



20



38

Industry by Numbers 6

National Updates 8

International Updates 14

In Conversation 16
NRAI president Sameer Kuckreja on the challenges facing the Indian restaurant industry

Trends 20
The new phenomenon of food trucks in the US

Coffee Bars 34
Starbucks' turnaround strategy in the face of recession

Case Study 38
What lies behind McDonald's success in India

In Conversation 46
McCain Food's business strategy explained by MD K S Naraynan

Consumer Research 48
Research across 10 countries reveals some interesting facts about foodservice practices

Food Culture 54
How food culture defines new trends according to food occasions

COVER STORY

24

The opportunity in the Indian QSR sector is huge and so are the challenges. So what exactly are these bottlenecks and why does so much of fast food in India look so American?



People & Passion 58
Thai celebrity chef Ian Kittichai's Mumbai restaurant called Koh

Foodservice Support 62
Cold chain infrastructure in India has finally begun to get attention. Here's why.

Design 66
Holyfields restaurant's intelligent design minimizes waiting time

Trends 72
Are you being served? India's booming institutional catering industry

NRAI Focus 76

Equipment Innovation 80

Food Innovation 82



54



66



58



72