chef Mrs Reetu Uday Kugaji', www.facebook.com/chefreetuudaykugaji/

In the past, I have worked as Program Head of Culinary Arts at the ITM Institute of Hotel Management, Navi Mumbai, responsible for teaching the Edinburg-based Queen Margaret University module to students. I was also Associate Professor at D.Y. Patil University, School of Hospitality and Tourism Studies, Navi Mumbai.

I was also in charge of menu planning at D.Y. Patil Sports Stadium, Navi Mumbai, where I got the opportunity to prepare delectable and exotic cuisines

for the former President of India Pratibha Patil, and for many cricketers like Sachin Tendulkar and Rahul Dravid, apart from various other dignitaries and eminent personalities. At the D.Y. Patil, I had the opportunity to prepare cuisines designed to capture an exciting range of flavors, textures and aromas for IPL matches, T 20-20s and International cricket matches.

With all these years of experience in the culinary field, how do you feel about your life and career in this vocation?

With 20 years of experience in the world of culinary arts, I believe that food is like oxygen to me. It is what I am devoted to and it is my field of expertise. My profession demands cooking and



tasting non-vegetarian foods even though I am a pure vegetarian. I believe that food – whether it is vegetarian or non-vegetarian – can touch the heart of a person if cooked with love and positivity. I believe that the food that I cook should not only touch the hearts but also the souls of the people relishing it. I feel privileged to be a chef and a mentor and it gives me maximum satisfaction and joy to be able to shape the careers of thousands of students and be in a position to motivate them. I feel indeed blessed to see my students excel in their career and succeed in life and to have earned their love and respect.

How do you approach food and the preparation of different cuisines?

I am a complete foodie. I love to experiment with foods and am constantly looking at creating opportunities for innovations and fusions in foods and beverages. As a chef and a teacher, I am passionate about exploring new places and learning about local cuisines. I love tasting and knowing about different types of cuisines. I am driven by an insatiable curiosity for discovering new foods and love pairing flavors, foods and ideas from different parts of the world. It feels great to share my knowledge and skills with everyone. I also totally adore food styling and food photography.

Which particular cuisines you focus on and how have you seen it evolve over the years?

I am very fond of Indian and Continental cuisines.



Our Indian cuisine has rich and unmatched flavors, and a long heritage and history. I have been doing a lot of research on the lost recipes of India. As chefs and mentors, we owe to the future generations to restore the richness of the lost recipes of India. Indian cuisine has come a long way in terms of creativity, food plating and presentation.

As a chef and mentor, how do you bring the best out of your students?

I pride myself on being responsible for shaping the career of the chefs of tomorrow. I take my responsibilities very seriously and I demand perfection from my students, be it be their food products or learning modules.

As a mentor to thousands of budding chefs, I have tried my bit to introduce the lost recipes of India. At the ITM Institute of Hotel Management, Navi Mumbai, where I taught the Queen Margaret University module known as Culinary Concept Development and Production, I encouraged students to discover the lost recipes of India and bring them back. It has spurred many budding chefs to take up extensive research and dig out the vast and rich treasure on Indian cuisine.

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

The definition of a chef has completely changed today. In the past, chefs were expected only to cook. But now, in this cut-throat world of competition, a chef is expected to be thoroughly au courant not only about culinary skills but also of the advancements in the entire gamut of hospitality services. Apart from the chef's ability to act on feedback from the guest and his role in interacting with the diners, a modern chef should be hi-tech, a role model, an innovator, knowledgeable about different aspects of cuisines, and a food stylist and food photographer to boot.

The quote "dare to be different" aptly describes what a modern-day chef should be like. It is very important for the modern chef to be known for his/her work. Through undying passion, dedication, hard work and by being different and innovative, a chef can stay on top. Chefs like Satish Arora,

Currently, I am working as a specialty chef with companies such as Chef Sutra, Percept Knorigin, Cine Curry and Oxygen Infotainment. As a food author, I write articles on food for various online and offline publications. Also, I am into writing recipes to suit both domestic and international palates.





“We are the fastest growing international brand in Indian foodservice”

Restaurant franchise company Yellow Tie Hospitality, which owns the India license rights for America’s Genuine Broaster Chicken, is on track to take its store count from the current 22 to 50 outlets by end of the year, apart from expanding its other F&B brands and augmenting its existing portfolio.

FoodService India spoke to Karan Tanna, Founder & CEO, Yellow Tie Hospitality Management LLP, to learn about the company’s aggressive franchise growth plans and its journey ahead.

Tell us about your company.

Yellow Tie Hospitality is a progressive food & beverages (F&B) franchise management company. Our expertise is to design and manage scalable restaurant concepts by optimized outlet level economics, smart menu engineering, vendor sourcing, supply chain/logistics, increasing efficiencies at outlets and focus on marketing and brand building. Yellow Tie offers a sense of partnership to franchise owners and helps them to drive brand’s growth.

Which are the foodservice brands run by Yellow Tie Hospitality?

There are three inhouse brands under Yellow Tie Hospitality. Dhadoom is a young and fun brand focusing on the youth with Poutine - French fries with a lot of toppings – as the main cuisine. Twist of Tadka is a high-end, progressive, only-veg food restobar. BB Jaan is chef Harpal’s speciality restaurant serving authentic Hyderabadi cuisine of the nizams.

Apart from our in-house brands, Yellow Tie Hospitality has India exclusive license for international brands such as Genuine Broaster Chicken of USA, Just Falafel of Dubai and Wrapchic of U.K.

Which formats do your brands belong to and what is the concept behind them?

Dhadoom, Just Falafel and Wrapchic are QSRs or fast casual brands. Dhadoom is a kiosk, small store concept serving a very popular Canadian street food called Poutine. Just Falafel serves healthy Lebanese salads and

world flavor falafel. Wrapchic is a very unique and quirky brand serving Indian burritos. Twist of Tadka is a casual dine-in brand with a bar and serving progressive Indian only-veg food. Genuine Broaster Chicken is an American diner, which is customised to the Indian palate. Its flagship product is pressure-fried chicken, which utilises 50% lesser oil.

How many outlets are currently under these brands and what is their average sales per sq. ft.?

GBC has 22 outlets; BB Jaan has one; Twist of Tadka runs two outlets. Usually, stores do a sale of Rs. 50 to Rs. 80 per sq. ft. per day (GBC, TOT, BB Jaan). Genuine Broaster Chicken has outlets in Mumbai, Surat, Kolkata, Raipur, Hyderabad, Lucknow, Guwahati, Gangtok and Patna.

Which markets do these brands cater to?

GBC caters to tier 1 and tier 2 high street clientele comprising majorly urban youth between ages 15 and 30. TOT is in high-end malls in tier 1 cities and caters to upper crust working professionals and families. Just Falafel caters to healthy eaters and is located on high street as well as malls. It also has a very good potential to cater to corporate customers. Dhadoom has a very high potential in areas around colleges and in the food courts inside malls. It caters to school and college students. Wrapchic is targeted at people with disposable income and nuclear families. Wrapchic has the potential to do very good in corporate complexes and food courts of malls.

Which are your best-selling products and what's their key innovation in food and beverage?

Our best selling brand is GBC and its pressure-fried chicken and chicken wings tossed in various sauces are top sellers. GBC has many innovations to its credit and has introduced unique products like lamb rogan josh burger, palak paneer burger, ghotala khichdi, gulkand muffin, Jain burger, chocolate samosa with mango ice cream. GBC has also a few innovations in beverage – chulbul & bulbul soda and palang tod, to name a few.

With the trend in healthy eating picking up, how are you bringing these in your offerings?

The chicken at GBC uses patented GBC technology, which makes the product 50% less oily. For vegetarians, we have many options and offer palak paneer burger, ghotala khichdi, gulkand muffin and Jain burger. The word Chicken is part of the GBC brand name, yet the focus is as much on veg as on non-veg. We are also going to introduce salads in our menu soon.

How are you deploying technology to make your business more efficient and customer friendly?

We have an in-house mobile application that helps us to manage our entire business. Our franchises can order raw material on app, control their shifts, manage profit statements and can also file a complaint using the app, which we can then solve for them with a ticket number tracking. They can also see SOPs and recipe cards in regional languages. For customers, we have an online feedback mechanism, which helps us on a corporate level to capture real time feedback and take immediate action in order to retain disappointed guests.

What has been the same store sales growth?

On average, it is 4% y-o-y.

What is your marketing and sales strategy and which are the tools you are using to promote the brands?

In today's market it is very important to have an integrated marketing strategy. More the viability more your sales. We have a dedicated digital media and a social media plan focusing on highlighting our products and guest engagement. We are also involved in various below-the-line activities like pamphlets, door hanging, legal pole signages and much more. As per the requirements, we do hoardings, radio and also lots of celebrity associations. Our biggest focus is to invite more and more guests to experience our stores and spread the word.

AT A GLANCE

Parent company: Yellow Tie Hospitality

Headquarters: Mumbai, Maharashtra

F&B Brands: Dhadoom; Twist of Tadka; BB Jaan; Genuine Broaster Chicken; Just Falafel; Wrapchic

Launch Dates: First outlet of Genuine Broaster Chicken in Versova, Andheri in Mumbai, in August 2016. Twist of Tadka was launched in Amritsar in October 2016, BB Jaan was launched in Jalandhar in January 2016; In-house brand Dhadoom will open soon in Ahmedabad and Bangalore.

Number of outlets currently: Genuine Broaster Chicken - 22; Twist of Tadka - 2, BB Jaan - 1

Retail Model: Franchise

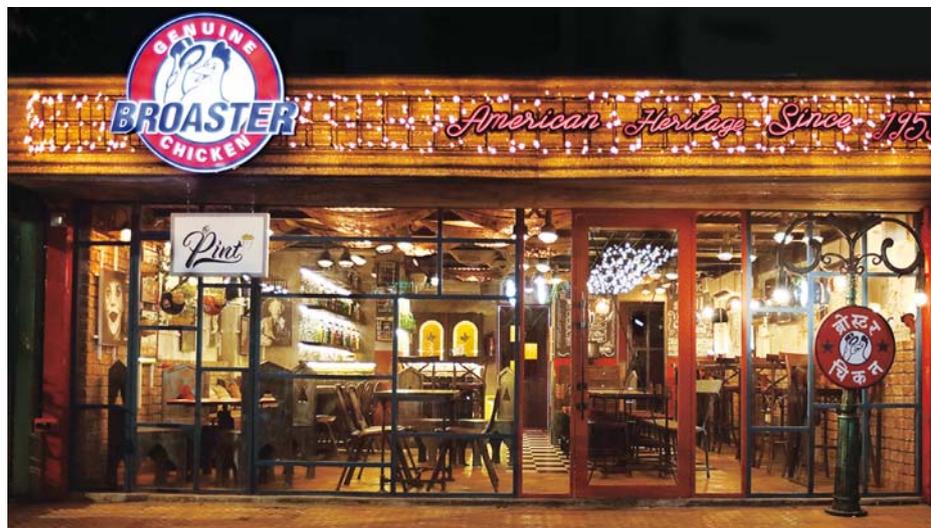
Average ticket size: Broaster Chicken - Rs. 400; TOT Rs. 600; BB Jaan - Rs. 1000

Average footfalls per day: Braoster Chicken and TOT - 100 on weekdays per store and 150 on weekends; BB Jaan - per day 80, on weekends 150

Same store sales growth: 4-5% y-o-y on average

Revenue in 2016-17: Rs. 6 crore

Sales Projection for 2017-18: Rs. 25 crore



“We plan to launch over **40 outlets** across India and overseas over **next two years**”



Umang Tewari

Umang Tewari, promoter of Big Fish Ventures, which operates popular restaurant brands like Garam Dharam, The Junction, Local, The Vault, and Junkyard Café speaks to FoodService India about his outlets' unique themes and concepts and how he plans to grow his restaurant business in the future.

Tell us about your company and the restaurants that it operates.

Our company Big Fish Ventures operates some of the premium casual dining lounges in Delhi like Garam Dharam, The Junction, Local, Vault Café, Junkyard Café, Café OMG and a few more. Also, we are planning to expand most of our current outlets and brands in other metros like Mumbai, Bangalore, and some other cities.

What is your market positioning, your USP and customer value proposition?

Our restaurants are concept-driven and our target audience is the people who want to eat and drink in style. It's for the people who love to experiment and are seeking an overall experience. Besides, most of the customers come back for the kind of ambience and culinary experience we offer. At Big Fish Ventures, we try to bring in the best of concepts from all around the world and by infusing our outlets with a variety of food innovations.

Today, the customer has become more experimental in trying out new things. We are surely



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