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Trends **14**

India's home-grown QSRs specializing in regional dishes have traditionally been restricted to a few states. But they have now begun to scale up their business with an eye on the national market. Will they succeed? Bhavya Misra explores.

FullService **20**

There is no gastronomic concept that has created such a stir in Great Britain in the last five years as Jamie's Italian. The restaurant collection, launched in 2008, belongs to Jamie Oliver. It is enjoying tremendous popularity among guests and experts alike. Now they are venturing forth into the big wide world.

In Conversation **26**

AD Singh, the man behind the highly successful Olive Bar & Kitchen, talks about his assessment of the Indian fine dining restaurant industry.



COVER STORY

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India, long been a nation of tea drinkers, is witnessing an interesting trend: the steady drift of a significant number of urban young consumers to drinking coffee instead. Indian and foreign cafe chains have woken up to the opportunity and are scrambling to open new outlets all over. So what makes the Indian cafe market tick? Varun Jain spills the beans



Operations..... 44

Any restaurant's first selling vehicle after a guest has walked in, soaked in the ambience, and seated himself is the menu card. What goes within it, in terms of content and design, plays a significant role in the success of a restaurant, argues Manu Mohindra.



Trends 54

In Europe the gastronomic world is talking of the New Nordic Cuisine. Chefs, food writers and other foodservice professionals travel to the Nordic countries for culinary inspiration and to simply enjoy the delicious food. So what is this cuisine all about?



Design 59

Shiro at Samrat Hotel in Delhi offers East Asian cuisine in a royal yet soothing setting. The highlights of its design include a dramatically high ceiling and a 17-foot-high statue of a Thai queen. The restaurant converts into a nightclub within minutes at the stroke of midnight on Friday and Saturday.



In Conversation 48

With instances of credit-card fraud on the rise in India, it is very important for merchants to handle the financial and personal information of customers with utmost care and confidentiality, says Sagun Sawhney, Country Manager, MICROSFidelio India. Restaurants tend to be majorly affected by credit card fraud.

NRAI 63
 The restaurant business is perceived to be a glamorous one that offers an easy way to make money. But NRAI Vice President Vipin Luthra, holds the opposite view. He reveals the inside story to Varun Jain in a candid interview. Also, a report on the new Food Safety Act discussed at NRAI's Annual General Meeting.

