



COVER STORY 22

For a Slice of the Equity Pie

The market today looks good for equity players who are looking to invest in restaurants, given the profits that such establishments promise to generate. The investor enjoys great returns on investment, while the restaurant is content with its share of market visibility. Kavitha Srinivasa digs in deep.



8 National Updates

12 Restaurant Launches

CHEF TALK

14 **A Western Twist to Indian Cuisine**

Hari Nayak, an internationally acclaimed chef, restaurateur and consultant is one of the most sought after chefs in North America. Varun Jain speaks with the chef who put Indian cuisine on the global culinary map.



GUEST COLUMN

18 **Menu Matters**

Michael Swamy deconstructs the menu and its design and highlights the challenges and strategies in creating the perfect one.



OPERATIONS

30 **Love the Leftovers**

On one hand we live in an age of culinary excellence and excitement and on the other we are dealing with a major problem of food waste. Nivedita J Pawar, talks about the issue.



TECHNOLOGY

38 **Restaurateurs get Gizmo Conscious**

In a world that's becoming increasingly dependent on technology, even the food service sector is not untouched by the tech revolution. Roshna Chandran explores more.

NEW CONCEPT

42 **Soupy Tales**

As the mall culture continues to take the country by storm, food plays an increasingly important role, with food courts choc-a-block with the latest in food service offerings. The new kid on the block in terms of food concepts comes in the form of Soup Bowl. Shanti Padukone finds out more...



CATERING

46 **Catering Mania**

The catering industry in India has been consistently growing in recent years. Although there are no official figures out on its size, it cannot be denied that this industry is here to stay.



CITY GUIDE

- 50 Helsinki: Where East Meets West**
Helsinki – the capital of Finland -- is a fascinating meeting point between East and West. And, it offers a food and restaurant scene that is varied, dynamic and constantly evolving, finds Sofia Selberg.

BOTTOMS UP

- 54 Economics of Setting Up a Perfect Bar**
The economics of fine bars are based on great atmosphere, great people and great products, feels Yangdup Lama.



DESIGN

- 70 Space Matters**
Alan Yau -- the father of ground breaking formats like Wagamama and Hakkasan -- shared his methods of and approaches to concept development and his vision of 'emotional architecture' at the 13th European Foodservice Summit in Zurich.
- 72 Recreating the Magic of the Old English Pub**
Gossip, an English style restopub, recreates the magic of the colonial era in the heart of Kolkata. With a one-of-its-kind artistic décor, the restaurant has become a hub for good food and good company.

NRAI

- 78 Updates and Initiatives**
NRAI recently launched the India Food Service report focussing on consumers' eating out behaviour. The Association also made a representation to the Ministry of Finance to roll back the additional service tax made mandatory for all air conditioned restaurants – a report.

IN CONVERSATION



- 34 We are witnessing a phenomenal triple-digit growth rate in India**
Rational AG -- the German manufacturer of industrial food steamers and ovens for the catering industry -- has a plan in place for India. Pinaki Banerjee, Chief Representative, Rational India, talks to Varun Jain about the company's future plans, marketing strategies and the only product that they make worldwide.



- 56 Turning up the Heat**
Sweden-based coffee machine maker Crem International is now eyeing the Indian market aggressively. In a chat with Varun Jain, David Mattgard, Sales Manager, Asia Pacific, talks about the coffee equipment scenario in India and their plans for the Indian market.

PAN EUROPEAN SURVEY

- 60 Works of Art in Hops and Barley**
Micro-breweries are growing in many European countries and are benefiting from the fact that beer-lovers are increasingly on the lookout for variety in a mass market that continues to be more and more dominated by fewer and fewer major players. Part 2 of FoodService Europe and Middle East's survey.

MANAGEMENT

- 68 Navigating through the Storm**
When the economic crisis hit Europe, Spain was undoubtedly in the eye of the hurricane. One of the few companies to have coped with the tough conditions is Spanish Eat Out Group. Ignasi Ferrer, CEO of Eat Out shares his experience at the 13th European Foodservice Summit in Zurich.

EVENT:



- 74 Getting a Taste of Mumbai**
The recently held Taste of Mumbai Festival showcased renowned chefs and their restaurants while giving the food loving public a glimpse of their offerings. Shanti Padukone reveals more...