



COVER STORY

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India has always been a tea-drinking nation, so it surprising that no tea bars exist in the country, compared to coffee cafes. However, in a welcome sign for those addicted to tea, some tea bars have begun to sprout in various cities where they can enjoy a cup of tea in an air-conditioned cafe-like setup. So what do the tea leaves tell us about their future prospects? Varun Jain investigates

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Compass Group, the leading food and support services company, re-entered India in 2009. It has generated worldwide revenues of \$15.8 bn in the year to 30 September, 2011. NS Udaykumar, MD, Food Services, Compass Group, India, talks to Varun Jain about the company's focussed strategy for the Indian market and the kind of opportunity it presents to the global players

Case Study **22**

The pizza market has always been a competitive one, with Domino's going head to head with major rival Pizza Hut (owned by Yum! Brands) in both the domestic and international arenas. This case study shows how Domino's, the world's largest pizza delivery chain, undertook a turn-around strategy in terms of product prototyping after getting complaints from customers



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Trends **38**

Three case studies that will take you on a veritable journey around the world with concepts from Sweden, UK, and Guatemala, drawing their thematic inspirations from Australia, Italy, and Latin America, respectively

Concept..... **42**

When subtle yet elegant style meets great service, or the food and the beverage compliments a design to form a tale, a concept cafe is born. Popular abroad in cities like Paris, this format entered India too a few years ago. Now it's time for some Indian twist to this global concept. Manu Mohindra explores

Culture..... **46**

It is a well known fact in the restaurant industry that before guests eat a dish, they first savour it with their eyes. It is important for food to not only taste good but also look good. That is why the fine art of food styling is integral to creating a successful restaurant concept. How you style your food can become your USP that can keep customers coming back



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Thai cuisine, with its aromatic and light dishes, maintains a delicate balance between sweet and sour flavours. Piyawat Chatchavanhansa, Master Chef, Courtyard by Marriott, Gurgaon, says that Thai food is well suited to the Indian palate because of common ingredients such as rice, vegetables, coconut milk, and spices



Kitchen 56

Proper kitchen layout, design, and equipment play a significant role in the success of any restaurant. Here are some tips and tricks that will help you plan and design a kitchen, that will keep your guests happy



Design 60

Hakkasan, the famed Cantonese-specialty restaurant, has made its journey from London to India. Designed by the Paris-based Gilles & Boissier, the restaurant's design ethos is based on the slogan of bringing back the dragon. Its decor aims to regain a distinctive "Chinese-ness" with its sensuous interiors. Nivedita Jayaram Pawar takes a look



Concept to Watch-----62

In this issue, we would like to highlight some of the most anticipated food service concepts and innovative ideas from four European countries, including the UK, Italy, Germany, and the Benelux. FoodService Europe & Middle East takes you through a tour of these new F&B concepts

NRAI 66

The US-based QSR chain Subway entered India 10 years ago. Driven totally by the franchising model, today it has 250 outlets in 50 locations. Selling food – sandwiches – that is alien to the eating habits of most Indians, the company faced an uphill struggle in the first few years before it managed to crack the menu code. Manpreet Gulri, Development Agent and Country Head, Subway Systems India, talks to Varun Jain about the brand's experience in the country so far. Also, recommendations of NRAI about what the government can do to boost the Indian restaurant sector

