

**50**  
**CATERING**



# Catering with a creative touch

The catering industry in India is going through both a period of transition and transformation. Whether it is organising and providing services for parties, events, weddings or corporate dos, catering today is about accommodating customers' needs for a wholesome, entertaining experience around food and about offering a catering-cum-event management service

**INSIGHT**

**18 Getting restaurant-ready: Make a wish list**  
 When it comes to opening a restaurant, nothing is easy. Therefore, plan each thing meticulously, suggests Chef Sabyasachi Gorai

**CONCEPTS**

**22 New spin on food**  
 The food scene in India continues to evolve as new trends and ideas emerge, whether to offer convenience, takeaway options or food-ordering app on the cloud

**FORMAT**

**24 "I am not in the food business, I am in the entertainment business"**  
 Café Delhi Heights is in no rush to expand and is willing to wait to run an admired, profitable food service brand



**FOOD TRENDS**

**28 Hat-ke Indian cuisine is the new "Cool"**  
 More exciting options of Indian food on offer, thanks to re-invention of traditional dishes



**BEVERAGE**

**30 Good drops for party cheer**  
 Good Drop Wine Cellars plans to enter Daman, Puducherry and Punjab, and also launch its own tasting room by end of 2015

**QUICKSERVICE**

**32 5,000 for their 50<sup>th</sup>**  
 Subway's success formula in creating a unique sandwich offering is well-known. Riding on the success, Subway is set to open its 5000<sup>th</sup> store in Europe in 2015



**QSR**

**36 Juicing profits**  
 HAS Juices & More believes it is possible to build a food business on a single product



**40 The new pizza maximalist**  
 Growing the scope of New York-based pizza chain—Sbarro in north and east India

## CHEF TALK

### 46 “We constantly innovate and rethink strategies to come up with exciting food concepts”

Abhishek Basu, Executive Chef - F&B Production, The Park New Delhi, speaks about food innovations



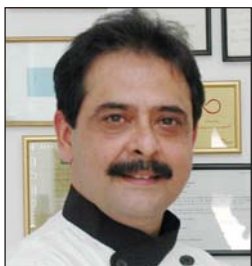
## CATERING

### 52 Outdoor catering is emerging as a specialised fine dining service

The catering industry is going through a paradigm shift with the emergence of new choices

### 56 The gold standard of catering service for weddings

Carving a niche by offering best-in-class service for corporate parties and wedding events



### 60 Weddings at various destinations are in great demand

Strengthening the scope of creating the most contemporary cuisine in traditional flavours

### 62 Food on the fly

India's largest F&B concessionaires specialises in catering services across airports and railways



### 66 Right here, right now

The landscape of tiffin services is highly fragmented and non-standardised, which the online start-up FoodAbhi.com is attempting to change by aggregating tiffin suppliers



### 68 “We help our clients in the catering industry to enhance their offerings to end consumers”

Keyur Bhatia talks about TJUK emerging as an efficient and dependable supplier of cooking ingredients, ready-to-eat and ready-to-cook products

## COFFEE BARS

### 70 New nation of coffee connoisseurs

The UK coffee-shop market is estimated to outperform the UK retail sector



## TÊTE-À-TÊTE

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Vineet Wadhwa of VW Cuisines discusses the notorious nature of the food business towards the restaurant owners



## INTERNATIONAL CUISINE

### 80 Finding 'Bharat ka zayaka' in French Cheese

The use of French cheese in the Indian recipes offers many exciting possibilities

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Explore the unique F&B offerings at three new luxury hotels in the Middle East



## MANAGEMENT

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London attracts international restaurants to launch their offerings across skies, seas and mountains

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Restaurants are reaching out to virtual customers through apps and web portals

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