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VOLUME EIGHT • ISSUE TWO

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Bringing creativity to the core of your table experience

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INTRODUCING

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Over the past few years, urban Indians have been spending more on eating out, leading to the growth and expansion of the foodservice industry in India and the creation of more opportunities for food and beverages operators. Over 65 per cent of India's population is below 35 years of age and the age group between 21 and 40 years constitutes the majority of those who eat out regularly.

To cash in on the growing dining out trend in India, many International food chains such as McDonald's, Pizza Hut, Domino's, TGIF, KFC, and Subway are looking to expand their footprint further while newer players are looking to set up their base. With prospects for the sector looking bright, F&B operators – international and domestic – are consistently reviewing and reinventing their menu offerings to better cater to the evolving tastes of the Indian market. Food companies are increasingly offering more than one cuisine in a single outlet to appeal to a wider population segment. Also, industry players have been exploring regional cuisines – Peshawari, Gujarati and Bengali – fusion cuisines such as Chinese-style pizzas and International cuisines, including Italian, Lebanese and Mexican.

Currently, Indians spend six per cent of their income on eating out whereas American consumers by comparison spend 46 per cent of their food expenditure on away-from-home meals. With the eating out culture in India becoming more pervasive and widespread, the average dining out spend is set to increase conspicuously in the future, which offers a mouthwatering potential for the foodservice industry in India. Entrepreneurs looking to dive in can look at exploring the different formats – QSR, fine dining, casual dining, food court, kiosks and food trucks – all of which can yield healthy rate of returns if the operations are managed efficiently.



Amitabh Taneja

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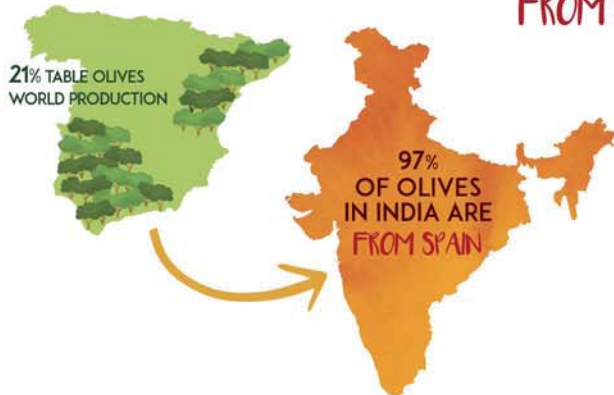
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Lai Jia Yi from Malaysia wins the International Young Chef Olympiad 2018

Lai Jia Yi from Malaysia has won the 4th edition of the International Young Chef Olympiad (YCO), the world's biggest culinary competition for student chefs. Surya Sekhar Roy Choudhury from India has emerged as the first runner-up, while the third place was shared by Kevin McCafferty from Scotland and Henry Lee from Hong Kong. Lai Jia Yi was awarded the YCO 2018 Trophy and a cash prize of \$10,000 by Padma Shri Chef Sanjeev Kapoor, Prof. David Foskett (Chairman of the YCO 2018 Jury) and Dr. Suborno Bose (Founder & Chief Mentor of IndiSmart Group & IIHM). The 4th Edition of YCO saw great competition between culinary student chefs from leading universities and hospitality institutes across the world, as they pitted their skills in technique,

hygiene and other key areas while using the same ingredients to come up with the best dish possible. The competition, which was conceptualised and executed by the International Institute of Hotel Management (IIHM), saw contestants from 43 countries compete for the title and the cash prize. The event was held across Delhi, Bengaluru, Pune & Kolkata over a period of six days. The Judges panel included eminent celebrity chefs and Michelin-starred winners such as Chef John Wood, Chef Chris Galvin, Chef Scott Baechler, Chef Enzo Oliveri, Chef Sanjeev Kapoor and Chef Ranveer Brar. Sharing his happiness on this win, Lai Jia Yi said, "I am very excited to win this. It is my first time here and it has been a very good experience at Young Chef Olympiad."

Tefal launches masterchef gourmet kitchen machine

In the food preparation range, Masterchef Gourmet kitchen machine brings out the chef in you wanting to experiment with layered cakes, pastries and many other gourmet delicacies. It offers perfect results with the patented Flex whisk technology and high versatility thanks to its 11 accessories. Priced at INR 37,599, the kitchen machine serves the purpose of whisking, beating, kneading, shredding, slicing, grating, blending, mincing and juicing effectively. It is best suited for everyday baking to the sophisticated and gourmet recipes. The patented flex whisk technology smoothly

and evenly whips up the ingredients; it can perfectly whip egg white from a single egg too. The process of whipping is noiseless as the metal whisk does not make sound on touching the stainless steel bowl. The USP of the product lies in the swiftness in preparation without the discharge of any metal particle. The head of the kitchen machine and pastry tool move in a planetary position (head of the machine and pastry tool move in opposite directions) providing fast, smooth and homogeneous results. Masterchef Gourmet is suitable for all kinds of preparation with 6 speeds and Pulse mode which ensures powerful processing. Because of its reinforced tilted mechanism to stabilize the head movement, the machine is strong and durable. It also has a good capacity to prepare food in good quantity. The machine is equipped with a powerful 900W motor which ensures quick processing.



Mad Over Donuts launches dedicated line of éclairs

Over the last decade, Mad Over Donuts has introduced India to a whole range of gourmet desserts. From being India's first dedicated chain serving piping fresh donuts, it was also the first Indian QSR brand to bring us their special range of waffles. Now, Mad Over Donuts unveils its extraordinary line of éclairs and it's sure to get you queuing up! Éclairs, originating in France, are delicious pastries made with dough, filled with cream and topped with icing. As is with everything loved, it soon travelled across the world and took on many avatars. The expert chefs at Mad Over Donuts have retained the original charm of the éclairs and given them their own twist, using popular ingredients in the



most charming combinations. Their éclairs come in tantalizing flavours of Dark Chocolate (in a variety of dark chocolate filling, dipping, drizzles, and curls) Coffee (in an array of fillings and toppings like white chocolate, cocoa powder, milk chocolate ganache and coffee custard), Nutella (pick from chocolate spread, hazelnut custard, milk chocolate, dark chocolate and more) and Salted Caramel Custard (that come in stunning variants such as butterscotch, vanilla cupcake crumbs, sea salt and dark chocolate). Mad Over Donuts has always broken new ground with its pioneering offerings. After being the first Indian QSR to launch a dedicated line of donuts in 2008, it introduced 'Bites' in 2012, followed by 'Cakelings' in 2013, a Beverage range in 2014 and 'Kookies' in 2015. In February 2017, Mad Over Donuts became the India's first QSR to launch its own line of waffles. Now with éclairs, it pushes the envelope further.

Fix your foul smelling trash cans with Elanpro's new garbage coolers

A fresh smelling kitchen is a chef's delight. However, it is natural for garbage in the trash bin to decompose and emit an unappetizing stench. Addressing this smelly nightmare, Elanpro, India's leading commercial refrigeration company, launched Garbage Coolers. A professional range of coolers for the refrigerated storage of food waste, the new product by Elanpro refrigerates the garbage to stop further decomposition until its final collection. Elanpro Garbage Cooler is designed to provide a unique solution to the problems of bacterial contamination and bad odors associated with food waste. Its functionality and attractive design are indicators that the product is ideal for restaurants and commercial kitchens, as well as shops, which prepare and/or sell perishable food items. A user friendly product, Elanpro Garbage Cooler is equipped with a touchscreen control panel for display of instructions in plain text. The product is easy to clean as it is made of stainless steel. Anti-bacterial removable door comes with top and front option maneuvering waste disposal. The doors are fitted with exchangeable magnetic gaskets. A simple, economical and long lasting product, it is meant for all types of kitchens to avoid odors and risks with respect to food. Speaking at the occasion, Sanjay Jain, Director, Elanpro, said, "Professional kitchens are witnessing surge in demand for unique solutions and designs. We aim at bringing the most innovative and comprehensive products to meet the need of commercial kitchenette. Our new range of refrigerated waste bins only reinstates our commitment to help create a hygienic environment preventing unwanted odour, food contamination or vermin."



Chivas launches Chivas 18 an unprecedented melange of craftsmanship and panache

Chivas – The World's Best Blended Scotch Whisky – is back redefining opulence with 'Chivas 18 Alchemy'. Collaborating with five connoisseurs to play host to the city's discerning elite, the multi-sensorial experience is all set to, once again, captivate everyone with its magnificence. Chivas Alchemy brings forth an evening crafted for the senses by five maestros, each of them revive the art of storytelling through scintillating and unparalleled expression of craftsmanship which defies formulae. Ambrish Arora as the auteur of aromas, will be the alchemist for the sense of smell. Gauri Khan, as the conjurer of the sensory, will be the custodian for the sense of sight. Fashion mogul Rajesh Pratap



Singh, will be the master stroke of genius for the sense of touch. Rajiv Makhani, as the sound maestro, will curate an experience around the sense of sound.

Chef Zorawar Kalra, as the curator of the culinary, will present the sense of taste. Through this collaboration, the Alchemists are bringing forth modern & luxurious expressions of creativity that arouse the senses, in a tangible mélange inspired by Chivas18, a blend which rewards the senses with its 85 unique flavour notes in every drop. Chivas 18 is a unique blend of whiskies matured for a minimum of 18 years and selected for their exceptional quality. The result is a sophisticated, luxurious Scotch whisky, with generosity in every drop.



HPMF launches its Middle East chapter in Dubai

India's leading Hospitality Purchasing Managers' Forum (HPMF) marked its first ever global entry by launching the Middle East chapter today at Ibis One Central, Dubai. HPMF is the first professional association spreading wings beyond India and going international. Response was really overwhelming from all the participants. The entire delegation of over 55 hospitality professionals from across Middle East, along with dignitaries, gathered at the most modern Ibis One Central, Dubai. The event was presided over by Mohan Deshpande, Chairman HPMF. The guest of honour were Shaikh Ahmed Al Habbai - Chairman of Al Habbai International, Thomas Payne – Director US High bush Blueberry Council, Juan Esteban Sanchez – Director Procolombia and Dinesh Shinde – MD Anusaya Fresh Fruits and Veg LLC along with

other dignitaries. Mohan Deshpande welcomed all delegates and thanked them for believing in the HPMF's core objective of Development of Hospitality Procurement Professionals. He elaborated the importance of networking and collaboration. In continuation, Mohan Deshpande said, "Purchasing Managers are an integral part of the industry and they need to understand & showcase their own value" Nitin Nagrale, Founder & General Secretary took the audience through the journey of HPMF. He made a presentation on HPMF and explained the objectives and vision of HPMF. Highlighting the importance of purchasing managers, who are more a background artist, Nagrale said, "Purchasing is an integral part of any organization and forming a forum like HPMF was more of need than desire. The Forum aims in bringing the world closer by networking and collaborating." •



Chef Rakshit Sharma

“Learn while you earn”

The restaurant clientele has changed surprisingly in the past 10 to 15 years. Diners come to the table with more knowledge about food than a chef could ever hope for. Diners are experienced, curious and more adventurous. In a conversation with FoodService India, Rakshit Sharma, Executive Chef, Hotel The Royal Plaza, talks about his culinary strengths, the evolving Indian palate and more.



Which particular cuisines you focus on and how have you seen it evolve over the years?

Keeping the preference and food choices of people in mind, I focus on preparing recipes made with organic ingredients. These days I see people and their food choices has transformed completely. People prefer to have healthy food these days. In addition to this, Indian and Oriental Cuisines are my favorites. One can easily find these cuisines around the world.

Can you offer us examples of some innovative F&B ideas that you have implemented in the past year and/or have plans to implement this year?

Well, we have already prepared our event calendar for the year, which gives out every month's speciality. Also, we have created the business lunch concept, which is a quick meal for corporates, combos for the youngsters and Happy Hours for the early birds.

How do you think this year will pan out for the foodservice business? What can one expect from the food scene in the country going ahead?

Know the Chef

- I am very passionate about food, I believe in perfection and cover every detail of food that I prepare and it actually starts from selecting the ingredient till the final presentation.
- If you ask me about my strength, I believe in teamwork, additionally, I would like to add that I am always willing to learn something innovative and creative, thus, I keep on doing experiments in my recipes, I think this is one of the reasons that people enjoy working with me.
- Weaknesses... Ah! I am very particular about food hygiene. And I don't like to compromise as far as food safety and hygiene is concerned.



Considering the past years, there has always been a constant rise in the food service business and the best growth comes through word of mouth through our patrons who help us in building the brand. We also keep organising food festivals and celebrity events where my team showcases its excellence and their feats get promoted through all channels of media such as print and digital.

What are your observations about the evolution and developments in fine dining, smart/casual dining and QSRs in India?

The best part about our country is that we have tastes and preferences defined with age groups. Thus, in my opinion, the ratio is quite balanced. However, the amount of International travellers visiting India gives me the same ratio.

What new developments and trends would you like to highlight regarding your professional line of business?

After gaining good experience in the hospitality



industry, I have learned about major cuisines – European, Spanish, Oriental, Japanese, French... the list is endless. However, currently I am focusing on the development of organic food.

What are the challenges of working as a top chef and how do you keep ahead of the curve? What are the challenges you foresee for chefs in times to come?

Here's my biggest challenge in the kitchen. The restaurant clientele has changed surprisingly in the past 10 to 15 years. Diners come to the table with more knowledge about food than a chef could ever hope for. Diners are experienced, curious and more adventurous than in the generations past. Hence, we have to be more creative than before.

How do you ensure upgradation of skills, training and technology?

Constant and ongoing 'on the job' training is the key. 'Learn while you earn' is my mantra to success. It does not stop in our industry till the last

day. According to me, if you are a chef then you need to have a quality of adaptability of new technology and implementation of the same to upgrade your skills.

What do you consider your proudest accomplishments in your career so far?

I think when guests come to me with a complement that 'chef, your food is excellent' is the best complement for me. Additionally, I have striven to excel in the areas like:

- Maintaining the food cost as per the hotel's expectation.
- Working with the team to ensure the F&B revenue and restaurant covers increased with 57% profitability.
- Have maintained the food hygiene & safety audit score at 98% since 2013, known as the highest score in South Asia for the company.

What have been your major learnings in this profession, which you would like to pass down to aspiring chefs of the future?

I always try to learn something new as life keeps on giving us new opportunities every second to enhance our knowledge and experience. This makes me stronger and better. The most important thing is that learning can come from anywhere; sometimes it comes from the subordinates and sometimes from my seniors. •

Restaurant clientele has changed surprisingly in the past 10 to 15 years. Diners come to the table with more knowledge about food than a chef could ever hope for.



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Serving up differently in a constantly evolving food service industry

The India Food Service Forum, 2018, brought together a panel of culinary experts, operating in diverse domains, who shared their observations on the churn happening in the sector and how to 'serve food with a difference'.

by Premjit Mohapatra

Food is an important part of Indian culture, playing a role in everyday life as well as in festivals. India is known for its large assortment of dishes and its liberal use of herbs and spices to go with cooking styles that vary from region to region. There is an incredible diversity of cuisines which make Indian menu the most diverse menu in the world, as reflected in the diverse multi cuisines available in a large number of restaurants and hotels in India. The Indian restaurant scene has now come of age with Indian food finding global acceptance and with the big-name Indian chefs recognised for their brilliance and commanding an impressive standing, these are heady times for the Indian food space.

The India Food Service Forum, 2018 brought together an esteemed panel of culinary experts,

operating in diverse spaces, who shared their observations on the churn happening in the scene and how to 'serve food with a difference'. Moderating the session was **chef Varun Inamdar**, a celebrity chef and master chocolatier who has served Barack Obama, Nicholas Sarkozy, Vladimir Putin, Narendra Modi, The Bachchans, Khans and Kapoor with flaring passion! Known as 'The Prince of chocolates', he is the ambassador of Ecuadorian cocoa in India.

Chef Harpal Singh Sokhi, the charismatic chef-entrepreneur who has worked with several leading hotel groups in India and abroad during his career and is popularly known as the Dancing Chef of India, with TV shows -Turban Tadka and Desh da Swad – and cookbooks to his credit besides owning two restaurant brands franchised across the country, believes that with the coming



L-R Chef Nitin, Harpal, Manisha, Tushar, Jerson, Altmash, Vivek...

of the digital age, the food space has changed a lot. Serving food today is not really just about feeding people but about serving an experience. Posting food on social media is reframing the ways that we interact with food on a fundamental level. Observing that today food needs to be Instagram-friendly, he said, "To me, food has moved from Indian, regional, international to Instagram food. So, anything that looks good is first on an Instagram and becomes Instagram food and then it gets the definition of Indian, regional, south Indian, international etc. Food needs to look attractive and taste as good." Driving this trend are the millennials who are a force to be reckoned with and are impacting the food service industry with their penchant for food and affinity for social technology, particularly social media platforms. Millennials really love their food and sharing photos is an integral part of the millennial food experience.

Chef Manisha Bhasin of ITC Maurya, Delhi, which espouses the vision of 'Responsible



Luxury' and are trying to bring forward the forgotten cuisines and the lost recipes thinks the millennials are adventurous and lot more experimental in their food choices. "While we are trying to spark a culinary renaissance by reviving lost recipes we also understand the importance of making it attractive and exciting for the younger generation, the millennials who are the future guests. They are more aware of food, nutrition and ethical values associated with food production and delivery and that maturity is accompanied by food smarts and a willingness to experiment," she said.

Differentiating by serving with responsibility

Taking the philosophy of 'Responsible Luxury' forward ITC also espouses a responsible approach in serving the Indian fares from locally sourced produce by encouraging local farmers. It has started building menus on what is available locally with most of ITC properties having one page of local specials on the menu. For the guests that want to indulge in local specialties but do not want to venture out because of hygiene concerns are offered the local specialties within the hotel benchmarked against the best local version

available outside the hotel. Should a guest want to experience the local food within that city, the hotel will have a Food Guide whose job will be to guide guests to the famous restaurants in each city. Guests are warned about fish that are endangered by over-fishing in the menus and each ITC property bottles fresh water in glass bottles instead of plastic which is absolutely safe and pure to drink. "These are some of the initiatives that have been launched by ITC in pursuance of our philosophy: Responsible Luxury, and are working well as a differentiator," said Chef Manisha.

Unilever, the consumer-products multinational has sustainability as its core agenda. Sustainability is a fundamental initiative for Unilever Food Solutions and across the world they have been developing lots of products from the Unilever food solutions portfolio which have a strong environmental purpose. Unilever's brands continue to lead the way on sustainable living. All of Unilever's brands are on a journey towards reducing their environmental footprint and



increasing their positive social impact. Unilever Food Solutions helps chefs and caterers of all sizes to simplify what goes in the kitchen without compromising flavour. "We have been creating solutions for the chefs which can be used across the domain. Our solutions help chefs and caterers of all sizes to simplify what goes in the kitchen without compromising the flavour. It helps in improving the infrastructure in the kitchens, brings new efficiency to cooking, reduces wastes and uses less energy. By 2020, Unilever expects to source 100% of our agricultural raw materials in a sustainable manner and halve the environmental impact of our products in an effort to give back to environment what we are taking from it so that the gift of nature and food sustains for the future generations," said **chef Nitin Puri**, Executive Chef, Unilever.

Showcasing Indian cuisine to the world

India is a vast treasure trove of culinary delicacies with numerous flavors and tastes. Chef Harpal calls "India an amazon of culinary riches, waiting to be explored", he is stating the obvious. Ethnic cuisines of different regions of India have not been



“ Even in small restaurants, people, especially millennials expect the food to look appetizing and interesting ”

– **Chef Harpal Singh Sokhi**
Celebrity chef, restaurateur and presenter of Turban Tadka



“ When we talk of food solutions, we talk about the sustainability of the environment and that is where we want to create a difference ”

– **Chef Nitin Puri**
Executive Chef, Unilever

CHEF ROUND TABLE



“ There has to be a judicious mix in maintaining a fair quality and presenting food in a different way that is acceptable to the guest ”

– Chef Tushar Malkani
Culinary Director,
Supreme Hospitality



“ The guests today are an educated lot and know what to eat and what not to eat. So, as chefs it is our responsibility to put food on the right track ”

– Chef Vivek Kadam
Executive Pastry Chef,
Grand Hyatt



“ In today’s world presentation has its rightful place as eating has become a sensorial experience. We first eat with our eyes so presentation is important ”

– Chef Jerson Fernandes
Executive Chef, Sea Princess



“ The old fashioned way of serving meals and the rules of portion sizing are fairly well-known and has its positive side. They are still correct and relevant ”

– Chef Altamsh Patel
TajSATS (JV-Taj Grp & Singapore Airport Terminal Services)



“ We being an Indian chain it is important for us to bring forward in our menu - the forgotten millets and diverse culinary traditions ”

– Chef Manisha Bhasin
ITC Maurya, Delhi



represented well in India itself and there are a lot of cuisines that Indians are largely unaware of. Country’s rich variety of cuisines await discovery and remain to be exhaustively mapped and chronicled from several angles. “When you travel you realise there is so much across the country that we have still not touched and which is yet to feature on the culinary map of India. You will be amazed at the quality and amount of the produce in certain parts of the country and it is really fresh. So, when it comes to making a difference, I put

them on my digital front, keeping only one thing in mind especially when its digital that the viewer should be replicating the recipe at home and it should be tasty,” said Chef Harpal.

ITC which is preserving recipes that are in danger of getting lost by making them a part of their menu is also re-introducing the traditional Indian grains (jowar, ragi etc.) that have been edged out of the market in its efforts to push healthier foods.

Weighing in on the topic of propagation of Indian food **chef Inamdar** put it in plainspeak, “When we ask someone about kiwis the first thought that comes to mind is New Zealand. That is nothing but marketing gimmickry. Kiwi mumps grows ample in our country in the northeast. And this is something we as chefs lack in promoting because I think we are too brand driven.”

Matter of Taste

With the advent of the digital age and social media being such an active part of our everyday lives, food’s aesthetic appeal captures our attention first. Modern food culture has turned it into an art form and people are judging food based on appearance, making presentation just as essential to the success of a dish as its taste and flavour. In today’s Internet age it is now de rigeur to take photos and post them on Instagram or any other photo-sharing social platform, but for Chef Manisha it is a very fine mix of taste, flavour, quality, and



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presentation. "As a chef of a hotel which is a pioneer in F&B, there is a very fine balance that one needs to strike. Of course the look is very important but once you start eating and it doesn't satiate you it is of no impact. Like we say flavour is for the body and taste is for the mind. The guest should be able to recall the taste. You never recall the presentation so taste always takes precedence over presentation. It's a memory and your food memory is not dependent on the presentation," she proffers.

To **chef Vivek Kadam**, Executive Pastry Chef, Grand Hyatt, 'Taste is the important factor'. "To modernise is good but how and how much you want to put on the plate which is not edible is more important. The guests today are an educated lot and know what to eat and what not to eat. So as chefs it is our responsibility to put food on the right track," he says.

Chef Jerson Fernandes, Executive Chef, Sea Princess believes that in today's world presentation has its rightful place as eating has become a sensorial experience. "We first eat with our eyes so presentation is important. People are more likely to try a food if it looks appealing, but the appearance is only one factor in the experience of food; taste and flavour are equally important. With changing times people have become more receptive to creativity and imagination, allowing us Chefs to be more experimental with food and presentation. A lot of quirky things and props are coming up that look great on the plate, but it makes sense to put on the plate if it's edible and done thoughtfully enough to make the plate appetizing."

With presentation comes the important issue of portion control. **Chef Altamsh Patel**, TajSATS (JV-Taj Grp & Singapore Airport Terminal Services) believes, "The old fashioned way of serving meals and the rules of portion sizing are fairly well-known and has its positive side. They are still correct and relevant. Earlier the rule was that we have to give 100gms of protein, 60 gms of vegetables, 30 gms of sauce, but this modernising and experimental approach to presentation has meant that we find 20gms protein and 80gms sauce in plates for making it look presentable, which is not good."



“ Don't try to reinvent the wheel and don't go overboard experimenting and maybe just tweak them a little. At the end of the day, what matters is the bases of everything ”

– Chef Varun Inamdar

Celebrity Chef, and Master Chocolatier



Although food preparation is important it is not unreasonable to remember that even the most exquisitely presented dishes can be lacking in flavour and taste. For **Chef Tushar Malkani**, Culinary Director, Supreme Hospitality, "Presentation and propping up should not be at the expense of taste and quality." "As far as I am concerned, there has to be a judicious mix of maintaining a fair quality and presenting food in a different way that is acceptable to the guest because we cannot compromise completely on quality," he emphasised.

For all the modern twists simplicity and balance is still the key. It is more attractive to have a simple plate presentation rather than a complex one. Modern twists on Indian cuisine should be less about gimmicks and more about enhancing the experience. "Don't try to reinvent the wheel and don't go overboard experimenting and maybe just tweak them a little. End of the day what matters is the bases of everything. Across cuisines and restaurants, whatever one makes, it is eventually the taste, the quality. We are stepping big time into the world of social media, into the internet but at no point in time is taste or quality ever going to take a backseat," opined Chef Varun Inamdar. •





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All about hot, healthy and hygienic pure vegetarian Indian food

With an aim of opening 100 outlets in 12 months, Kamats is on a growth trajectory since the opening of the first outlet in 2010. FoodService speaks with Vikram Kamat, Managing Director, Kamats Restaurants & VITS Hotels, about the brand's future plans and what makes them stand out from the competition.



Vikram Kamat

FACT FILE

Parent company:
Vidli Restaurants Ltd
(BSE Listed Company)

Headquarters:
Mumbai

Brand/s name:
Kamats

Retail Format of brands:
3 Formats, Full Dining, Food Court and Kiosk

Number of outlets:
51

Launch date of the first

outlet:
16th Oct. 2010

Pockets/ regions with the maximum concentration of outlets:
Maharashtra and Gujarat

Total retail area under operation:
30,000 sq feet

Average ticket size:
Rs. 120

Average footfalls per day (in all existing outlets):
10,000 people approx.

Dish/food/beverage specialty:
Idli Dosa

Average number of seats/cover size per outlet:
50 covers

Total number of employees:
2,500

Successful F&B innovations:
Dosa maker, Piping hot filter coffee, Masala Dosa and Idli Sambhar

Give us a brief description of the evolution and growth of your company and its F&B brands over the years?

Kamats has been in the business of healthy hygienic and pure vegetarian Indian food for over 80 years. While the company was originally a family firm, it has now become more corporatized and professional and expanded into franchising. Today, it has over 51 franchised outlets across six states in India and is looking to go pan-India and international.



What is the culinary portfolio that is offered at your restaurants and what is the price range? Which are your best-selling products?

We offer an array of culinary delights at our restaurants. Our best selling products are Idli and Dosa and Kamats (Aloo chaat) Vada.

What is the market positioning that your brands are looking to create?

Our brands mantra is 'Hot healthy and hygienic pure vegetarian food'.

What is your customer catchment and how is your location strategy aligned to it?

South Indian and items like Idli Dosa are loved by all but not always available. Hence, Kamats aims to make Idli, Dosa, Kamat Vada and Filter Coffee and great Indian kadak chai available to all.

How are you bringing technology to bear on your logistics, supply chain and innovation?

This has been an innovation factor for us. We have developed our logistics and specialized equipment, which enable us to operate within malls and societies without using any gas fuel. We have various electrical equipment and other standardized dispensing equipment like idli shooter, dosa maker, etc., that enable us to make our products in a clean, hygienic and efficient manner.

Have you introduced any specific innovations to make your back-end operations foolproof?

This is an ongoing process and while I wish it was foolproof, we have not reached the foolproof stage as yet. But I'm confident that with more experience, we will reach there shortly.

What are the new trends that will gain currency for your restaurant formats going ahead?

We are trying to innovate in vegetarian so that we can add variety to what we are serving and can bring more variations to our menu.

What has prompted you to launch Vidli Vada by Kamats?

Vidli Vada is able to penetrate those spaces and locations where south Indian food can be served in a 100 sq. ft. space. This in itself is an innovative breakthrough.

What are your plans and targets for the future?

We would like to first reach our milestone of crossing 100 outlets in the next 12 months.

Tell us something more about your expansion plans.

The company has mapped out the areas of expansion, which will be a mix of company owned and franchised restaurants. In the first half of 2018, Kamats will open outlets in Ahmednagar, Khopoli, Satara, Padga, Khandala, Dindoli, Surat, Waghunde, Nipani, Kolhapur, Nanded, Indapur, Vani-Nashik and Nashik-Sinner. The flagship restaurant will also roll out its second outlet in Mumbai at Chakala, Andheri next month. By 2019, Kamats Restaurants is expected to have total of 150 outlets with key expansions planned in Gujarat, Rajasthan, Delhi and Madhya Pradesh. Apart from the planned expansion, the company is also working on new trends and concepts in the market. Vidli Vada by Kamats Kiosk is the latest format launched by the



VIKRAM KAMAT'S JOURNEY

Vikram Kamat knows and loves only three things: sales, marketing, and advertising. So much so, he took his first ever job in the field of selling at the tender age of just 15 ! He has been a pioneer in sales, marketing and advertising for the hospitality industry in India. He became a millionaire at the age of 29, having set up up his own successful mid market hotel brand VITS. A keen believer in innovation and with an in-depth knowledge of his field, he has three patents to his credit. He has also authored numerous books, audio programs and articles on each aspect of the hospitality business. His belief is that the purpose of running a business is to get returns on capital, be it mental rewards, money or manpower capital. He believes that profitable growth can only come from having a clear strategy, efficient operations, people's creation, and aggressive sales & marketing.

company specifically designed for space constraints to serve variety of piping hot Idli's and Vada's. Vidli Vada by Kamats will penetrate its reach across leading metros, Tier I and II cities offering super hygienic kiosks at a very affordable price, thereby presenting huge opportunities in the near future. •



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Modern day chefs shoulder the responsibility of preserving the classical past and alongside they present their creative and innovative culinary repertoire, says chef Rajeev Bansal, Group Chef- Culinary Development, Taj SATS Air Catering Limited, in a candid chat with FoodService India.



Chef Rajeev Bansal

The role of chefs today has come a long way



Take us through your culinary journey so far, the major milestones accomplished along the way and how they have shaped and influenced your career?

My culinary journey began at a very young age as food fascinated me tremendously and I was keen to know how these various dishes were made!

Naturally, for a 10-year-old boy, most of the home recipes were interesting but tough to grasp. While, a few basic recipes made sense, the excitement was awesome. It was a humble culinary beginning that took me in and I found cooking become a hobby. It was intriguing to see how spices were cracked to make a curry or temper a dal not to forget the sizzling of parathas on the griddle when ghee was applied. I simply fell in love with all that had to do with the kitchen.

After schooling, I studied at Institute of Hotel Management, New Delhi, and joined Taj hotels in their first Kitchen Executive Training Program in 1989. Subsequently, I worked in various roles in Taj kitchens in India and abroad. I feel the superlative culinary guidance and learning at all times is what shaped the careers of many aspiring chefs like me.

Put together, the home cooking initiation and the professional chef experience – what I have had is a dream journey. But make no mistake, it's a career that requires passion for the profession and the desire to serve. Every day brings something new. Some of the memorable aspects of my culinary journey are to have served the country heads and guests of great standing and repute from all over the world in various hotels, cooking for an old age home during my Taj Nepal tenure, meeting and working with some of the top global chefs, facing the tsunami at Taj Coral Reef Resort in Maldives while taking care of the guests by cooking under the sky even as the kitchen was down and out, catering for Formula One races in Delhi during my Jaypee Hotels stint, being Executive Chef at Mumbai mega kitchen of Taj SATS Air Catering,



Modern day chefs shoulder the responsibility of preserving the classical past and alongside present their creative and innovative culinary repertoire. A global range of ingredients, tools and techniques coupled with world-wide consumer awareness has made the chef's role dynamic and interesting like never before. Chefs of today are entrepreneurs and have acute business acumen along with culinary excellence. This role is about out-of-the box thinking, striking a chord with future culinary trends, training the team, operational viability, and business sustainability.

In order to understand the hallmarks of a top professional chef, we need to see the top 100 restaurants of the world that are known for their cuisine and their chefs. It amply demonstrates the

Today, the role offers great visibility, a high degree of creativity and innovation. Open state-of-the-art kitchens within the restaurant have added tremendous glamour, brought techniques and value to a chef's role in churning out myriad cuisine.

which produces 25,000-30,000 meals in a day and my current role as Taj SATS Group Chef - Culinary Development in which capacity I take care of the organisational culinary initiatives and assist others in their journey.

During this nearly three decades of professional journey, I have seen my share of the challenges and accolades and this is what makes it so enjoyable and spurs me on to learn and grow and share the learnings with other colleagues in my team.

How would you articulate the role of a modern-day chef? In your opinion, which are the hallmarks of a top-drawer professional chef?

The modern day chef's role has transitioned a long way. Chefs earlier were confined to their kitchens in the back area and the true extent of their work went unrecognised. Today, the role offers great visibility, and a high degree of creativity and innovation. Open state-of-the-art kitchens within the restaurant have added tremendous glamour and value to a chef's role in churning out myriad cuisine. Guest interaction has become the most significant aspect of a chef's role. The guests today are style savvy and want to imbibe and revel in the chef's artistry. It is not just about cooking – chefs engage and own up the whole experience and interact directly, resulting in unique meal experiences and repeat guest loyalty.

hard work and talent that goes behind establishing such benchmarks of cuisine and business success. A top chef's attributes are high multi-skills, creativity and passion, an eye for detail, hard work, team work, change catalyst ability, solution provider attitude, quality commitment and the ability to transform feedbacks into strengths.

Indian hospitality has produced a galaxy of globally acclaimed and awarded chefs and the present generation of young chefs is building upon this legacy. I strongly believe that we will see more and more top stars coming up with the attributes mentioned above.

What is the one thing that is going to change the way food will be promoted in future?

Food promotion in the future will get shaped by numerous factors. The significant ones would be: a wide spectrum of guest awareness and demands; the changing face of technology and its reach into the food industry and our daily lives; food sustainability in various world zones; customised and experiential food trends and health-based foods.

A strong print media, television and internet will continue revolutionising the know-how and the way food is promoted and marketed. Online food portals will keep growing and there would be a vast amount of food business conducted by internet and telephone.





The way to go for chefs would be to embrace these incoming food promotion changes and serve their guests with glorious traditional and upcoming modern cuisine.

Chefs today enjoy availability of an absolutely incredible range of local and global ingredients, tools and equipment leading to numerous ways of cooking, arranging and serving food. Healthy food has become a very critical requirement of society and chefs now are no less than dieticians and nutritionists. The styling of food and presentation techniques have evolved to very superior levels and are a mark of quality standard for the chefs and the establishment.

The way to go for chefs would be to embrace these incoming food promotion changes and serve their guests with glorious traditional and upcoming modern cuisine.

Does India have enough good quality, trained and qualified chefs to meet the new emerging demands in food service industry?

There has been a dearth of qualified and good chefs but the scenario is changing fast. Being a chef is not a profession for the faint hearted, especially with the tough demands of the job and the fast changing trends. In the past few years, the glamour of a chef's job has grown manifold, especially with the print and television media focusing on food and chefs. Working conditions in the kitchen have changed for the better and are comparable with the best anywhere in the world. There has been a change in the way people look at a chef's profile and more and more young

people are aspiring to be chefs now. We are seeing various colleges and universities introduce hospitality courses and the overall standards of education have improved though we are a long way from meeting the actual requirements of the industry and its needs. The internet has become the biggest source of guidance, training, and education and it is only a matter of time before Indian chefs will be seen in all the regions of the world just like our Information Technology experts.

India is the biggest chef provider in the Gulf region and the cruise industry, and we should not forget the strong presence of Indian chefs in the UK, US and Australia.

If the Indian print media and television continue focusing on food and chefs, we will see this profession emerge stronger than ever and Indian chefs reaching for the stars.

Which are the cuisines you focus on and how have you seen it evolve over the years?

Having worked for almost three decades, I focus on Indian, Continental and Oriental cuisine with Indian cuisine being closest to my heart.

I am lucky to have worked closely with the finest of Indian and expat chefs and they have contributed immensely to my culinary profile.

There has been a great culinary evolution over the years with educated chefs manning the kitchens now. There is year-round availability of top quality global ingredients, constantly upgrading tools, techniques and equipment. Culinary skills and knowledge have come a long way. Food styling has taken an enormous position as a quality differentiating factor.

Indian cuisine has emerged strongly in its modern avatar and a lot of this credit goes to stalwarts like chef Sanjeev Kapoor, chef Gaggan Anand, chef Satish Arora, chef Cyrus Todiwala, chef Vineet Bhatia, chef Vikas Khanna.... These chefs have designed tremendously successful modern Indian culinary concepts that stand for creativity, consistent quality and business excellence.

How do you see the potential of Indian regional cuisines and which ones do you think have a great future?

It is interesting to note the eclectic rise of some of

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the regional cuisine while, for others, it has been about the regional dishes more than the cuisine itself.

Either way, Indian regional cuisine lies represented only partially. These culinary gems are a part of our cultural heritage and should be presented in the national and international food forums to encourage more and more regional cuisine chefs. It is interesting how our regional cuisine connects with our rich family traditions. It sure is with great pride when somebody tells us that this particular recipe is made best by his/ her grandmother or aunt. It is this transition of recipes and cuisine from generation to generation that makes Indian regional cuisine such a treasure.

The regional cuisine concepts that have stood out clearly and have a great future are: South Indian, Gujarati, Punjabi and Konkan cuisine. Connoisseurs all over the world have fallen in love with the offerings of these cuisines. I strongly feel that we need to present the culinary classics from other lesser known cuisines too while we strengthen the prominent regional cuisines.

Can you offer us examples of some innovative F&B ideas that you have implemented in the past year and/or have plans to implement in 2017?

Airline Catering is a very unique line of work where food is prepared, chilled and uplifted to be served on board various domestic and international flights. The diverse food requirements coupled with such large volumes make it mandatory for a strong training and process based work culture.

At Taj SATS Air Catering, Mumbai, some of the innovative ideas that have been introduced recently and are underway include: the introduction of health menu options; cold choice refreshing light meals in lunch and dinner; introduction of regional culinary offerings; superior food plating on board by crew; spice and tea-based desserts; extensive usage of micro greens and exotic ingredients to bring in a global culinary experience.

To introduce such changes, it is imperative to have an ongoing training program. For this purpose, we organise various culinary workshops and training sessions.

This year too, we will be organising various workshops to better our Western, Oriental, Korean and Indian offerings.

How do you think this year will pan out for the foodservice business? What can one expect from the food scene in the country going ahead?

There has been a great growth of food business year over year and this year too there has been a boom.

To lend support, the Indian government has laid greater emphasis on agriculture, food business and food safety by bringing in various promotional schemes and the much needed Food Safety Bill.

What we are witnessing is no less than a food revolution. Due to the enormous travel and exposure to the world, Indians are very demanding now and everybody wants great value for money.

Going ahead, only the food business models that serve top quality food with great value for money would survive and this kind of business is there for anybody to capture.

The advent of mall culture and a free-selling market has further added to the wide array of food concepts that we see across the market. It is an absolute maze of delicacies ranging from regional to global that we see being served in fine dining restaurants, food courts, bars & lounges, food counters, street kiosks, pastry shops, food fairs, takeaways and in the catering business.

How do you envisage the evolving role of chefs in a changing food scenario?

Chefs were traditionally confined to the kitchen but with the advent of modern tools and equipment, wide range of ingredients and superior skills, they have more time now to concentrate on food enhancement and dealing with guests. Modern chefs are well acquainted with various aspects of a restaurant's opening and execution. We have seen a lot of chefs turn into entrepreneurs and design the complete project – executing and running the business successfully.

No wonder, chefs have now taken their appointed place in society and we are seeing more and more restaurants now cashing in on the chef's popularity. Chefs interacting with guests and churning out top cuisine is a requirement for business success.

The importance of the role of chefs also stands endorsed by the fact that the Indian government

Going ahead, only the food business models that serve top quality food with great value for money would survive and this kind of business is there for anybody to capture.





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A family oriented culture casual dining would always rule the roost in India while the younger generation looks at easy to grab food across quick food serving concepts. The segmentation, if any, is purely based on the range of offerings, time involved, and pricing.

has started conferring "Padma Shri" to deserving chefs. Last year chef Imtiaz Qureshi and recently chef Sanjeev Kapoor have been honoured with the "Padma Shri" award and it makes us all chefs very proud.

What are your observations about the evolution and developments in fine dining, smart/casual dining and QSRs in India?

At the onset would like to mention that India is a consistently fast growing economy and due to this there has been a quantitative as well as qualitative growth in all dining concepts.

It is only the people who are looking for an eclectic meal experience and have time to spare that would visit fine dining restaurants. A family oriented culture casual dining would always rule the roost in India while younger generation looks at easy to grab food across quick food serving concepts. The segmentation, if any, is purely based on range of offerings, time involved, and pricing.

Having said that, I would hasten to add that the most interesting aspect today is that guests have started dining across categories and this has made the food business even more challenging.

Guests expect strong value for money across all dining categories and increased culinary and consumer awareness has only added to their



expectations. In times to come, the only food business that would survive would be based on consistently serving safe and tasty food with great value for money.

At the food level, we are seeing greater global ingredient availability, great presentation and plating techniques, sophisticated tools and equipment – all leading to a culinary boom and chefs have become food stylists expressing their culinary wizardry like never before. These qualitative changes have impacted all levels of dining concepts and chefs play the pivotal role in bringing about these changes.

What new developments and trends would you like to highlight regarding your professional line of business?

Before getting into this question, the first and foremost thing I would like to share with all chefs



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is to understand that every food concept has a life cycle. In order to keep the culinary profile of a business model running successfully for a long time, it is imperative to emphasize the usage of correct recipes and skills for making the classic dishes. This is something that has to be enforced because the culinary fundamentals are based on ingredient's nature and behaviour which, in turn,



influences the outcome of food, the health of people at large and, of course, the sanctity of cuisine.

Correct culinary foundation is the foremost requirement for a good chef and this, in turn, adds tremendously to the creative and innovative ability of a chef.

Now coming back to the terms of new developments and trends in our line of work, I feel it is important to be tech savvy as our food industry is booming and culinary trends keep changing from time to time. Earlier, chefs used to depend on books whereas now all information is available on the finger tips thanks to speedy internet.

Modern chefs are responsible for the success or failure of a business as they are directly handling food cost, quality, various food safety guidelines and the legalities. It makes great sense to keep abreast of the developments on these aspects.

The latest trends for chefs are to create unique food concepts and meal experiences within affordable pricing range, recreate long lost recipes, and ensure superior plating and presentation.

What are the challenges of working as a top chef and how do you keep ahead of the curve? What are the challenges you foresee for chefs in times to come?

First and foremost, as a top chef, the pressure is to maintain the cutting edge culinary superiority. This calls for consistent hard work, patience and creativity. One could have great skills and talent individually but a top chef also brings in the qualities required for maintaining an able team

The latest trends for chefs are to create unique food concepts & meal experiences within affordable pricing range, recreate long lost recipes, and ensure superior plating and presentation.



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I network a lot and keep abreast with the latest food and beverage trends, global ingredients, processing and plating techniques, interact with chefs in all parts of the world and, above all, maintain a hands-on and down-to-earth to approach.

support. And to harness that, one needs to be a great manager too. A top chef has many aspects to look into. Our modern times have brought in numerous challenges – continuous technological upgradation in tools and equipment, continuous rise in guests' expectations, thin margins and economics of the business, the need for consistent marketing to ward off the challenges of competitors, stringent health and safety guidelines, maintaining consistent quality and the need for creativity to name a few.... Chefs now are really entrepreneurs who control the entire business.

To keep ahead as a chef, I network a lot and keep abreast with the latest food and beverage trends, global ingredients, processing and plating techniques, interact with chefs in all parts of the world and, above all, maintain a hands-on and down-to-earth approach. Since my air catering job involves huge volumes of food, International food safety and airlines' food trends are of prime importance. I still make it a point to visit markets for various supplies and the iconic restaurants far and near to understand their culinary approach and philosophy. Visiting various food factories gives me great learning and keeps me growing.

The challenges that I foresee for chefs are to keep growing with the changing times and trends. It is imperative to have an in-depth understanding of enhanced guests' expectations, financial management aspects of food and business, food safety and various legalities, constant upgradation of skills and techniques and keeping the team together.

How do you ensure up gradation of skills, training and technology?

Upgradation of skills, training and technology is the most important requirement in these times of quick staff turnover, thin margins, high guest expectations and shortage of trained manpower. A great vision and planning is necessary to organise

skills training and upgradation at the individual and team level alike.

In our line of work, apart from the wide ranging training programs for all associates, we have stringent external audits almost every day, which further helps us maintain our standards and grow. Our training programs range from addressing the fundamentals to advanced techniques and, for this, we not only use in-house as well as visiting expert trainers but also send our team outstation in India and abroad.

Some of our prominent ongoing training programs are advanced plating techniques, pastry skills, detailed sessions on Indian gravies, Chinese cuisine workshop, regional culinary delights of west coast, to name a few. Apart from these, food safety training is a mandatory requirement for all chefs in our team. We also have a prestigious in-house chef training program in which we recruit young chefs from catering colleges, train & endow them with great culinary skills and grow them to higher responsibilities within our team. All these training programs and activities help us upgrade tremendously.

What has been your major learning in this profession, which you would like to pass down to aspiring chefs of the future?

I am fortunate to have worked with the greatest chefs from India & abroad. The most important learning for me has been to understand the culinary fundamentals, learn the value of teamwork from such stalwarts and to apply these to derive and develop one's culinary style. I strongly believe in chefs who have great understanding of the various ingredients, their unique combinations and understanding of the ways the ingredients behave with each other and possess great culinary skills to bring about a 'Wow' meal experience. Of course, with the changing times, the more qualities a chef has, the better it is.... To the young and aspiring chefs of the future, I would say that sky is the limit! •



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“We consciously position ourselves in the niche category”

FoodService India spoke to Vikas Kumar, Executive Chef, Flury's, about the café, its popular offerings, the chain's expansion plans and the changing café culture in India.



Vikas Kumar

A PEEK INTO FLURY'S

Name of the chain/brand: **Flury's**

Year of opening of first outlet: **1923**

Total number of outlets currently: **21**

Number of cities: **4**

Number of formats: **3**

Hottest selling drink: **Flury's Darjeeling Tea**

FLURY'S USP

It is among the only handful of establishments that is in the gourmet, 100 per cent handcrafted segment, where each one of its thousands of truffles is rolled, dipped and feathered by hand; all its breads are hand moulded and it takes pride in the fact that it is an artisan bakery and confectionery in the true sense. However, it also uses technology to reach out to more and more guests as well as use the latest technology towards supply chain and logistics.

What is your assessment of the current state of the cafe sector in India and what have been its major evolutionary leaps over the years?

The café sector in general is showing a marked up move with all market parameters suggesting that there is a considerable traction in the segment with more and more new players entering the market. Over the years, the segment has much evolved in terms of proliferation as well as availability of different formats within the sector and today there is a huge availability of coffee shops all around us.

What is the market size of the organised cafe market in India and its rate of growth? How do you see it growing in the years to come?

The organized café market is around 5,000 crore currently and is growing at a double digit growth.

What is your assessment about competition in the category with regard to what you are doing in relation to the other players in the market and their positioning, pricing, and reach according to distribution strength and retail network, etc.

We consciously position ourselves in the niche category and we are not really competing with other coffee shops where they primarily sell coffee as their core product. For us it is our famous confectionery and bakery products that is the core product and coffee and tea are value additions. We are extremely strong in the Kolkata market, which is where we have been based out of for the last 90 years, we are still not very widely present in other cities, however we are in an extremely aggressive expansion mode and will be present in more and more cities in time to come.

In the current scenario, how do you look at the development and progress of your own cafe format/ brand in India?

We are very aggressive towards our expansion plans and think that there is a huge market throughout the country, specially in the Metros and the Tier II cities for our type of product. We think this is the right time for us to expand since the customers in general are becoming more and more quality and brand conscious and the awareness is also rapidly increasing.

Which are your strongest markets at present and what has been your growth like over the past year?

We are extremely strong in the Kolkata market, which is where we have been based out of for the last 90 years, we are still not very widely present in other cities, however we are in an extremely aggressive expansion mode and will be present in more and more cities in time to come. We have grown quite well in the last year both in terms of number of outlets as well as the overall revenues.

Are you planning for expansion into new territories or would you prefer strengthening and consolidating your current base?

We are planning to expand rapidly in the Metro cities.

How large is there an opportunity for players like yourself to grow and expand the market for your products?

There is a huge opportunity for us since the customers in general are becoming more and more quality and brand conscious and the awareness is also rapidly increasing.

Would you like to cite some examples of the innovations/ new experiments that you might have introduced of late and its impact on sales and revenue?

Innovation is an ongoing process for us and being the leaders in the gourmet bakery and confectionery segment, we are always expected to bring in more and more new products into the market. To that end, we have brought in a lot of innovative products such as the single origin chocolates, the CYO (Create Your Own) cake range and various other products.

Which are your best-selling offerings and flavours?

Our best selling products are our iconic Rum Balls and Chicken Patties.

What are you doing to drive consumption of your products and enhance your brand identity? What is your marketing and sales strategy and which are the tools you are using to promote the brand?

We are lucky in that the brand already enjoys an excellent customer connect and recall. We have also been able to create great brand awareness and to that end we do not really need to aggressively market ourselves. At the same time however, we do employ certain tools such as the social media etc. to reach out to more and more patrons, especially the young ones.

How are you bringing technology to bear on your logistics, supply chain and innovation?

We are among the only handful of establishments

that are in the gourmet, 100% handcrafted segment where each one of our thousands of truffles is rolled, dipped and feathered by hand, all our breads are hand moulded and we take pride in the fact that we are an artisan bakery and confectionery in the true sense. However, we do use technology to reach out to more and more guests as well as use latest technology towards supply chain and logistics.

In your opinion, what are the challenges and the opportunities facing the cafe format in India?

I have already discussed the opportunities above, there are of course various challenges such as low APCs when compared to say, a bar or a restaurant, the low shelf life of the products as well as problems of availability and consistency of certain raw materials.

Please describe your brand's key achievements so far and what do you attribute them to? Also, what all have been the learnings in this business so far?

The biggest achievement of our brand is that we have been able to successfully create a niche in the segment and have been a well loved brand for almost 9 decades now. We have been able to grow healthily and been able to create continuous benchmarks in the gourmet bakery and confectionery segment. The most important learning is that if you stay true to your brand essence, create a unique core competency and focus sharply on quality and consistency, the brand will be successful. •

Innovation is an ongoing process for us and being the leaders in the gourmet bakery and confectionery segment, we are always expected to bring in more and more new products into the market.



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(See Rule 8)

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I, S.P.Taneja, hereby declare that the particulars given above are true to the best of my knowledge and belief.
Dated: 1st March, 2018
Sd/-
S.P.Taneja

Bringing creativity to the core of your table experience

The way food is presented on the menu complements the reality of how well it is served. No matter how great your food is, if your menu is dull and lifeless, it leaves a subconscious poor impression on the mind of the customer.

by Sunaeyaa Kapur and Shweta Menon



When you go to a restaurant, you take in the decor, the ambience and absorb the look and feel of the menu. After all, we are living in times when going to a restaurant is not just a 'recreational outing' but rather an 'experience of the senses', where the look of the restaurant, the professional warmth of the service and the taste of the food is defined as an experience to cherish. It is considered that a dish's presentation is where the customers' evaluation of the food starts. But actually it starts as soon as they enter the restaurant, and it keeps on evolving until they leave the restaurant with their bellies full. The way food is presented on the menu complements the reality of how well it is served. No matter how great your food is, if your menu is dull and lifeless, it leaves a subconscious poor impression on the mind of the customer.

It is no surprise then that menu designing and development is a core part of the hospitality business. Hence, these days it is a professional service that is being sought after more often; from the high end restaurants that wish to re-innovate themselves to the start-ups that don't want to leave any stone unturned to give a boost to their blooming business. Menu designing requires the perfect marriage of the theme of your restaurant and the type/s of food you'll be serving to the type of customers you're targeting. Understanding the delicate dynamics of varied palates, expectations of your customers, constantly changing trends, aggressive competition, cost escalations, etc., are just a few things that need to be kept in mind while designing a menu.

Menu designing requires a nuanced approach towards understanding the requirements of food establishments. From a small kiosk to a hotel's dining area, the menu reflects what the customer should and shouldn't expect from the place. As menu designers, we understand that each outlet has its own unique characteristics – from the theme of the restaurant to the dress of the servers. Hence, the menu should reflect the choice and taste of the target audience and food palates that need to be catered to. Even something as small as the size of the font in the menu can add or subtract the brownie points your customer is subconsciously tallying in his/ her mind.

Some designs and dishes have a classic appeal so they never really go out of style, but fads don't stick around for long. They come and go like seasons. This is true for many restaurants which feature a trendy outlook and every time you go there you find something fascinatingly new. You might not even register it, but that new thing could just be a slightly differently styled menu or a unique dish which instantly catches your eye!

It would be apt to say that nowadays, many menu trends are extensions of customers' preferences. Due to the growing awareness around health, many restaurants have menus that carefully evaluate just how many calories there are in each dish from the kitchen. Some menus focus on the adventurous diners who want to experience the flavors from around the world when they eat out. Such menus give a brief description of the significance of each dish from a particular country. In recent times, what seems to be gaining a lot of momentum is street food inspired regional cuisines of India. In the metro

cities, it is interesting to see menus offering dishes like bhel-puri burger or Maggi ke pakode.

The menu is a critical part of the equation in which the overall customer satisfaction is paramount. But it also must define the personality of the outlet. Imagine a restaurant offering authentic Chinese food but the ambience of the restaurant reflects Indian themes. Brownie points – deducted!

Menu designing is quickly becoming a niche at a time when the scope of a restaurant's work is expanding every day. With an intense focus on branding, more and more places are opting for specialized services for menu creation. So we also focus on the overall operations to help maintain the recall value of the brand.

A professional has to keep in mind several factors while coming up with a menu for a restaurant. One major one is to take into account the capabilities of the restaurant's kitchen. A small kitchen, no matter how well managed, can only produce so many dishes at a time. Similarly, the recipes must be standardized in such a way that even a new restaurant staff member can quickly catch up on the product knowledge, tasting



requirements, presentation of the food and the necessary service etiquette.

An essential part of menu development is minimizing the food wastage in a restaurant. Each food item has to be standardized in a way that it doesn't utilize more than the prerequisite amount of ingredients. In this way, by tallying the entire menu, ingredients can be ordered in a certain limited quantity so that they are consumed immediately, i.e., when they are still fresh. And of course, the entire budget of running the restaurant must be factored in while filling in the price box. In summation, menu designing is the perfect foil that fills in the space between just running another restaurant and one that is a success story.



SUNAEYAA & SHWETA'S TABLE: OFFERING DIVERSITY ON PLATE

The hospitality business isn't just about providing a simple service. There's a thriving community of creative individuals engaged in this line of business – people with a deep passion for gastronomic affairs, and who work constantly and tirelessly to create unforgettable experiences for their customers. Sunaeyaa Kapur and Shweta Menon are two such individuals, who set out five years ago with their venture 'Sunaeyaa & Shweta's Table' to raise the bar of hospitality by providing customized menu enriched with delectable food items. The aim of the venture was to present diversity on plate – with varieties of culinary practices from around the world condensed into a single offering. All of this without compromising on a healthy balanced meal, and an excellent dining experience.

The two foodies brought their love to innovate using diverse cuisines to their new venture. And their short journey so far has been fruitful and promising. Within a short span of time, Sunaeyaa & Shweta's Table has created a name for itself – specializing in food and cocktail menu creation for various businesses like restaurants, lounges, bars, theme-based pop-ups at some of Mumbai's best and elite restaurants, art gallery events, wine and cheese events, and many more. Some prominent projects done by the duo includes Barrel & Co, Café Tanatan, Yeda Republic and R-ADDA. Today, Sunaeyaa & Shweta's Table is known for its unique mix of contemporary and traditional, which the founders say is a result of their sensitive understanding of different palates from across India.

Shweta Menon is professionally trained in classical French and Continental cuisine from Le Cordon Bleu, London. A keen thirst for knowledge took her to Florence where she took a course in artisanal bread making. Equally adept at Awadhi cuisine, she mastered it by training under some of Lucknow's famed khaansaamas. She also has a penchant for Mediterranean cuisine, adding another layer to her culinary expertise. As she hails from Kerala, needless to say, she has an in-depth knowledge and a native flair for the intricacies of South Indian cuisines as well.

Sunaeyaa Kapur is a food enthusiast and dabbles in mixology – the growing art of creating exceptional cocktails by mixing different drinks. Originally from Lucknow, she lives up to the famous 'Lucknavi mehmaan nawazi' and delivers on the promise of an exceptional fabulous hospitality, cocktail and food experience. She is a psychology major, which adds depth to her understanding of people management. Keeping with the changes in hospitality trends, she understands that catering to the requirements of guests remains the highest priority. A foodie at heart, her perpetual love for diverse cuisines and good food helps her in identifying the best amalgamations of the spirits.

By combining their passion and culinary knowledge, these two focused individuals aim to provide their guests with a warm service always and ensure that all guests availing the services of Sunaeyaa & Shweta's Table get to relish a high quality hospitality experience with healthy hygienic food and hearty drinks to satiate the taste buds.

“We bring an exciting and eclectic fusion of **north and south Indian cuisines**”



When you come to Sunaeyaa & Shweta's Table, you experience a harmonious exciting fusion of the north Indian Parsi palate with a contrasting south Indian Kerala palate. This quality reflects in our interpretation and understanding of world cuisine.



Sunaeyaa Kapur

How did you come into the foodservice business?

Sunaeyaa Kapur: I was born and brought up in Lucknow. I come from a family of mixed cultures – my parents belonged from Parsi and Hindu Khatri heritages. Surrounded by good food and cuisines from around the world and exposure to a thriving party environment helped refine my palate and turn me into a passionate foodie. I came to Mumbai for further studies and a couple of years down the line met Shweta. We realized that what both of us have in common is the love for food.

Though I have lived my childhood years in Lucknow, I'm also a thorough-bred Keralaite from God's own country. So I lived with the smell of coconut, oil tadka and ghee idili coconut chutney, and they are an intrinsic part of my fond memories of childhood. I have a vegetarian Pallakad (northeast Kerala Brahmin cuisine) background and believe in simple flavors, nutritious cooking and in 'less is more'.

My parents have always encouraged me to follow my dreams. So, I chose what I really love – feeding people and creating special moments with

food and cocktails. I run a blog – chefshwetsiem.com – that talks about food ingredients. Respecting ingredients is something I learnt very early. My studies and the stint at Le Cordon Bleu, London, helped me understand produce – whether meats or vegetables – and the techniques required to bring out maximum flavor and texture. I use all this knowledge in curating menus for restaurants, pop-ups or other special occasions so as to put a smile on people's faces.

What is unique about the concept?

SK: There are various food experience properties around. But when you come to Sunaeyaa & Shweta's Table, you experience a harmonious exciting fusion of the north Indian Parsi palate with a contrasting south Indian Kerala palate. This quality reflects in our interpretation and understanding of world cuisine. It's a unique experience for our customers and they appreciate the attention to detail that we bring to the flavor, ingredient, texture and presentation of a dish.

What is your market positioning?

SK: When we started out our basic fundamental was to build on customer loyalty. Thus, keeping the customer as the centre of our business model, we pitch towards ultimate customer satisfaction.

What are some of the most successful menu items you introduced so far?

SK: We love marrying flavors, taking cues from our background – Malabari rajan biryani, chicken farcha popcorn, raw turmeric paneer tikka, etc. Also, we have experimented with world cuisine and introduced our touch. Such examples include Knowsley samosa, bhelpuri burger, Thai chilli meat ball in a Japanese miso dipping, and some more.

What is your approach to healthier ingredients?

SK: We give more importance to the local, seasonal, and fresh produce. For example, we make use of our good ol' daliya instead of the western influenced superfood quinoa. Good ingredients, used with the right techniques, make for a healthier lifestyle.

How do you handle challenges when it comes to customizable menu items?

SK: I think the key is to understand the flavor palate. The requirements vary from one client to another. Some of these requirements are basic while others can be complex and difficult. It is our job to curate a menu that suits a wide spectrum of demands and requirements. As professionals, we have learned to listen, absorb and convert wants into reality.

Going ahead, what are your plans and targets?

SK: The target is to stay on the path of growth. We will continue indulging in innovation and creating a niche for ourselves by doing more projects in India and abroad. •

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State labs in poor condition

Pawan Kumar Agarwal, CEO, Food Safety and Standards Authority of India, spoke at the recently conducted fifth annual conference of AOAC International with an aim to educate the industry about the food safety standards in India.



Dr. Kaushik Banerjee (left) and Pawan Kumar Agarwal



With an aim to provide a forum for international educators, scientists, scholars, researchers, industry professionals, laboratory chemists, policy-makers, and graduate students with the opportunity to explore, network and discuss issues on analytical sciences, AOAC International, in partnership with Food Science and Safety, conducted their fifth annual conference of India Section. Pawan Kumar Agarwal, CEO, FSSAI, said in his speech that food testing labs at the state level are in a poor condition and serious efforts are being made to strengthen them by providing financial help and capacity building training.

At present, the Food Safety and Standards Authority of India (FSSAI) has a total of 62 labs spread across the country. Out of which, only 10 are accredited by the National Accreditation Board for Testing & Calibration Laboratories (NABL). The

private sector has 150 labs, which are all NABL accredited. He further added, "The condition of many of the government labs are not up to the mark as they are still working under various constraints."

As per the MoU, the AOAC International, a globally recognised standards developing organisation, will offer free access of the official method of analysis to the FSSAI. It will also support FSSAI in its capacity building programmes. "We continue to face problems with the poor quality of state labs. We are trying to improve these labs after exchanging the memorandum of agreement (MoU) with AOAC International here," said Agarwal.

The regulator is closely working with state governments to ensure the labs are strengthened and they come up to the standards that the country deserves, he added. The FSSAI has decided to strengthen 45 state government labs with financial and capacity building training. "A significant headway has been made in that, though more rapid progress is required. We have already supported 22 labs and getting more states and more labs on board is now a challenge," he noted.

Since some of the states do not have private lab capacity, the FSSAI CEO said, "The lab capacity even in the private sector in most of the North-east, Jharkhand, Bihar and Uttarakhand is very poor. That's why we are pursuing state governments to upgrade their labs." The FSSAI is also pushing the balance 52 government labs to get the NABL accreditation in a year or so. Besides strengthening primary testing labs, the FSSAI is making efforts to put in place a network of appellate labs or referral labs in the entire food testing ecosystem.

The referral labs are used for testing the samples in times of dispute. The regulator has supported providing equipment to six such labs and plans to support additional five labs, said Agarwal. The FSSAI is also encouraging mobile testing labs. Already, 30 such labs are in the field. They do rapid testing and are creating awareness about food safety, he added. Agarwal said that a reasonable amount of work has been done in the area of food testing and analytics in the last one year despite the limited human resources. •

FSSAI AND AOAC EXCHANGE MEMORANDUM

A Memorandum of Understanding (MoU), inked by FSSAI and AOAC International, was exchanged by Pawan Kumar Agarwal, the former's chief executive officer, and Kaushik Banerjee, president of the latter's India Section, in New Delhi recently. Through this MoU, AOAC offered free access to the official method of analysis (OMA) to the country's apex food regulator. The former will also support the latter in its capacity building programmes and in initiating collaborative studies on developing and validating the methods of analysis for various nutritional and food safety parameters in India specific food matrices. The regulator, in turn, will recognise the former's methods for official control purposes.

ABOUT AOAC

AOAC International was founded in September 8, 1884 as the Association of Official Agricultural Chemists by the United States Department of Agriculture to establish uniform chemical analysis methods for analysing fertilizers. Headquartered in Rockville, it publishes standardised, chemical analysis methods designed to increase confidence in results of chemical and microbiologic analyses. The AOAC International is a globally recognized, independent, non-profit organization that caters to the analytical needs of different sectors. It is the forum for finding appropriate science-based solutions through the development of microbiological and chemical standards. The India Section of the AOAC International was founded in 2011 and since then it has been a medium between the AOAC International and the Indian Analytical Community. AOAC standards are used globally to promote trade and to facilitate public health and safety.



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Saloni Nangia

Key trends impacting foodservice industry

At a presentation given at India Food Forum 2018, Saloni Nangia, President, Technopak Advisors, offered a snapshot of key trends influencing the food services industry, internationally and in India. She spoke of the trends across the entire food services eco system – consumers, restaurants, kitchens, equipment, logistics, marketing and communication, digital presence and investments.

by Premjit Mohapatra

Market Overview and Potential for Growth

Food Services have emerged as a key segment in the Indian economy, with the size of the food services market (organized and unorganized) estimated at INR 3,37,500 crore in 2017 and projected to grow at a CAGR of 10 per cent over the next five years to reach INR 5,52,000 crore by 2022. For perspective, in terms of size it is 1.6x of the Indian Railways, 8x of the hotel industry in India and about 23x of Bollywood. The unorganised segment, which are eateries not licensed by FSSAI like dhabas, street stalls, roadside vendors, and food carts etc., accounts for a 66 per cent share in the food services market and is projected to fall to 57 per cent in 2022 as many unorganized businesses continue to move towards the organized sector. The organized market (chain and organized standalone outlets) was estimated at INR 1,15,000 crore in 2017 and is projected to grow at a CAGR of 16 per cent, to reach INR 2,37,000 crore by 2022, gaining a share of 40 per cent from 31 per cent in 2017.

Key growth drivers and emerging trends

Larger focus on value meals: For the Indian food services market, value for money will continue to be the order of the day as Indians are eating out and calling in much more at an average of nine to ten times per month. Indians no longer need a

reason or a special occasion to eat out. Indians, irrespective of their economic class, are going to eat out – simply because they want to experiment, love food and prefer to socialize and unwind over food, or that's how they want to spend their free time. Indian consumers, though willing to spend more and more on experiential eating, are known to be quite cost-conscious and are looking at value for money concepts, or for cost efficient functions when calling in. When thinking about consumer spending, affordability is something that the industry needs to keep in mind and offer consumers the opportunity to treat themselves without being significantly out of pocket.

The youth shall drive the food service industry towards explosive growth due to their sheer numbers and consumption habits. The country's burgeoning population of Millennials and Gen Z'ers (approx. 830 million) are leading the charge in shaping the foodservice trends.

The Millennial effect: Millennials (people between the ages 18 and 35) now make up the majority of dining-out customers and they have been making their presence felt with the rise of casual/ fine dining restaurants, cafes, pubs, bars, clubs, lounges, and international fast food joints, which have to come up to cater to the Millennials' changing food habits. So, it is critical to understand how the Indian Millennials think and behave so as to understand their spending patterns and stay current with their evolving dining and flavor preferences.

Generation Z: Generation Z, otherwise known as Centennials or post Millennials, is the generation born year 2000 onwards and is in the age group of 15-18. Gen Z, with early exposure to digital technology, is already a force in food consumption and starting to drive a lot of trends as they are the ones calling the shots in households in terms of food decisions- dining out or calling in. Decoding the behaviour of the tech-savvy and on-the-move Gen Z, and studying the changing preferences of these young future consumers will tip off the food operators on what they can expect from the generation that will help determine the future of foodservice; and how best they can capture them.

"Food tech will play an important role going ahead since it's influencing all aspects of restaurant business in India - be it to find out which restaurants to go to, or for table reservations, feedback or calling through the apps – cloud kitchens like InnerChef or FreshMenu – there are many options that have come up which didn't exist earlier," observed Saloni Nangia President, Technopak Advisors.

Use of technology: Technology has really transformed the food services industry in the past five years with the advent of a whole range of food tech concepts for food exploration, discovery, reservations, delivery, feedback, and internet restaurants, among others. Earlier, food



enthusiasts had to wait for annual food guides, eating-out directories of restaurants or other publications on opinions and vital information on where to dine out. But with food discovery or restaurant search players like Zomato, EasyDiner and Dineout, expert reviews and opinions are made available in just a few clicks. Of late, providing the service of table reservations to their clients has become an integral part of a restaurant's operation. EasyDiner, India's first online restaurant reservation platform, helps find restaurants and bars, and makes online reservations.

packaging, the delivery time, coverage, value offers, and the growth of online channels. Ordering in has changed dramatically in the past five years with platforms like Foodpanda – which pioneered the food ordering industry – Zomato and Swiggy, etc, that have made it convenient to order food from the neighbourhood restaurants. Dining in and food delivery, which accounts for 18-22% of the market now, has the potential to reach 35-40% in the next few years, presenting a big business opportunity for restaurants – provided they extend the comfortable experience of a restaurant to



One major difference technology has brought in is that the consumer's reviews, ratings and feedbacks are available online and visible. It has also made the market very competitive and transparent. So, performance is important and it should be consumer centric and geared to provide a quality experience. With the advent of cloud technology facilitating online ordering, cloud kitchens have grown in numbers as they make it easier to manage high rentals and poor margins. And being not real estate intensive, they will continue to grow provided they understand consumers' needs and deliver differentiated or curated experiences in terms of delivery, packaging, or by way of offering healthy and nutritious food. Technology is also not limited to the front-end only - the biggest benefit has been to the kitchen, with better and efficient equipment coming in. There is a lot of innovation happening in the last mile delivery front.

Increasing share of delivery and take-away formats, with a focus on convenience: The demand for takeaways and home delivery services has swelled over the years across all formats. This is due to the convenience that mobile app-based food ordering offers, both in terms of the ordering process – which can be done end-to-end using just a smartphone – and the comfort of doing the whole process sitting at home with little or no effort.

The growing demand for takeaways and home delivery services can be attributed to the ease of communication along with the penetration and access of the internet and smartphones, increasing all-round efficiency of the delivery business in India in terms of the order taking process, the

delivery, packaging or any tech interface they may have with the consumer. Tiffins, home-style meals and subscription service will also show encouraging growth.

Consumers want healthy foods: People are becoming more health conscious with healthy eating increasingly on the consumer's agenda. Cloud kitchens that have come in are also focusing on healthy food options. Restaurants that are transparent about their ingredients and product claims and serve healthy and nutritious food will find themselves in the good books of consumers and enjoy regular patronage.

Indian cuisines still rule the roost despite the wide variety of international cuisines available. Indian cuisines have the largest market share at 60 per cent and will continue to grow. "For Indian companies specialising in Indian food, this is the right time to take it to the world. The ecosystem internationally is ready. If we create the right format, franchise it internationally, there is a potential for creating an Indian QSR that we can take overseas," said Nangia.

With food becoming omnipresent, it has become very important for the operator to be able to differentiate for the consumer to create an impression as there are enough choices available to the consumer now. The speed of change that is happening in terms of the consumption market is really high with some industries growing at a dramatic pace. One needs to understand the speed of change that is happening in some businesses and see what the game changers are doing, how the market is going to evolve, how it could influence the future and thus act accordingly. •

The introduction of exciting new concepts, evolving technological impacts, and innovative service elements within the industry will further add fillip to the growth.





NRAI is helping us clear the misconception that the restaurant business is easy with great margins, whereas it is one of the most complex & difficult businesses to be in which the government needs to recognise:
– Rahul Leekha

Coming from the consulting background, having serviced Indian & Multi National clients and Conglomerates across a range of sectors like Hospitality, F&B etc., he owns the Global Intellectual Property License for Australia’s fastest growing & most awarded coffee company, Coffee By Di Bella. With a good sense of what makes the organization tick, Rahul Leekha, Director, Coffee By Di Bella, shares his insights with NRAI.

What is the scope of coffee retailing/ chain business in India?

Coffee retailing is a growing segment in India. It is close to Rs. 450 crore at the moment and is expected to grow at an annual rate of 30 per cent. India is an emerging Cafe Nation with immense scope for coffee production and consumption.

Coffee today is the second most consumed drink in the world; second only to water. With the current escalating graph of coffee consumption in India, there is surely an opportunity for all.

How was your experience foraying Coffee by Di Bella in the Indian market?

Coffee By Di Bella was founded in 2002 by Philip Di Bella with the mission to assist our customers to get a flavour- of “The Ultimate Coffee Experience”. Combined with our signature coffee blends and the ability to “inspire passion”, Di Bella is recognized as the fastest-growing & most awarded coffee company in Australia.

Today, Coffee By Di Bella has over 1500 retail & wholesale outlets globally (Australia, New Zealand, China & India), which serve more than 5 Million cups of coffee per week. We continue to develop the market both nationally and internationally working on all the elements to create “The Ultimate Coffee Experience”: the constant pursuit of premium quality beans, the development of rich full-flavoured blends, the use of the finest coffee machinery and the education of the coffee processes. We have managed to create a niche market for coffee lovers by serving 100% premium coffee. The Indian market has welcomed us whole heartedly and is good to see waiting at our stores here.

If you could please elucidate your expansion plans for the brand in India?

The journey so far has been fruitful with good returns & brand acceptance. India is an emerging Cafe Nation with immense scope for coffee consumption and production.

India has now become one of the fastest growing coffee markets in the world. It is making its presence in the world market in the coffee-retailing arena due to the growing youth population in India.

While the baby-boomers in India were mostly tea drinkers,



today’s younger generation are following the trend of their western counterparts; sipping on cappuccinos.

We operate on a Company Owned Company Operated format & have 20 stores currently, we plan to launch 100 stores PAN-India within the next 3 years however as a brand we are not behind chasing number of stores but chase bottom line and operate all our stores within positive EBITA margins.

What is the signature offering that sets Coffee by Di Bella apart from others in this segment? What is your strategy to keep up with the competition?

We aim to gather customer loyalty and promote our business mainly through the unique selling propositions Coffee By Di Bella offers:

- 1) Our signature coffee blends are sourced from world’s finest coffee growing regions to achieve a distinct taste profile for each blend.
- 2) The Coffee By Di Bella store design gives a contemporary, modern & stylish look ensuring a luxurious and sensual experience.



- 3) Our crockery has also been crafted to give a special and personal experience to each customer by having a unique cup for each drink.
- 4) Our food is top quality with the best-sourced ingredients, we understand that food is no more just an ancillary product and hence put in a lot of efforts to serve the right offering.
- 5) Product Innovation – We have a very strong product Innovation team & have had first movers advantage in introducing to India various “gone viral” products such as Waffles, Freak Shakes, Showcasing of the world’s most expensive coffee – Panama Geisha.

Customers today are aspirational and want to experience premium brands more than previous generations. We are in the business of selling experience. We have observed that a customer will turn into a loyalist once he connects emotionally with a brand.

Recently you came up with Glitter Cappuccinos. What was it inspired from?

Who doesn’t like some sparkle in their lives. Our R&D team is always innovating and we came up with this unique concept & knew instantly that it would be a hit, we introduced 2 variants a Gold and a Diamond Cappuccino which got widespread media attention in India & Globally and got covered by Insider, The Sun, The Tribune, Mashable, Fox News, LA Times, LBB, Curry Tales, Mid-Day, NDTV, Unitad, NY Daily, Tastemade, The Today Show, AOL, Yahoo, Cosmopolitan.

What have been your major learnings as a restaurateur?

The restaurant business is a very passion driven business and has a very high mortality rate, only way to survive/flourish is to keep an eye on the bottom-line. We do not look to increase foot-falls as 80 % of our foot falls are repeat, we are always

working hard to retain this foot fall & serving The Ultimate Coffee Experience.

What do you do to unwind yourself? How do you keep a balance between your personal and professional life?

I like to read & travel and of course try out different specialty coffees.

How have you been involved with NRAI? In your view, what more can be done through the association to strengthen the restaurant sector?

NRAI is the voice of the Restaurant Industry which is making us heard loud & clear and more importantly helping us clear the misconception that the restaurant business is easy with great margins, whereas it is one of the most complex & difficult businesses to be in which the government needs to recognise.

The Restaurant Sector in India is 1.6 times of the Railways & IT and 23 times of Bollywood; contributed 29,000 crore to the government exchequer just last fiscal; will be 2.3% of GDP by 2022; directly employees 6 million people & another 8 million indirectly.

Many industry stalwarts are now a part of NRAI and we need to work hand in hand to keep pushing the industry forward. I am grateful to be a part of the NRAI Managing Committee and I am 100% focused to work on the betterment of the industry.

One tip you would like to offer to youngsters aspiring to enter the restaurant business?

We’ve been successful as we ensure one very important factor i.e. to be honest in the product we serve, a customer turns into a loyalist when time & again he is served a consistent product/service, and in fact what we show in our Advertising/ Marketing campaigns is exactly what we serve in our stores.

Know India’s Food Service Business!!

India has been on a high growth trajectory over the last couple of years. India’s exponential growth and consumption in terms of frequency of eating out and experimentation with cuisines and concepts has given the F&B services sector such a fillip that this industry is currently estimated to be worth USD 48 billion in terms of overall market size. NRAI India Food Services Report 2016 (NRAI IFSR 2016) estimates that the total contribution of the restaurant industry alone will contribute 2.1% to the GDP of India by the year 2021.

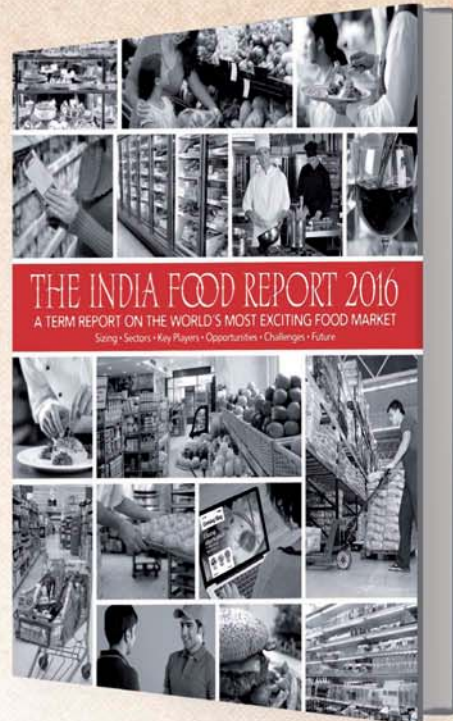
NRAI IFSR 2016 - the only and most comprehensive trade report on the Indian food services sector is now



on Sale! It the single, one stop, and credible source of information, trends, opportunities and challenges for the industry in India and addresses needs of all the stakeholders. To avail discounts, please log on to www.nrai.org.

Besides covering ‘Consumer Behaviour’, ‘Roadblocks and Challenges confronting the industry’, ‘Trends’ and ‘Business Models’, the report entails specific sections on ‘Investment Opportunities’, ‘Digital Marketing Practices’, ‘International Opportunities’ and ‘Technology’. You can also get insights on nine countries from the ‘International Industry Perspective’ chapter and ‘Guru-Mantras’ from the 40 leading industry players through the ‘CEO Speak’ chapter.





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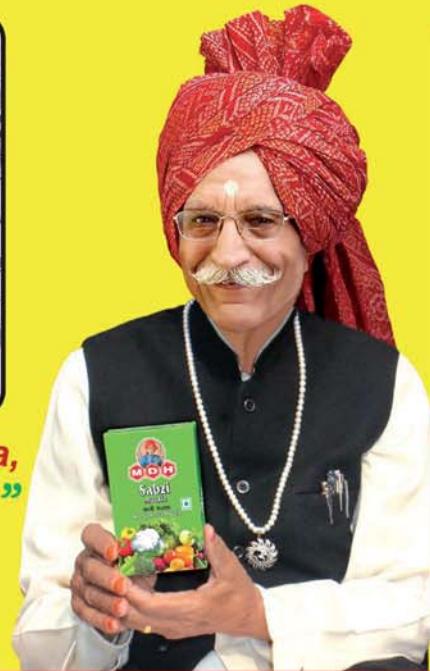
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