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Director F&B

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Editor-in-Chief Amitabh Taneja
Editorial Director R S Roy
Publisher S P Taneja

Editor in Charge Seema Gupta (Deputy Editor)
Correspondent Roshna Chandran
Contributing Editor Zainab S Kazi

Creatives

Art Director Pawan Kumar Verma
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Sr. Layout Designer Naresh Kumar
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Circulation

Assoc. VP - Circulation Anil Nagar

Production

General Manager Manish Kadam
Sr. Executive Ramesh Gupta

Support

General Manager – Administration Rajeev Mehndru

ADVERTISING

BUSINESS HEAD

Rakesh Gambhir, Vice President
E: rakeshgambhir@imgesgroup.in, M: +91 9910001375

DELHI: Ekta Roy, Manager
E: ektaroy@imgesgroup.in, M: +91 9811635408

Devpriya, Asst. Manager
E: devpriya@imgesgroup.in, M: +91 8285817502

MUMBAI: Waseem Ahmad, Vice President & Branch Head
E: waseemahmad@imgesgroup.in, M: +91 9833628852

Rupal Parmar, Manager
E: rupalparmar@imgesgroup.in, M: +91 9820319058

Vikas Kumar, Asst. Manager
E: vikaskumar1@imgesgroup.in, M: +91 9619547087

KOLKATA: Piyali Roy Oberoi, Assoc. Vice President
E: piyalioberoi@imgesgroup.in, M: +91 9831171388

BENGALURU: Suvir Jaggi, Assoc. Vice President & Branch Head
E: suvirjaggi@imgesgroup.in, M: +91 9611127470
Mahim M Jannu, Dy. Manager
E: mahimjannu@imgesgroup.in, M: +91 7829251189

LUDHIANA: Hemant Gupta, Associate
E: hemantgupta77@gmail.com, M: +91 9814019745

IMAGES MULTIMEDIA PVT. LTD. (CIN- U22122DL2003PTC120097)

Registered Office: S-21, Okhla Industrial Area, Phase II, New Delhi 110020, India
T: +91-11-40525000 | F: +91-11-40525001 | E: info@imgesgroup.in | W: www.imgesgroup.in

Mumbai: 1st Floor, Panchal Iron Works, Plot No. 111 / 3,
Marol Co-Operative Industrial Estate, Marol, Andheri (East). Mumbai - 400059.
T: +91-22-28508070 / 71 | F: +91-22-28508072

Kolkata: 30-B, Anil Roy Road, Ground Floor, Kolkata - 700 029
T: +91-33-40080480 | F: +91-33-40080440

Bengaluru: 523, 7th Cross, 10th Main (Jeevanbhima Nagar Main Road), H.A.L. 3rd Stage,
Bengaluru - 560075
T: +91-80-41255172, 41750595/96 | F: +91-80-41255182

For subscription related queries, email to: subscription@imgesgroup.in

For feedback/editorial queries, email to: letter2editor@imgesgroup.in

India's food service sector seeing a spate of franchising opportunities, and an eclectic mix of store formats and cuisines

Restaurant expansion is at an exciting stage in India. Franchise has been a favourite of restaurateurs who believe in leveraging their brand equity through franchisees. No doubt, franchising is a tried-and-tested model for brand expansion and growth, yet having whetted the franchise route and established their brands, many restaurant owners prefer to launch company owned outlets. They believe and rightly so that having a hold over their signature restaurants would ensure greater quality control, which would further strengthen their brand value. Others, who are not flush with funds, are opting for joint ventures, and in times to come, restaurant chains are likely to tap the distribution and dealership model as well.

India's food service market is still evolving with respect to using the latest commercial cooking equipments, but equipment suppliers are confident that with increasing awareness of the products available in the market, and with greater stringency of the laws and regulations governing commercial kitchens, the food service sector will develop further and become more modernised.

In this issue, we also feature new trends in cuisines such as a growing inclination towards vegetarian dishes (which are being offered with a very modern and innovative twist to lure even diehard non-vegetarians), and new food service formats such as Foodbox and Le Berian.



Amitabh Taneja

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Phone: + 49 69 759501; fax: + 49 69 75951510 | Editor-in-Chief: Gretel Weiss (gretel.weiss@dfv.de)
Division Manager: Christiane Pretz (christiane.pretz@dfv.de)

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Franchising Fervour

by Kavitha Srinivasa

Restaurant franchising is at an interesting stage in India: while international brands are wooing desi food lovers, Indian brands are whetting the appetite of overseas consumers



International food brands like Kenny Rogers Roasters, Cake Boy, Angel Berry, The Counter, and Burger King are set to whet the appetite of Indian consumers. They will be taking the franchise route to enter India in the next two years, much like McDonald's, Domino's, KFC, Subway, and Booster Juice.

"Franchise is a smart and efficient option for investors because they get the benefit of years of learning from the parent brand. This also gives first time entrepreneurs to evolve as restaurateurs. Usually, it works out, because entrepreneurs or investors have a support system to fall back on," says Samir Kuckreja, President, NRAI, and Founder-CEO, Tasanaya Hospitality.

"A brand should have certain qualities before inviting investors to become its franchise partner. Goodwill, quality, success story of their own outlets, strategized marketing techniques, and a complete understanding of the market sentiments are qualifying factors," cautions Gulshan Mishra, Director at FranchiseZing, a company with expertise in franchise.

According to a KPMG report 'Indian Franchising Industry-2013' brought out in association with Franchising Association of India, formats like the QSR, café/bars, fine- and casual dine are expected to see a rapid jump.

KPMG estimates franchising investments to the tune of USD1.5 billion, 1.4 billion and 1.2 billion, for the respective formats, by 2017.





AQUA

Winning Ways



Rohan Kichlu

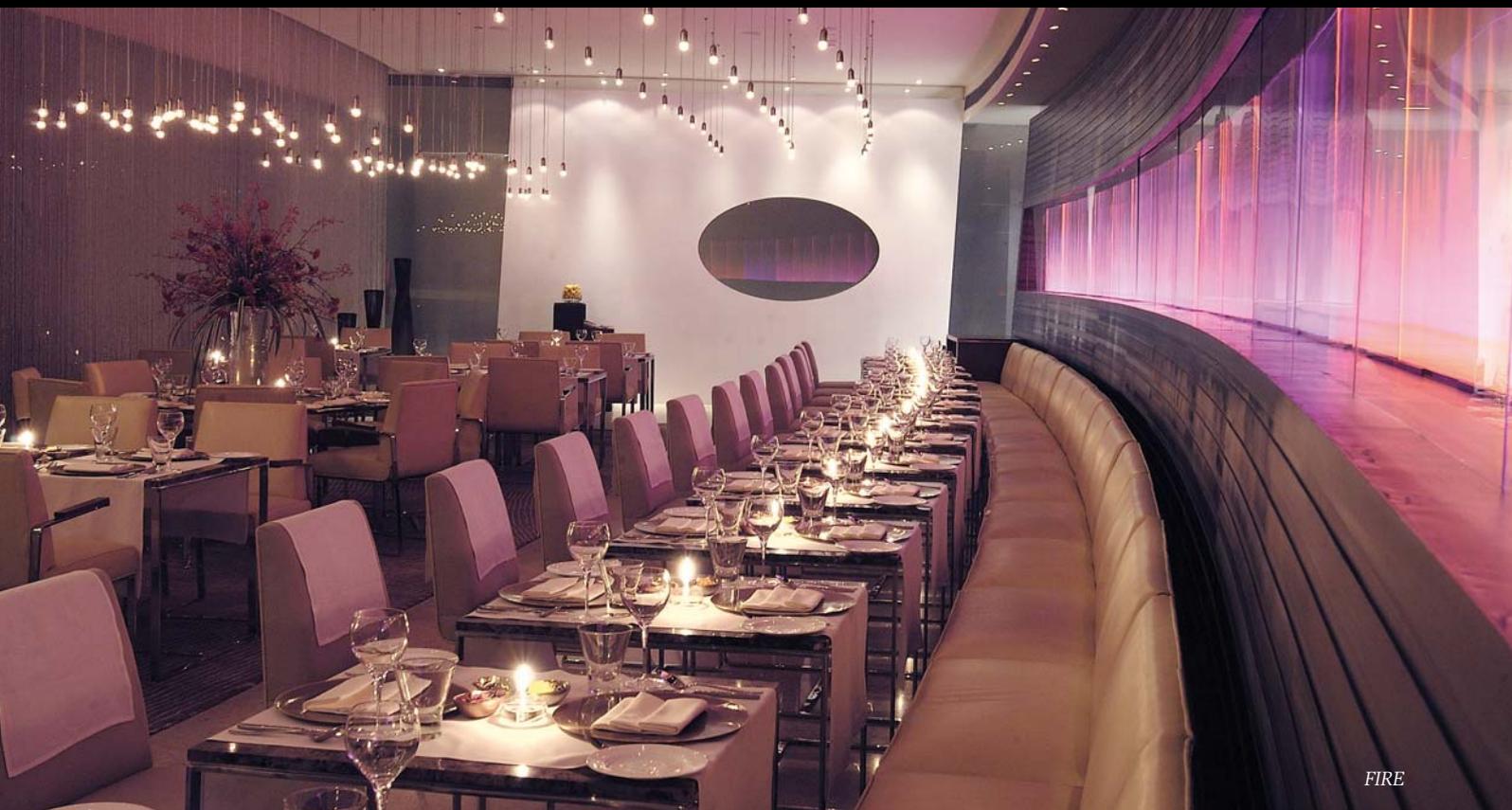
Rohan Kichlu, Director Food & Beverage, The Park New Delhi, shares insights on the hotel's F&B offerings, FSSAI rules and regulations, multiple taxes levied at F&B outlets, and the evolving food service sector, with Seema Gupta

How is The Park brand of hotels positioned in India's food service market?

The Park (a member of design hotels™) is considered the pioneer of luxury boutique hotels. It has properties in India's major cities and leisure destinations. All the hotels are situated in prime locations, and they house some of India's most innovative restaurants, liveliest bars and nightclubs. These hotels are currently in Bangalore, Chennai, Hyderabad, Kochi, Kolkata, Navi Mumbai, New Delhi and Visakhapatnam. More are slated to open soon in Kochi, Pune and Jaipur. The hotel chain owes its unique design and architecture to Conran & Partners, UK. The Park in New Delhi, for instance, is inspired by the five elements of Nature (water, fire, air, earth and space) drawn from the Hindu science of Vastu Shastra.

Please elaborate on the different restaurant formats at The Park, New Delhi, and their USP, including the cuisines specific to each

FIRE is a contemporary Indian restaurant situated at the lobby level. An arresting element of the design is the curved bronze wall separating AGNI and FIRE. The continuous window gives glimpses of the bar through a unique simulated barrier of raging fire, specially created by LEDS and Perspex. Fire has been awarded the best Indian restaurant for the third year running. The restaurant serves traditional, authentic Indian food, albeit with a contemporary twist.



FIRE



AGNI is our award-winning bar at the lobby level. It exudes energy, and celebrates life. At its 35 feet long bar, mixologists in uniforms styled by Rohit Bal, create old time favourites along with new concoctions like Rose Martinis, Love Junk and Seasonal Fruit Margaritas. A dance floor with the resident DJ's picks from world music completes the experience.

Then there is MIST - an all-hours dining restaurant, with an element of 'water' in its design. With a predominantly Italian menu and a wide selection of Asian and Mediterranean dishes, the restaurant offers a relaxed and contemporary ambience. It has a special confectionary counter offering fresh cakes, breads and chocolates made from traditional European recipes.

AQUA is another award winning poolside space, offering a glamorous alfresco experience. A landscaped garden terrace opens directly from MIST, offering an unusual outdoor dining experience. Its international menu comprises of Mediterranean and barbeque dishes prepared from traditional recipes,

spice mixes, marinade and unique flavours.

Then there are three banquet halls: Mantra, Yantra I and Yantra II with a combined capacity of 700 covers. These multifunctional contemporary spaces are suitable for business meetings, cocktail dinners, and fashion events. The Terrace, overlooking the pool and the adjoining garden, is ideal for a gathering of 40 to 50 people. Aqua Garden is an extension of the alfresco dining space and suitable for an open-air private function, an informal fashion walk through, or a small cocktail party. Designed for 150 people, it offers a live grill and barbeque counters.

The food service sector in India is seeing new cooking equipments based on advanced technology. How is this impacting your F&B business?

The spectrum of food preparation has definitely evolved. Five star hotels are now on the same platform and the same purchasing capabilities with respect to the latest cooking equipments



Automating KITCHENS

India's food service market is still evolving with respect to using the latest cooking equipments; but suppliers are confident that with more awareness of the products available to them, and with greater stringency of the laws and regulations governing commercial kitchens, the market is set to develop further and modernise

by Juhii Sharma

A commercial kitchen, complete with automated equipments, is necessary for optimum functionality, efficiency, and minimum wastage of resources such as material and energy.

A modern kitchen could necessitate a walk-in cooling unit, a single, double or triple-door freezer (depending on the size and scope of the food service operation), a refrigerated line station, storage shelves for perishable, non-perishable and dry food items, an industrial range hood and H-VAC ventilation system, automatic cooking tops or stove, broilers, oven or combi-oven, industrial salamander. (to keep plated foods hot prior to service), prep tables and cutting surfaces preferably of stainless steel, meat slicers, mixers, grinders, food processors or industrial-size mixers, sprinkler system and fire extinguishers as required by local fire department regulations, a triple-sink wash station and commercial dishwashers.

With the exposure of chefs to international food service operations, there is a growing demand for professional kitchen equipments, which are gradually replacing traditional methods of cooking. However, India's food service market is still evolving. For instance, in developed markets, food service operators are not issued the license to operate unless they have installed a dishwasher in their kitchens. In India, where the food service market is largely unorganised, manual cleaning is still the norm, though change is definitely setting in.

In such a scenario, creating awareness about kitchen equipment, kitchen hygiene and safety, is very important. Restaurateurs and chefs need to understand that modern equipments being offered by known brands offer value for money. Locally fabricated equipment may come cheap, but they only increase maintenance and running costs in the long run.

In the following pages, well-known suppliers of international commercial kitchen equipment, distributors, and fabricators share the changes and challenges in the Indian food service market, and their brands' growth potential in a buoyant market.





Sanjeevak Marwaha,
Managing Director, Winterhalter India

New Delhi-based Winterhalter India, a 100 percent owned subsidiary of Winterhalter Gastronom GmbH, Germany, forayed into the Indian market in 2007 with a range of dishwashing machines, water treatment units, chemicals and accessories for dishwashers, and dishwashers such as under counter series, pass through series, utensil washers, single tank and multi-tank rack conveyor machines, and multi-tank flight type machines.

In India, Winterhalter's under counter, pass through and single tank rack conveyor dishwashing machines are the largest selling in terms of units, with sales increase of 12 to 15 percent year-on-year. "Over the years, we have observed tremendous change in the outlook of the investors and customers towards the hygiene factor in terms of dishwashing. Today, even smaller food service outlets are modernising and taking measures to ensure cleanliness and hygiene, which is increasing demand for commercial dishwashers," says Marwaha.

The company sales offices are in Delhi, Mumbai, Bangalore and Chennai, with a dedicated sales and service team for each region. Says Marwaha, "They regularly interact with prospective and existing clients, kitchen consultants and planners, and with executive chefs, and give them presentations, product catalogues, and other technical details of our dishwashers. The objective is to raise awareness of the range and potential of our dishwashers."

Winterhalter India's list of food service clients include, Taj Hotels

Resorts and Palaces, Oberoi Hotels, ITC, Marriott, Radisson, The Leela Palaces, Hotels and Resorts, Hilton Hotels & Resorts, Sterling Resorts, Club Mahindra Resorts, and Barbeque Nation. Corporate and industrial clients include companies such as TCS, Infosys, Google, Microsoft, Bharti Airtel, Genpact, Maruti Suzuki, Titan, Fortis, Reliance Industries, and Godrej & Boyce.

But the company has to contend with operational challenges such as high import duties and lack of awareness about the latest equipments in the market. "High import duties are a deterrent to the growth of our product in the Indian market. If the government can lower the custom duties, it would be extremely beneficial to our customers. Another hurdle is in educating customers that a high quality, branded equipment would bring them better returns on their investment as compared to equipment purchased from the unorganised market," says Marwaha.

“ Today, even smaller food service outlets are modernising and taking measures to ensure cleanliness and hygiene, which is increasing demand for commercial dishwashers ”



Rakesh Tara,
Country Manager (India), Angelo Po

Angelo Po, the 90 year old Italy-based supplier to professional kitchens across the globe, entered India in 2005. Rapid growth in the country's HoReCa sector marked the company's decision to set-up a base in 2011. The company offers a wide range of cooking equipment, refrigerators, combiovens and a host of related equipments.

"Modular cooking range and ovens are the most popular in the Indian market; they contribute 50 percent of the revenue; followed by our refrigerators, blast chillers, freezers, refrigerated displays, pizza range, and pastry refrigeration range, which generate 35 percent sales revenue. The remaining 15 percent is contributed by the preparation range, self-service equipments, dishwashers, exhaust systems, salad bars and displays," reveals Tara.

Angelo Po's distribution network is divided across the four regions in the country, with two distributors in each region; 15 to 20 dealers are dedicated to project sales, and a service team provides maintenance to clients across the country, and in Nepal and Bhutan.

“ There is an emerging list of potential clients such as temples, schools, offices, malls, and cinema halls ”





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Global Green Company

Corporate Office: #14, 80 Feet Road
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