

foodService

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Cover Story

The major difference between the Indian food service market and its international counterparts is in the business carried out during the day. In the West, 40 percent of the business carried out by food service players is before 11 am in the morning – roughly when we, in India, start opening up our outlets. Unfortunately, we still haven't realised that this is a wasted opportunity – the opportunity of cashing in on the breakfast segment; while these are aplenty, so are the challenges. Varun Jain digs in deep.

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The foodservice sector in India is currently valued at ₹74,300 crore, with the organised segment contributing only 14 percent of the overall market size. However, the good news is that the organised segment has been steadily increasing its contribution over the past few years and is expected to continue to do so over the next 5–10 years.

Interview..... 18

When he entered UK motorway service catering eleven years ago, Rod McKie, CEO of number two player Welcome Break, brought a combative, brand-based approach and fresh thinking from three different foodservice segments (US-themed pub-restaurants, sandwich shops and speciality coffee bars). Bruce Whitehall asks him about his brand-focused strategies.

Chef Talk.....30

Dré Masso has been involved with the London cocktail scene for nearly 20 years, working and running bars at various reputed places. Over the course of his career, he has won numerous cocktail competitions and been awarded the UK bartender of the year thrice. Nivedita Jayaram Pawar caught up with the mixologist to talk about the world of bartending.

QuickService..... 34

With more than 4,000 systemwide outlets in North America and an operating income of CAN\$569.5 m Tim Hortons is Canada's largest QSR chain. In 2011, Tim Hortons entered international markets with the opening of its first restaurant in Dubai. The café and bake shop brand plans to roll out 120 restaurants within the GCC markets over the next five years.



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Profile38

Avant Garde Hospitality, which runs the Caperberry and Fava restaurants in Bangalore, is co-owned and run by Chef Abhijit Saha who has been rated as one of the top 10 chefs of the country by a famous magazine. Roshna Chandran recounts the story of chef Saha and explores how he has managed to turn his two restaurants into a runaway success.

Entrepreneur.....42

Jayaram Banan, founder of Sagar Ratna Hotels, struggled hard since he ran away from home at a young age with no money in his pocket and worked as a dish washer. Talking to Chandra Prabha, Banan explains how he managed to create the Sagar Ratna chain of south Indian restaurants from scratch and notch up a turnover of ₹100 crores.

City Guide46

For more than four decades, the Czech restaurant scene remained at a standstill behind the Iron Curtain. Today, however, the sector has its own innovative concepts to offer. A tour through Prague by Maria Hornikova.

Design.....54

What recession?! Fine dining is alive and well at Ravi Sharma's Saffron Bay, where the restaurant spans three floors. Throw in the large windows which bring the sea and the sand right in and it's a double wow! Gutting an old structure down at Marine Drive, restaurateur Sharma and architect Sanjay Puri transformed it into a glowing, futuristic cube of contemporary design. Nivedita Jayaram Pawar has more details



New Concept.....50

A new foodservice concept has hit Mumbai – that of fast seafood. FISHETERIA, a part of the Westcoast Group, has five outlets currently in the city but is planning aggressive expansion in other parts of India through the franchising model. Shanti Padukone explores the chain which distinguishes itself from others with the freshness of its seafood which is snap frozen the moment it is caught at sea



In Conversation56

Angelo Po, the Italian company which manufactures foodservice equipment for professional kitchens across the globe, entered India last year. With this move, the firm hopes to focus on the Indian market much more aggressively. In a chat with Varun Jain, Rakesh Tara, Country Manager–India with Angelo Po, talks about the market for professional kitchen equipments in India and the problems MNCs face here in tapping the Indian clients

Cuisine Watch.....58

At a recent Sri Lankan food festival at the Sahara Star Hotel, Mumbai, Sri Lankan Chef Ranjith Bomaluwage was pleasantly surprised with the response to the fiery curries and sambuls. Nivedita Jayaram Pawar spoke to industry experts on the growing popularity of the Sri Lankan cuisine in India.

NRAI.....69

A knowledge-based session organised by NRAI on the Food Safety and Standards Act issued by the Food Safety & Standards Authority of India (FSSAI) on the first day of the India Food Service Forum 2012, recently held at the Bombay Exhibition Centre, Mumbai, discussed the impact of the Act on the food industry. Find out more in the report.



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Event

The India Food Service Forum (IFSF) 2012 was organised by Images Group at the Bombay Exhibition Centre in Mumbai from December 12 to 13. The two-day event provided an opportunity for food service professionals from across India to brainstorm on how to increase consumption in the country and overcome the various challenges they face in boosting growth. A report on the event.