



COVER STORY 26

Slice of History

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)



8 Event - Indian Food Service Forum

A power packed B2B Forum for key players and all stakeholders - a Preview

INDUSTRY INSIGHTS



18 Managing Revenue Effectively

The objective of revenue management is to ensure that companies will sell the right product to the right customer at the right time for the right price, writes Aliasger Lehry

22 Factoring in Costs

Sohrab Sitaram analyses industry averages to help entrepreneurs benchmark their restaurant(s) against industry standards

IN CONVERSATION



12 Interface

Nelson Lang, founder and Canadian chef, Pita Pit, a Canada-based QSR chain, shares information about the brand's marketing and pricing strategies



14 Interface

Enzo Renda shares the ideation and concept behind the menu revamp at resto-café Eggspectation



16 One-on-One

Chef turned restaurateur Moshe Shek reveals why his heart is still in cooking

FOOD & BEVERAGE

36 Cuisine Watch: Uyghur

Uyghur cuisine melds the spicy flavours of its native Islamic populace and neighbours, with the tastes and textures of traditional China

38 Profile

Vienna's Plachutta restaurants demonstrate the power of historical association in developing a world-famous culinary attraction

44 Chef Talk

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



ENTREPRENEUR

48 Finding Success

For restaurateur Hitesh Keswani, success lies in finding the right locations, keeping costs low, maintaining high quality of food, and also interacting with guests

52 Setting Standards in the Region

Abu Dhabi-based hotel management company Rotana has set standards for innovative, diverse and high-quality restaurant concepts

TRENDS & CONCEPTS

56 Bakery Cafés

The Bakery Cafe is yet another emerging concept as consumers look for different places to hang out

58 New Restaurants

A look at some new restaurants across Europe



EQUIPMENT & SUPPLIES

62 Technology

Mohit Sharma, CEO, Romio Technologies offers solutions of ERP-QSR management system QSR King

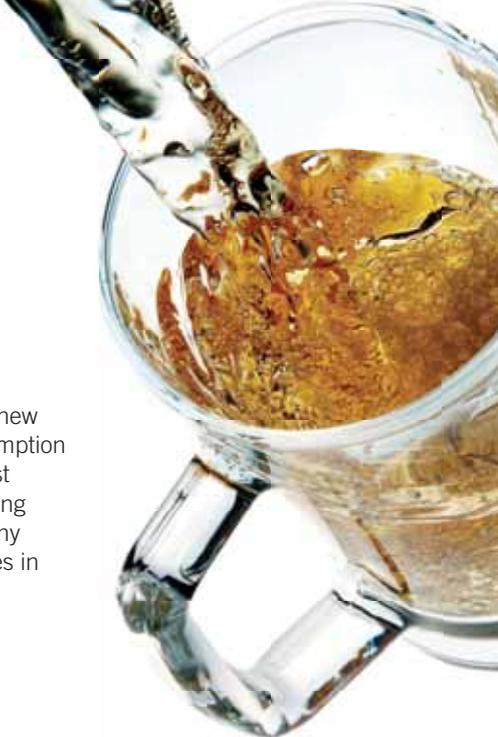
66 Kitchen Equipment

Showcasing international brands

IN FOCUS

68 Micro-Brewing in Bangalore

With the opening of new policies, beer consumption has grown in the past couple of years, setting opportunities for many more micro-breweries in Bangalore



DESIGN

74 On The Waterfront

OTW combines stunning interiors with a variety of innovative dishes



76 Evocative Mood Creators

Design professionals discuss colour codes, colour trends, and basic rules in dealing with colour

REPORT: NRAI



80 Fine Dine

This niche segment has few competing players as the outlets are limited to star hotels and boutique restaurants