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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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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

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.

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.



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.

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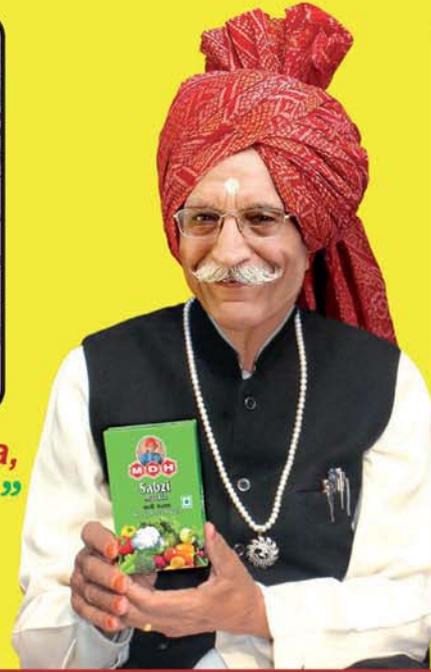
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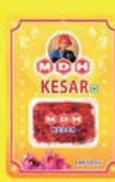
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