

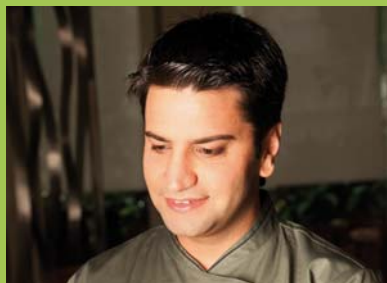
18 COVER STORY

Odds of SUCCESS

In today's highly competitive market, building a successful food service business means looking beyond passion, money, and business acumen. Foodpreneurs are increasingly turning to food and hospitality consultants to help them lessen the risk of failure – and increase the odds of success

FOOD & BEVERAGE

- 26 Summit**
At the 14th European Foodservice Summit, discussions ranged from international chain development and brand revival to hot new concepts and future eating trends
- 32 Brand Management**
Participants from countries around Europe reveal major lessons they learnt in 2013
- 34 Management**
Foodservice operators from Germany, Great Britain, Poland, Portugal, and Saudi Arabia share their knowledge and strategies for counteracting difficult economic environments
- 38 Cuisine Watch: Arabic**
Arabic cuisine's great tastes and aromas have transcended borders, writes Kunal Kapur, Executive Sous Chef at Diya, Leela Kempinski, Gurgaon



IN CONVERSATION

- 08 Interface**
"India is really flying now" says Michael Winkelmann, Global Culinary Contact, Chili's Grill & Bar, on the brand's performance
- 10 Tête-à-Tête**
Prasoon Gupta, Director, Sattviko, shares expansion plans for the current fiscal
- 12 One-On-One**
Vineet Manocha, VP - Culinary, Lite Bite Foods, discusses their various brands and formats at Mumbai's 'Intl Airport and Metro Station
- 14 Interface**
Unnikrishnan KR, CEO, Puresouth Hospitality, shares plans to expand in Cochin and Trivandrum this fiscal, and outside Kerala by 2015
- 16 Tête-à-Tête**
Francesco's Pizzeria is keen to expand in all the metros and tier 1 cities, informs CEO Mikhel Rajani



- 40 Chef Talk: Food Fashion**
Chefs share their knowledge of the 3 Ts of food styling and presentation: tools, techniques and trends



THE QSR



- 44 The Informal Eating Out (IEO) industry is growing and offering opportunities for QSR players to expand



- 48 Nila Group to open 10 fried chicken outlets across Kerala inform P. P. Musthafa, MD, and M. Unnikrishnan Group Chairman

TRENDS & CONCEPTS

50 Double Edged Sword

Social media offers restaurateurs a cost-effective medium for instant promotion, but a single tweet can damage the brand value



54 Social Media

Experts share basics of social networks and give tips on promising strategies, and how things are likely to develop in future

56 New Age of Eating

An exploration of today's consumers' 'new food mindset' derived from the GDI's newly released 2013 European Food Trends Report

58 Restaurant Gardens

A professionally run restaurant in a garden centre provides additional value for both customers and operators - a pan-European survey



IN FOCUS

84 Design: The Irish House

Designed from an original gaming zone, The Irish House in Mumbai, retains its industrial look, and the ambiance is warm and inviting



EQUIPMENT & SUPPLIES

68 Kitchen Equipment

Pinaki Banerjee, Director, Rational India, discusses the new SelfCookingCenter 5 Senses, and the company's strengths



70 Crockery

Deepak Agarwal, Director, Clay Craft India, on the company's growing clientele in the HoReCa and Retail sectors



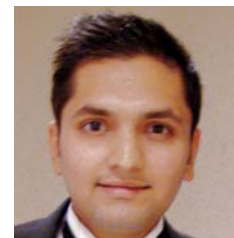
72 Gourmet Food

Sagarica Sawhney, importer and distributor of processed foods, is set to launch own range under Sagarika Exim Pvt Ltd



74 Flavoured Teas

Jay Tea director Sumit Shah, on the company's strengths and plans to increase distribution



76 Wholesaler

Metro Cash & Carry India has strategised its focus on the growth of its own customers

78 Gourmet

Délicrance offers a range of innovative gourmet products

80 Coffee Filters

Melitta System Service is an international supplier of both speciality and filter machines



82 Top Trend Products

86 Cooling Systems

Ranjan Jain, MD, Elanpro, discusses plans for increasing product range and brand's reach

