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Bill Marchetti was the pioneer of Australia's Nouvelle Cuisine in the 1970s. He is also the man behind Melbourne's legendary Latin restaurant which continues to win the coveted titles of "Best Italian Restaurant" and "Most Popular Restaurant" by Victoria's voting public. As executive chef of the highly successful chain of Italian restaurants called Spaghetti Kitchen, Marchetti recounts his culinary journey to Nivedita Jayaram Pawar.

COVER STORY 36

The opportunity is immense but so are the challenges. The foodservice industry is at an inflection point from where the curve leads up in a steady growth path. But for that to happen, some key bottlenecks have to be removed. We spoke to a number of top entrepreneurs and executives of the Indian foodservice industry to find out their views about what it would take to propel it into the high-growth orbit and what can be done by the government to make this possible. We discovered that there is a lot of optimism about the future of the Indian foodservice industry. However, every stakeholder has to come together on a powerful platform to discuss the issues, exchange best practices and put pressure on the powers-that-be to create an enabling environment for growth.



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Latin Concepts..... 22

FoodService Europe and Middle East take a look at concepts that come from Latin America. Ethnic restaurants in this category in Europe have long since ceased to rely for their inspiration simply on the Tex-Mex formula so popular in the 1990's. Their kitchens nowadays are just as likely to offer Brazilian, Peruvian, Cuban and Ecuadorian specialties – and, with them, tempt their customers into regions of the world that are not yet exactly at the top of the list of the best-known tourist destinations. It all adds to a sense of the exotic and adventurous – plus, the variety of the food can hardly be said to lag behind that of Asian cuisine. A European overview.



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Open Kitchens..... 54

Open kitchens continue unabated to represent the keystone of successful new gastro-concepts. Customers demand significantly more transparency and safety when it comes to their food. That is where 'show cooking', whether completely open or in partially open areas, comes into its own as the perfect way to build confidence, creating a dialogue between the chef and the customer. FoodService Europe and Middle East asks British and German kitchen planners and restaurant professionals about some technical and psychological aspects.



IN CONVERSATION

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The dairy whip-topping sector is huge in India, but Rich Graviss Products – a joint venture between Rich Products Corporation (USA) and Graviss Frozen Foods (India) – has been trying to engineer a paradigm shift in the bakery and confectionery industry from dairy to non-dairy toppings. In a chat with Sanjay Choudhry, the CEO of Rich Graviss Products, Pankaj Chaturvedi, discusses his company's plans and the changing trends in user preferences.

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The India franchise of the US-based Red Mango – which sells frozen yogurt and fresh-fruit smoothies – opened its first outlet in January 2012. The brand has already reached a store count of five in Delhi/NCR and is looking to expand rapidly. Rahul Kumar, MD, Red Mango India, spoke to Varun Jain about the potential the Indian market offers for a frozen-yogurt brand.



Operations..... 64

Setting up a restaurant shouldn't take the time required by a doctoral thesis. Rather, it has got to be quick, nimble and well completed, ideally all within a timeframe spanning barely a few months. Manu Mohindra talks about how to get a restaurant up and running in just 16 weeks.

Bottoms Up..... 68

Indians are today more aware about the finer things of life and the alcohol market in the country is gradually changing. India is moving towards consuming fine drink, but only in very small circles and very slowly. Also, our perception of luxury drink is a little skewed here in India when it is entirely possible that ordinary brands get pushed into the luxury segment because of the high duties prevalent, argues Nikhil Agarwal

NRAI..... 74

At its AGM held recently in Delhi, NRAI published its Annual Report and announced that it is working on The India Food Service Report 2012 that would be released next year in February. The Association has also tied up with the IMAGES Group to organise the India Food Service Forum in Mumbai this December. Plus, a report on the wine tasting event organised recently by NRAI in Delhi. Restaurants and hotel chains are putting increased focus on their wine programmes even as wine-friendly modern retail chains emerge across India. Adding wines to the menu is an opportunity for restaurateurs to add to the bottom line and attract more footfalls.



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REPORT

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The Western India chapter of the series of roundtables organised by the Food Service Council of India was held at Mumbai's Veda restaurant on August 23. An initiative to create a platform for stakeholders of the industry to share knowledge and ideas, the forum saw participation from renowned and successful names in the business. We bring you the gist of what all got discussed at the event.