



**COVER STORY**

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The cake and pastry industry in India is expanding fast even as new players enter the segment every month. Though the category is still small by global standards, many local players have created success stories of their own, driven by the growing demand in the market. They are optimistic about the future, but for the cake industry to grow to its full potential, there are certain challenges that need to be overcome, such as the low margins, high rentals, lack of trained manpower, and the short shelf-life of products. Varun Jain reports.

National Updates ..... **8**

New Restaurant Openings..... **12**

**In Conversation:**..... **16**

*Persistence and innovation are the adjectives that best define the 37-year-old Jaydeep Barman, Founder of Faaso's, the popular chain of wraps in Pune and Mumbai. Inspired by the success of the burger chains, this engineer-cum-MBA launched his version of low-priced, fast food served in hygienic conditions in real quick time. Nivedita Jayaram Pawar talks to the man.*

**FoodService at Train Stations:**..... **20**

*Once the preserve of the limp sandwich and the cold cup of tea, today's train stations have become the latest battlefields in the fight for consumer spend and dwell time. From the major stations in the big cities to regional stops, more and more branded and independent companies are focussing on these outposts to meet expansion targets, raise brand awareness, reach new audiences and trial new concepts. Part 2 of the FoodService Europe & Middle East European survey.*

**Profile:** ..... **32**

*The Bangalore-based filter coffee chain Hatti Kaapi has reached a store count of 25 in less than 3 years since its launch in November 2009, growing 200 percent year-on-year. Roshna Chandran finds out the company's aggressive growth plans and discusses its success formula.*

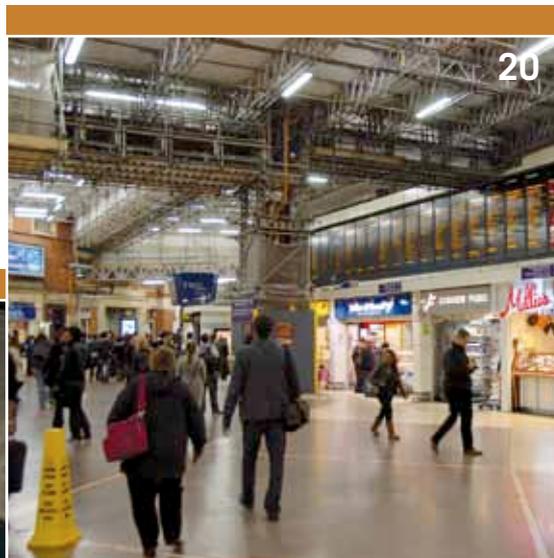
**In Conversation:** ..... **40**

*Louis Le Duff, Founder and Owner of France's Groupe Le Duff, has grown his global foodservice and bakery empire – annual sales nearly ₹.2 bn – with the help of two key strategies: he maintains an intense, expert focus on the traditions and technology of dough, and he applies vertical integration “from fork to fork” (pitchfork to table fork) with his café and restaurant chains operating in tandem with bread and pastry manufacturing. Ever-wider international distribution is aided by franchising, the subject of a best-selling book by Mr. Le Duff.*



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Cover Photo: L'OPÉRA, Khan Market, New Delhi



**Cuisine Watch:..... 43**  
*Brazilian cuisine is a peculiar mix of cultures and cooking habits which are a result of the unique history of the country as a melting pot of people with diverse origins. Indian and Brazilian cuisines share certain similarities, yet each has its own character. Find out more about it with Chef Edmilson G de Azevedo.*



**Entrepreneur: ..... 50**  
*Dolly's is Kolkata's most famous tea shop. Set up in 1987 by Dolly Roy – the first-ever woman tea taster of India – the outlet, with a relaxed, laid-back atmosphere, serves affordable tea that customers swear by. Shuhra Saini speaks to the entrepreneur.*



**Trends:..... 52**  
*When East meets West on a plate, fusion of food happens. While fusion is not a new phenomenon, it has picked up momentum in the last decade as travel, trade, and ingredient availability have hit a new high. Fusion food definitely suits Indian tastes, but when is fusion food truly fusion and not just a strange-tasting gimmick?, asks Manu Mohindra.*



**Design:..... 58**  
*Gourmet cuisine chain Café Pico recently opened its latest outlet at the Market City Mall in Kurla, Mumbai. With Gordon Ramsey protégé Nicole Gonsalves at the helm in the kitchen, Café Pico has witnessed a very enthusiastic response. Nivedita Jayaram reviews the design.*



**Research:..... 60**  
*What are the emerging and current trends in the F&B services industry of India? How will people eat, behave and be served in the coming years? This report, prepared by Pratiche Kapoor of Technopak, takes a look at some of the foreseeable trends that are soon going to become a part of the everyday life of restaurant-goers.*

**NRAI: ..... 69**  
*In spite of the tremendous importance of the restaurant sector in the Indian economy, it still has not reached its true potential. The stumbling blocks responsible for this under-performance are intrinsic and hence can be addressed, but the others need government support.*



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