



## 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

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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



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

### 66 Kitchen Equipment

Showcasing international brands

## IN FOCUS

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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