

COVER STORY



34 The Ice Age

The frozen yoghurt industry took root in India in 2009. Since then, a number of players – both local and international – have penetrated the market, resulting in doubling and tripling of their numbers over the past three years. Currently, the frozen dessert market in India is worth USD 500 mn, out of which USD 50 mn is accounted for by frozen yoghurt. Shanti Padukone delves into the world of these delicious desserts for a closer look at what drives the industry and demand.

08 National Updates

12 Restaurant Launch

PAN-EUROPEAN SURVEY

16 Giving a Home to Beer

Beer is one of Europe's favourite beverages, with a long tradition. In recent years, however, the average consumption of beer has been declining in many countries. Part 1 of FoodService Europe and Middle East's pan-European survey.

PROFILE

40 Flavours of Awadh

Shiraz Golden Restaurant, one of the most famous eating joints in Kolkata for Awadhi food, recently added another feather to its cap by stepping into Dubai and for the first time, international hotel chain Tulip Inn is foraying into East India in association with the Shiraz Group. Shubhra Saini reports.



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66 Orange Tomato – A Multi-Brand Restaurant Chain

Orange Tomato, a group representing diverse F&B brands, is expanding and making its presence felt strongly through its latest lounges and bars in the Silicon Valley. Roshna Chandran finds out more.

OPERATIONS

44 Recipe for Success

Professional guidance for any start-up restaurateur to make his business a success is equally important as it is for the staff he is going to keep. Factors such as perfect business sense, availability of necessary finances, and location-based concepts should be given priority over self-indulgent ideas, believes Manu Mohindra.

FAST CASUAL

48 Fresh Burgers from Down Under

In a market dominated by American fast-food giants, New Zealand-based BurgerFuel found its niche. The company sells gourmet burgers made from New Zealand beef in discerning Australasian and Middle Eastern markets including Iraq. Doris Evans reports.

TRENDS

70 Merry Go Round

There is an ever-increasing demand for doughnuts in the Indian market, with many global entrants wooing their customer base with this sweet treat. Varun Jain finds out more about this phenomena where more and more people are ready to experiment and opt for new taste experiences.





IN CONVERSATION

26 Opening restaurants in three different verticals made perfect business sense for us

In a tell-all conversation with Varun Jain, Zorawar Kalra, Managing Director, Massive Restaurants, speaks about his new venture, yet-to-be-opened restaurants and what Indian food means to him.

52 A Chef and Beyond

The winner of the Gourmand Award 2012, Chef Michael Swamy is also a food consultant, stylist, photographer, and creative writer. In a chat with Shanti Padukone, Swamy talks about what food means to him, the Indian restaurant scene and his current projects.



INNOVATIVE CONCEPT

58 India in a Gully

Indian culture, heritage and lip-smacking cuisine come alive at the Culture Gully of Kingdom of Dreams – India's first live entertainment and leisure destination located in Gurgaon. We went there to find out for ourselves what makes the destination so popular amongst the young and old alike.

DESIGN

62 Dinner Under The 'Skky'!

Unless you're afraid of heights, the view from the top is always the finest. Nivedita Jayaram Pawar checks out the all-new and inventive Skky lounge where the architecture and interiors are as exciting as the food it serves.

76 Music and Food Lovers Unite

Experience a unique mix of music, food and feelings with innovative fare and luxury shopping at Montreux Jazz Café, Harrods in London.



58



74



76

INDUSTRY INSIGHTS

74 Frozen Foods: Challenges for India's New Sunrise Category

Frozen food has the potential to become the 'sunrise category' of the future. The category is poised to grow, though it is still new in the country. Bridging the gap between demand and supply of cold storage facilities will definitely give a boost to the frozen food segment, feels Vikas Mittal.

CONCEPTS TO WATCH

82 *Some of the new restaurant concepts to look out for from across four European countries.*



ENTREPRENEUR

30 But Natural

Priyanka Dasgupta caught up with Raghunandan Kamath, founder of Natural Ice Cream, to understand the dynamics of the business and what it takes to scale up.

CUISINE WATCH

78 Fine Prints of Sichuan and Hunan Cuisine

The Sichuan and Hunan cuisine boasts of a vast range of taste and flavours, but to sum it up, the dishes are mainly spicy and sour. Chef Eagle Wu explains the fine nuances.



NRAI

86 Restaurant Best Practices

88 Introducing the National Skill Certification Programme

90 The Hookah High

Aiming to explore with industry experts the tricks of trade that can be practised to drive profitability in the restaurant business, NRAI recently organised a workshop in the topic in NCR. A report of the seminar along with various updates of the association.