

# foodService

www.indiaretailing.com

VOLUME SEVEN ISSUE ONE

JANUARY-FEBRUARY 2017 • ₹100 India Edition  
Trade Journal for the Hotel, Restaurant and Catering Industry

## Whipping up toothsome treats

A contemporary and progressive culinary approach has won many laurels for chefprenneur Vicky Ratnani

Page 12

### Restaurant Design

The ultimate test is creating an immersive experience for the customer

Page 16

### 2017: What's in store?

Dining experience to be more affordable, intimate and collaborative

Featured inside: Riyaaz Amlani, Amar Ohri, Amit Bajaj, Swadeep Popli



Powered by  
**SriSri**  
PRODUCTS

31 JAN - 02 FEB, 2017  
BANDRA KURLA COMPLEX  
MUMBAI, INDIA

# foodService

VOLUME SEVEN • ISSUE ONE

www.indiaretailing.com

January-February 2017 • PAGES 60

Editor in Chief: **Amitabh Taneja**  
Editorial Director: **R S Roy**  
Publisher: **S P Taneja**  
Chief Operating Officer: **Bhaves H Pitroda**

## Editorial

Editor in charge: **Sanjay Kumar**  
Correspondent: **Nibedita Roy**

Conference Content: **Nakul Jain, Mohua Roy**

Contributing Editors: **Zainab S Kazi, Namita Bhagat**

## Creatives

Art Director: **Pawan Kumar Verma**  
Dy. Art Director: **Deepak Verma**  
Sr. Layout Designer: **Naresh Kumar**

## Production

Sr. General Manager: **Manish Kadam**  
Sr. Executive: **Ramesh Gupta**

## Support

Sr. General Manager - Administration: **Rajeev Mehandru**

## Subscription

Asst. Manager-Subscriptions: **Kiran Rawat**

## ADVERTISING

### Business Head

**Rakesh Gambhir**, Convenor, India Food Forum  
E: rakeshgambhir@imagesgroup.in | M: +91 9910001375

**Lokesh Arora**, Vice President

E: lokesharora@imagesgroup.in | M: +91 9999033612

DELHI	<b>Ekta Roy</b> , Sr. Manager
MUMBAI	<b>Waseem Ahmad</b> , VP & Branch Head <b>Monark J. Barot</b> , Asst. Manager
BENGALURU	<b>Suvir Jaggi</b> , VP & Branch Head <b>Ashraf Alom</b> , Dy. Manager
KOLKATA	<b>Piyali Oberoi</b> , VP & Branch Head

FOR ADVERTISING QUERIES, PLEASE WRITE TO [salesfood@imagesgroup.in](mailto:salesfood@imagesgroup.in)

## CONSUMER CONNECT

**Anil Nagar**, Vice President

E: anilnagar@imagesgroup.in | M: +91 9811333099

Membership Team: **Priti Kapil**

**Sarika Gautam Priyanka Sagar**

**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@imagesgroup.in | W: www.imagesgroup.in

**Mumbai:** 1st Floor, 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@imagesgroup.in](mailto:subscription@imagesgroup.in)

For feedback/editorial queries, email to: [letter2editor@imagesgroup.in](mailto:letter2editor@imagesgroup.in)

The advent of a new year raises optimism and hope. It makes us look forward to a bright new future marked by new achievements, goals and milestones. The sentiment is contagious and more pronounced in the foodservice industry, the flag bearer of good cheer and conviviality. Understandably, the industry is looking to herald new beginnings and build on its past achievements.

The year gone by saw the food industry evolve further on many fronts. For one, technology saw greater adoption by restaurants, QSRs, cafés, pubs and lounges. Newer, edgier and cutting edge retail formats popped up, elbowing out tired themes. We also saw a surge in demand for new cuisines, concepts and food innovations. The trends will gather even greater momentum in the days ahead with a plethora of new age dishes, haute cuisines and even bolder and imaginative food concepts ready to spring.

At the forefront of this great culinary celebration will be the phalanx of forward thinking, avant garde chefs looking to launch fresh nouvelle cuisines that can get the taste buds slaving. Joining in this grand culinary odyssey will be a raft of new blue chip kitchen equipment, accessories and exotic ingredients. So expect to see more new recipes being conjured, more classic recipes getting a dust off, old menus being reincarnated in newer avatars, kitchens getting a facelift, more cookery shows on TV channels, chefs moving the creativity needle further and restaurateurs scrambling for newbie ideas that can turn their ventures into the proverbial Pied Piper.

To give you the real pulse of the food service industry in India and the many profound changes shaping its contours, leading HoReCa professionals from the country and abroad will gather at the upcoming Indian Food Service Forum, from 31st January to 2nd February in Mumbai. It will be interesting to hear them out on how they are leveraging industry trends across various formats and price points. Besides the Forum also gives you a chance to check out on new products and the latest technology solutions by experts, and meet potential business partners.



**Amitabh Taneja**

All material printed in this publication is the sole property of Images Multimedia Pvt. Ltd. All printed matter contained in the magazine is based on the information provided by the writers/authors. The views, ideas, comments and opinions expressed are solely of the writers/authors or those featured in the articles and the Editor and Printer & Publisher do not necessarily subscribe to the same.

Printed & published by S P Taneja on behalf of Images Multimedia Pvt. Ltd. Printed at: Modest Print Pack (P) Ltd., C-52, DDA Sheds, Okhla Industrial Area, Phase 1, New Delhi - 110020 and published by S P Taneja from S-21 Okhla Industrial Area Phase 2, New Delhi - 110020  
Editor: Amitabh Taneja

In relation to any advertisements appearing in this publication, readers are recommended to make appropriate enquiries before entering into any commitments. Images Multimedia Pvt. Ltd. does not vouch for any claims made by the advertisers of products and services. The Printer, Publisher and Editor-in-Chief of the publication shall not be held for any consequences in the event of such claims not being honored by the advertisers.

Copyright Images Multimedia Pvt. Ltd. All rights reserved. Reproduction in any manner is prohibited. All disputes are subject to the jurisdiction of competent courts and forums in Delhi/New Delhi only. FoodService does not accept responsibility for returning unsolicited manuscripts and photographs.

**E**FoodService  
Europe & Middle East

food  
service  
Germany | Austria | Switzerland

FOOD  
SERVICE  
Poland

Food  
Service  
Russia

Europe & Middle East

Germany | Austria | Switzerland

Poland

Russia

FoodService Europe & Middle East is the parent publication of FoodService published by Deutscher Fachverlag GmbH, Mainzer Landstrasse 251, 60326 Frankfurt am Main, Germany.  
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)

# 2017



## What's in store?

by Nivedita Jayaram Pawar

For the Indian restaurant industry, 2016 was the year of sriracha, clean eating, gluten-free dishes and, of course, uber-elaborate cocktails. As we turn the page on 365 days of great meals, here's what industry leaders from across the country have to say about 2017. The overarching theme? The continuing shift toward more affordable, more intimate, more collaborative dining experiences. If all of it come true, we might have a lot to look forward to...



**Mariketty Grana**

Owner and Head Chef at  
Thalassa Mumbai and Goa

**It's an exciting time to be a restaurateur! The Indian palate is evolving and people are being more adventurous, experimental, and willing to try new cuisines.**

### What's new

There's no denying that the artisanal food market is booming. From the increase in small, niche brands on supermarket shelves over the past year to the emergence and almost immediate success of niche food delivery businesses. Farmers' market and farm to fork, though niche, will most likely remain away from mainstream as the logistics of it on a large scale are rarely profitable and trying to make it mainstream usually dilutes the concept and takes away from its charm. Food trucks, on the other hand, being mobile and city friendly seem very viable. They keep your rental costs down and are both fun and unique.

### Customization rules

Guests have always been inclined to customize their food. The trend of making your own pizza, though, is gone...who wants to go out for dinner after a long, hard day of work and instead of unwinding with friends over a delicious meal and a glass of wine, make their own pizza or roll their own sushi?

More often than not, when people go out to eat what they count on is good service, and they look for convenience. They like that someone is taking the time to cater to their needs.

### Impact of technology on food service operations

Technology has touched every facet of our lives. We are getting more curious about our food - where it comes from, how it's made, where it grows, how it affects our world, and how technology is changing it. It's been changing our food for decades with modern agriculture tools and genetically engineered produce. Around 70 per cent of calories are from processed food. Technology

has changed food for the better too. It not just feeds nine billion people, it also offers new ways to grow food as we face a future of changing climate. Hydroponics, aeroponics, vertical and urban farming, and lab-grown foods are all driving big changes.

Also, with the arrival of mobile phones, online reservations, social media and new payment methods, technology has infiltrated the food and restaurant industry like never before. Most serve to improve the experience – both for the industry and for the patron. Yet with every new advance comes a new challenge. **It's how we deal with these advances and the challenges that accompany them that will determine the fate of many restaurants, regardless of what's on the menu.** Social networking sites have played a huge role in shaping people's opinions of dining establishments. Customers can voice their opinions on a restaurant – good or bad – when they check-in. They can influence a lot of users with just one update. That's just the tip of the iceberg though. That being said, when the reviews are good it drives business too.

Technology has never been more intuitive than it is today, and it's only getting better. It allows restaurant patrons to find restaurants,



Blulz60 / Shutterstock, Inc.

rate them, and decide where they want to spend their hard-earned money when they go out to eat. It allows restaurant owners to be more efficient and effective in the areas they feel can be streamlined by hardware and software. But if used in the wrong place and at the wrong time, it can do a restaurant great harm – as it can with any industry.

**What's next...**

Good food will always remain the main factor that brings guests to the table again and again. If good food can be presented brilliantly, it would simply complete the package. With advanced equipment and food prepared at a higher-quality, restaurants can move from boring menu offerings and styles of service to innovative ones, after all, that's where

**Hydroponics, aeroponics, vertical and urban farming, and lab-grown foods are all driving big changes.**



**FOR FINEST PROFESSIONAL  
KITCHEN EQUIPMENTS  
& SOLUTIONS**

SINCE - 1965



AN ISO 9001 : 2008 CERTIFIED COMPANY



PREPARATION EQUIPMENT



COOKING EQUIPMENT



SERVICE EQUIPMENT



WORK TABLES



BAR-BE-QUE



PIZZA OVEN



SANDWICH GRILLER



FLAT PRESS GRILLER



DEEP FRYER



FOOD WARMER

**OVER 40 YEARS  
EXPERIENCE IN  
KITCHEN DESIGN, SUPPLY  
& INSTALLATION**

After Sales Service | Kitchen Planning & Layout  
LPG Pipe Line Installation | Installation of Equipments  
Mfg. Of Commercial Kitchen Equipments

49, Chirag Diamond Estate, Beside Pushkar Business Park, Nr. D-Mart, Bapunagar, Ahmedabad-380024, Gujarat (India). ☎ +91-95740 01800, 9574001798, 9904590787  
✉ janshaktiind@gmail.com 🌐 www.janshaktiindia.com

**WE CATER FOR**

Hotels & Restaurants • Industrial Canteens • Food Courts  
Bakeries • Hospital Canteens • Educational Institute  
Fast Food • Food Wagons & Kiosks

# Confecting toothsome recipes

In a tête-à-tête with FoodService India, celebrity chef Vicky Ratnani opens up on his cooking preferences, culinary expeditions, and the many innovations and skills with which he has painted his culinary canvas. During the course of the chat, Ratnani also talks of the emerging trends and challenges that any modern day chefprenneur should be au courant with.



Vicky Ratnani



**What do you consider the most distinguishing features of a successful chef? What are your best achievements?**

A chef must be creative, dedicated, honest, open minded and crazy. By far one of my biggest achievements was working as the first Indian Executive Chef of the largest ocean liner in the world for a British company.

**Which culinary styles have influenced your career?**

Contemporary and progressive culinary styles have certainly influenced my way of cooking. Apart from that, I also love the flavours of the countries in the Mediterranean, Middle East & South America.

**Who have been your career mentors and which chefs do you admire the most?**

While I was in college, chef Vernon Coelho motivated and pushed me hard and inspired me to be a go getter.

I am a great admirer of chef Thomas Keller for creating one of the best restaurants in the world 'The French Laundry'. Then there is chef Tetsuya Wakuda, who gave Australia a whole new Aussie inspired Japanese cuisine with Nobu, the world's most recognized Japanese restaurant, known for its innovative "New Style" Japanese cuisine, which was launched its Australia in 2007.

Another chef that I widely admire is chef Virgilio Martinez from Central, in Lima, Peru, which is the fourth-best restaurant in the world for using native produce from the Andes and the Amazon in a magnificent way.

**How would you describe your approach to cooking and the foodservice business?**

I think my approach to cooking can be described as being progressive, purist and real.

**Which are your signature recipes and cuisines?**

Some of my signature recipes are masala chai poached chicken breast, Calamari frites and double espresso BBQ braised pork belly skewers.

**What is food service innovation in your opinion?**

Food service innovation is all about knowing the

product and the produce well. An easy accessibility to products and having a good team that is passionate and willing to make a difference to the food operations is a vital ingredient to ensuring a successful food service operation.

**What is your opinion about the future of Internet first restaurants and virtual kitchens that sprang up at a fast and furious pace until recently but now find themselves in an existential crisis?**

I think virtual restaurants have a great scope and future provided that the product is really good and well put together. The food has to be bang on in all aspects. This was the missing link in those virtual restaurants that closed down. Besides the brand and logo, these restaurants had no previous credentials or reputation to speak of that could help attract customers. There was no tangibility and no past record to inspire consumer confidence.

**Which are the important areas and functions of social and digital media that F&B operators should focus on?**

F&B establishments should identify and reach out to the correct target group on the right social media platform. The marketing and packaging should be appealing to the target group. Maintaining a good regularity – when it comes to time, place and content – is also very important.

**Which aspects of social media work best for F&B operators and which social media platforms are perfect for reaching out to target customers?**

Nowadays most foodservice operators have a sizeable budget for social media. There are also some operators that don't do much on this front as the product speaks for itself. In my opinion, social media platforms like Instagram, Facebook, Zomato, Trip Advisor, Wow Tables, Eazy Diner are very handy tools for promoting and marketing your brand and products to your target audience.

**What does the process of menu development entail and what is your recommended approach to doing it?**

I won't call it a process. I would prefer calling it 'menu engineering'. It involves keeping a close

**My menus have more vegetarian options than non-vegetarian and I enjoy giving special treatment to vegetables and letting them take centre stage.**





**Tell us about your entrepreneurial journey in the foodservice business and the milestones achieved so far.**

It has been a wonderful journey, which began in 2000. Now 16 years later, Ohri's operate 25 restaurants and all of them with different themes. Be its 100 Degrees, 1857, 70MM, Ohri's Boulder Hills, De Thali, Cafe Loop, Chowpatti, or for that matter any of Ohri's other restaurants, all of them offer a sumptuous fine dining experience. In the course of this journey that holds many experiences, our restaurants have received numerous awards and widespread recognition.

**What kind of a food person are you? What would you ascribe as the key strengths of your industry?**

That's a tricky one to answer. You should have asked what kind of a 'food person' I am not! I am a food lover at heart and anything which is cooked with love and soul, I am in for it. I always thrive to get the best out of the culinary team by pushing them to deliver something out of the ordinary with great flavour bursting in the mouth. My key strength is knowing what my guests are looking for and delivering it before they ask. Our success story in Hyderabad aptly proves it.

**What are your favourite cuisines?**

Pan Asian and western comfort food.

**What did it take to establish your brand in the fine dining space?**

For me Fine Dining is a very intense thing to be in. It requires lot of study and hard work by the team, and that's where I think we have been able to play our game right – be it the ambience, furniture, uniforms, serve ware to food, R & D... every one of these aspects has been done in detail. For instance, when a guest comes to our restaurant, say, 'Tansen' in Hyderabad, he or she gets to feel the difference immediately. All these minute details have enabled us to create a niche for Ohri's in the Fine Dining arena.

**So how would you describe the USP of Ohri's group, which makes it stand apart.**

Happy Dining! This is our motto and the USP. It's never a boring or sad day at Ohri's. We make dining a happy experience and strive to delight each guest.

# Happy Dining in the city of Nawabs

by Ajuli Tulsyan



Amar Ohri

More than three decades old, the Ohri's group of restaurants has introduced a myriad of theme-based restaurants in Hyderabad, the city of Nawabs. Innovative themes like dining with dummies of actors or sitting in a prototypal auto-rickshaw to dig into scrumptious delicacies or getting a jungle feel while sipping drinks are just some hallmarks of dining at any of Ohri's restaurants. Ohri's culinary legacy was the vision of Ravi Ohri, who laid the foundation of a unique brand in the foodservice industry. Ravi Ohri was succeeded by his son Amar Ohri, who is currently the Executive Director of Ohri's. An MBA from Johnson and Wales University, he spoke to FoodService India about his entrepreneurial journey and success story.

**Food, service, ambience...all are important to a restaurant business. What's your take?**

All the three factors mentioned are very important. People today are well travelled; they have seen the world and they know all about food. For me, the dining experience starts from the moment a guest enters the restaurant till the time he leaves the premises. What touches the hearts of people more is the personalised service, which makes them come back again and again.

**How frequently do you change recipes in the various outlets?**

Our menu changes almost every year, and that gives variety to our patrons.

**In your opinion, what is a decent profit margin for a restaurant business?**

A decent profit margin is 20-25 per cent of the revenue.



**Tell us about some innovative F&B ideas that you have implemented.**

Oh so many! Among the many initiatives and innovations that we have made include: the very first Hyderabad's grill restaurant with live table-top grilling, the first sizzlers restaurant in the city with an interesting cowboy theme, the largest buffet restaurant of the city, first Persian themed restaurant, live Sufi music every day, innovative ice creams such as Guntur Chilli, Nolan Gur, etc. The list goes on.

**How do you look at the evolution of fine dining over the years?**

Industry wise, the concept of fine dining has, kind of, diluted. Any place with a good ambience and decent food is now considered good for fine dining. The classical approach to fine dining is diminishing in new age India.

**What do you think of the future of food industry in India and how do you see it evolving?**

Casual dining holds a lot of promise and will rapidly bloom in the future. No frills dining, value pricing with innovative offerings will find many takers.

**Is there a shift towards micro cuisines/local flavours as opposed to regional cuisine?**

Not largely. The popular cuisines still dominate and micro cuisines are still largely undiscovered and unorganised.

**Which have been the popular flavours at your outlets?**

For me, creativity is the flavour of all times. I spend a lot of time with my chefs brainstorming about different combinations, R&D, and try to get some unusual unthinkable flavours. For instance, our Guntur Chilli ice-cream (Sahibs) is the talk of the town currently.

**At your restaurants, how do you address quality control concerns supply chain issues?**

As we speak, my team is working on a state-of-the-art central commissary, which will be able to sustain the demand of various outlets for the next 10+ years. This will help in achieving more quality consistency in food, and give us a better control over quality and cost. Not to forget, it will also be HACCP certified, thus giving more assurance to our patrons about everything they eat in Ohri's, where food is prepared under utmost hygiene guidelines.

**What are the 'mindful dining' measures (sustainability, reduced food waste etc) that you have introduced and to what extent has it helped cut costs (before & after)?**

We hoteliers have to realise that what we throw into the bin, without thinking for a minute, takes a minimum of 1-5 months to grow in the fields where our farmers put their work and sweat. We,

**What touches the hearts of people more is the personalised service, which makes them come back again and again.**



# Responsible Procurement

by Pankaj Sharma

**Responsible procurement or sustainable / responsible purchasing is a process by which environmental, social and ethical considerations are taken into account when making a purchasing decision.**



**L**ooking beyond the traditional parameters of price, quality, functionality and availability, responsible procurement involves choosing products and services that have a lesser or reduced impact on human health, the environment and society when compared with competing items that serve the same purpose.

One of the principles of responsible procurement is life-cycle costing. It is a technique that establishes the total costs of purchasing a product or service, from 'cradle to grave', by asking questions relating to each stage of its life cycle.

It considers the following:

- Whether a purchase is necessary at all
- Of what the products are made of
- Under what conditions they have been made
- How far they have travelled
- Their packaging components
- How they will be used
- How they will be disposed of

Purchasing decisions can have significant environmental and social impacts, particularly for the tourism and hospitality sectors, which often find themselves under pressure to import large numbers of goods, including food from distant countries to cater to guests' demands.

Hospitality procurement managers should be considering whole life costs when making decisions about what they purchase, whether buying food for their restaurants, furniture for guestrooms, amenities for the spa or outsourcing laundry services. By doing so they will also be helping to influence suppliers' and even consumers' behavior.



Rohan Jetley

## The NRAI unifies restaurants across the country: Rohan Jetley

**Modern and easy going, Rohan Jetley represents the new class of entrepreneurs who combine corporate governance with business attitude to provide a style that has the best of both traditional and modern approach to business. With his clear-cut vision, Rohan Jetley, CEO, TGIF, shares insights on his business and the foodservice industry.**

### **How has your journey been with the NRAI? How do you plan to strengthen it further?**

The NRAI today is both symbolically and functionally the most credible and legitimate organization which unifies restaurants across the country and brings them on one platform. This platform is used for discussion and debate to facilitate change for the better. There is no substitute for an organization of this nature in this country.

My interest in the NRAI has been reinforced in the recent months due to a likeminded President- Riyaz Amlani who encompasses two traits which I find compelling. These traits are:

- A young, modern and dynamic approach to the restaurant industry- in terms of his ideology; and
- His ability to translate that ideology and creativity into reality through tenacious execution of each initiative that he is involved in. By supporting him in his endeavours I feel I am doing my part in strengthening the organisation.

### **Tell us about TGIF. What are your expansion plans?**

TGI Fridays started in 1996, pioneering casual dining into India. Before we came on the scene, F&B formats consisted of:

- Extremely high end fine dining with a formal atmosphere attracting a high price point.
- The other was a very casual format that compromised on its product quality.

We were the first format that integrated a premium product into a casual atmosphere. TGI Fridays product

offerings consists of innovative American cuisine with a wide variety of cocktails and a vibrant bar atmosphere.

TGI Fridays in India is a JV with Fridays international with their direct equity participation. We are completely debt free company with zero loans and no PE or other third party investment. All restaurants in India are company owned and operated and our development is financed through the internal accruals of the company. We conservatively and opportunistically develop 2-3 restaurants annually.

### **With the PBCL format growing in the industry, what is your strategy to keep up with the competition?**

The strategy has always been and shall remain focused on core essentials of restaurant operations. We remain committed to consistently provide great quality food and drinks day in and day out time and again sprinkled with innovation done periodically to remain relevant.

### **What do you do to unwind yourself, to keep work-life balance?**

I regularly practice ISHA yoga however I attribute the biggest stress buster to simply spending quality time with my beloved cocker spaniel- Sasha

### **One tip / advice you would like to offer to young entrepreneurs aspiring to enter the restaurant business?**

I would like the young entrepreneurs to always remember Thomas Edison's famous dictum that "Strategy without execution is hallucination".



National Restaurant Association of India  
Voice of the Indian Restaurant Industry

# LOGIC F&B

ERP Solution for Food Courts,  
Restaurant & Bar, Fine Dine, Quick Service Restaurants,  
Bakery & Confectionery, Ice Cream Parlors



- Take Away & Home Delivery Mgmt. ✓
- Online Order ✓
- Order from Tab & Touch Screen ✓
- Recipe & Inventory Mgmt. ✓
- Order Processing & Material Replenishment ✓
- Schemes & Promotions ✓
- Loyalty & Gift Voucher Program ✓
- Accounts & Finance ✓
- HO/Store Operations ✓
- Payroll ✓

**Total Integrated ERP for Food & Beverages**



Email: [snayak@logicerp.com](mailto:snayak@logicerp.com)

website: [www.logicerp.com](http://www.logicerp.com)

Phone: +91-9833521044,  
+91-22-29272330 Ext: 23

# Bake your cake in style!

## A NEW RANGE TO DELIGHT YOUR CUSTOMERS!

For over 25 years now, Masterline has been working closely with you to help you treat your customers to the finest bakery products. It's our desire to take our cherished partnership forward.

Presenting the **Desire** range of egg-based & egg-free cake mixes; the **Desire** range of dark, white & milk compound chocolates and Cocoa powder & **Fiona** whip topping. Now make any cake you want, any way you want, any time you want ... and pamper your customers!



*Fiona*<sup>TM</sup>  
Whip Topping

Ideal For Highly Defined  
Cake Decorations



*Desire*<sup>TM</sup>

Premium Dark, White, Milk Compounds  
And Cocoa Powder



*Desire*<sup>TM</sup>  
Cake Mixes

Egg-free & Egg-based  
Chocolate & Vanilla Flavours



BUNGE INDIA PRIVATE LIMITED - Masterline Bakery Service, #1, Victor Mansion, 1st Floor, Old Airport Road Kodihalli, Bangalore - 560008,  
Phone: (080) 41151120, 24 / Fax: (080) 41265075. [www.masterlineonline.com](http://www.masterlineonline.com), [www.bunge.com](http://www.bunge.com)

### APPLICATION CENTRES

Bangalore: No.1, Victor Mansion, Kodihalli, Old Airport Road, Bangalore - 560 008. Phone: 080 41151120; Pune: No. 23, 3rd Floor, Kedar Empire, Paud Phata, Nr. Dasabuja Ganapati Mandir, Kothrud, Pune - 411 038. Tel: 020 4120 4069; Delhi: NH-2, C-Block, First Floor, Community Center, Naraina Vihar, New Delhi - 110 028. Tel: 011 2577 5161; Kolkata: Kolkata: 2A, 2nd Floor, C-46, Everest House, J. L. Nehru Road Kolkata - 700 071. Tel: 033 2289 1100