

## 16 COVER STORY



# Experiencing FOOD

Growth in the organised food service market has resulted in a shift towards customer engagement and specialisation as a way forward, with both established players and new entrants creating niche experiences for evolved consumers, for whom, eating out is an indulgence and an enjoyable experience

## IN CONVERSATION

### 08 Interface

Trevor Mackenzie, MD, Exquisite System, discusses global brand Mango Tree Bistro bar's potential in the Indian market



### 10 Interface

Rohan Mirchandani, CEO, Hokey Pokey, speaks on building a brand



### 14 One-on-One

Sanjay Mukherjee on why he converted his quick service Kolkata Callin' to a full-fledged restaurant



## FOOD & BEVERAGE



### 34 Cuisine Watch: French

French gastronomy has its own distinct character and style, with wine and cheese forming the core

### 36 Chef Talk: Relocalising in India

F&B outlets must adopt menu customisation while launching in new markets, more so when local preferences are substantial and the offerings significantly different from non-local products



### 38 Chef Talk: What's on the Menu?

Planning, re-designing or revamping the menu is a strategic decision

### 42 Q&A

Sagar Ratna's new CEO, Murali Krishna Parna, is planning menu innovations, manpower development, and kitchen consolidation for the restaurant chain



## THE QSR

- 46** Entrepreneur Ketan Kadam discusses his two QSR chains Maroosh and Sliders, and the promising QSR segment



- 48** Deval Tibrewala, CEO and Director of Polo Foods, shares franchising plans for three American brands

- 52** Marc Kreder, Regional Director, Subway Europe, attributes the brand's speedy growth to its great popularity



## EQUIPMENT & SUPPLIES

- 62** **Kitchen Equipment**  
Rakesh Tara, Country Manager (India), Angelo Po, elaborates on the brand's penetration and marketing strategy



- 64** **Pressure Fryer**  
Pressure fryer pioneer Henry Penny discusses how ongoing improvements in frying technology make an important contribution to the enduring appeal of fried chicken

- 66** **Technology**  
Paul Russell, Director - Training, Luxury Academy, shares details of Engage! Instant Feedback software



- 68** **Top Trend Products**



## TRENDS & CONCEPTS



- 54** **Cook, Eat and Enjoy**  
Modern-day cook studios have become a destination for cooking workshops, food tours and events, book launches, staff training, and brand promotions

- 58** **Adventurous Eating is Emerging**

Technomic Inc has identified several trends that both probe the dining public's psyche and span the globe



## IN FOCUS

- 70** **Food Hub: Bangalore**  
Bangalore's dining landscape caters to diverse tastebuds and price points from street food to eclectic dining spaces



- 76** **Design: Villa 69, Mumbai**  
The newly opened elegant and classy Villa 69 holds a café, lounge, bar, fine dine restaurant, and an alfresco area

