



20

National Updates8

Gourmet Burgers 20

Many countries are currently experiencing a veritable burger boom. However, it's not the big fast-food players but regional fast-casual chains with a store count still far below 1,000, that are making headlines with ambitious growth spurts. Read out *FoodService Europe and Middle East's* pan-European survey with a close look at the United States where numerous examples show how America's staple food can be elevated to new culinary heights.



COVER STORY 36

Want a taste of the world? Indians need not even leave the shores to taste exotic foreign cuisines. Many restaurants have cropped up in recent years in the metros to bring global food to them, from French and South American dishes to Korean, Polynesian, Greek and Moroccan cuisines. This has spawned a new segment in India's F&B industry and many restaurateurs are rushing in to cash in on the opportunity. Varun Jain explores the trend.

Profile32

The Straits restaurant in Kolkata is among the very few in India to offer the Nyonya cuisine that originated in South East Asia among the descendents of the early Chinese settlers. The dishes can be a bit tricky to prepare and need special expertise, even though they share a lot of ingredients with the Indian cuisine. Read on to know more.



44

Catering44

The Kolkata-based catering major Savourites Hospitality was one of the early entrants into East India's catering market. Today, it is one of the most successfully organised caterers in the region which also runs restaurants like "6 Ballygunge Place" specialising in Bengali cuisine and "The Wall" which serves pan-Asian food. S Ramani, Co-director of Savourites Hospitality, talks about East India's catering market, the company's future plans and the challenges faced by the catering industry of the region.

QuickService46

In the last few years, fast-casual chains, such as Five Guys Burgers in the US, have been eating up market share by offering fast service and higher quality items. While Burger King failed to react to this and stuck to its old formula, it prompted many of its rivals to start their transformations. Nonetheless, after 2011 full-year sales declined 3 percent (compared to 2010), in March 2012 Burger King announced that it too will adapt its business strategy, introducing new initiatives such as a wider food offering, to broaden its appeal.



50

Cuisine Watch50

Bengalis are essentially big-time foodies with refined culinary tastes. They even today prefer the traditional Bengali menu over a contemporary food platter. This is one of the reasons for the thriving business of restaurants serving Bengali cuisine in Kolkata. It is important for a restaurant serving Bengali cuisine in East India to cater to the discerning tastes of the customers while keeping in mind the price-sensitive nature of the people in the region.



IN CONVERSATION

54 14

The frustration of not finding the right quality bread anywhere goaded the Belgian chef and restaurateur Alain Coumont to become a baker. Today, *Le Pain Quotidien* is a thriving community of 175 outlets in over 18 countries. Nivedita Jayaram Pawar broke bread with Coumont at Quotidien's rustic, long and antique-style communal table in *Bandra* and asked him some questions.

The Swedish kitchen equipment major *Electrolux Professional* has been present in India since 2008, selling a host of products for the F&B sector, from cooking ranges and ovens to dishwashers and refrigerators. Marco Pesce, the Country Manager of *Electrolux Professional India*, talks about the company's journey so far in the country and the challenges and opportunities it faces in its quest for growth.



Trends56

Restaurants serving Indian food are sitting on a gold mine of opportunity. If they can create a wine list that goes well with their food, train and enable their wait staff to offer suggestions and handle guest queries confidently, and create the right infrastructure for serving and storing wine, there is no limit to what they can achieve. Nikhil Agarwal, Sommelier and Director of All Things Nice, writes about pairing wine with Indian dishes.

Entrepreneur58

You would think that the man who runs one of the best Italian restaurants in Mumbai always wanted to be a chef. The truth is quite to the contrary. Sanjay Kotian, the Chef and Owner of the Italian chain of restaurants called *Mia Cucina*, is an accidental chef. It was actually a part-time job with an Italian catering firm while studying for a degree in Houston that got him interested in food. Nivedita Jayaram Pawar met up with the amazing chef, who lives and breathes phenomenal food.



62

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Design62

The design of the recently opened *F Lounge, Bar, Diner* at the *One India Bulls Centre* in Lower Parel, Mumbai, is spread across 10,000 sq.ft. over two levels and an outdoor area. The structures are predominantly made of wood, right from the floors to the high ceilings.

Trends64

The craft of mixology is as old as the first taverns and bars in history. Mixologists are bartenders or alcohol innovators who create new mixes for others to enjoy. Mixology comes with its own set techniques and patterns with plenty of variations which have been evolving with time. Learn more about this wonderful technique with Manu Mohindra.

Research66

Delhi and the surrounding National Capital Region (Delhi/NCR) comprise multiple cities that are at different stages of development. While Delhi is the most evolved within this region, Gurgaon and NOIDA have also gained traction and emerged as high-potential destinations for commercial, housing and retail development in the past few years. Not surprisingly, the buzz in the F&B sector revolves around Delhi, Gurgaon and NOIDA, proportionate to their popularity and potential. Here is a look at the opportunity the region offers to restaurateurs.

TECHNOLOGY 70

With a huge customer base that is not averse to experimenting with new cuisines, India is one of the best markets for any restaurateur to be in. But it also poses a big challenge: a huge customer base that is split into several groups, each with its own taste preferences, making it difficult to entice everyone at one go.

A mammoth challenge indeed, unless you learn to harness the power of data analytics and create smarter marketing campaigns targeted at your customers



REPORT 72

The Foodservice Council of India (FSCI) has recently been founded by the IMAGES Group with support from the industry body NRAI (National Restaurant Association of India). Endorsed by many leading brands, the Council is meant to bring industry players on a single platform to brainstorm ideas for growing consumption further, exchange best practices and discuss various challenges. The FSCI will regularly hold industry roundtables in various cities across the country. The first such roundtable was held at the New Delhi's 'The Park' hotel on 27th June 2012. It was attended by many prominent players of the capital's F&B industry. Here is a verbatim report about what all was discussed at the FSCI Delhi roundtable.