

# foodService

VOLUME EIGHT • ISSUE THREE

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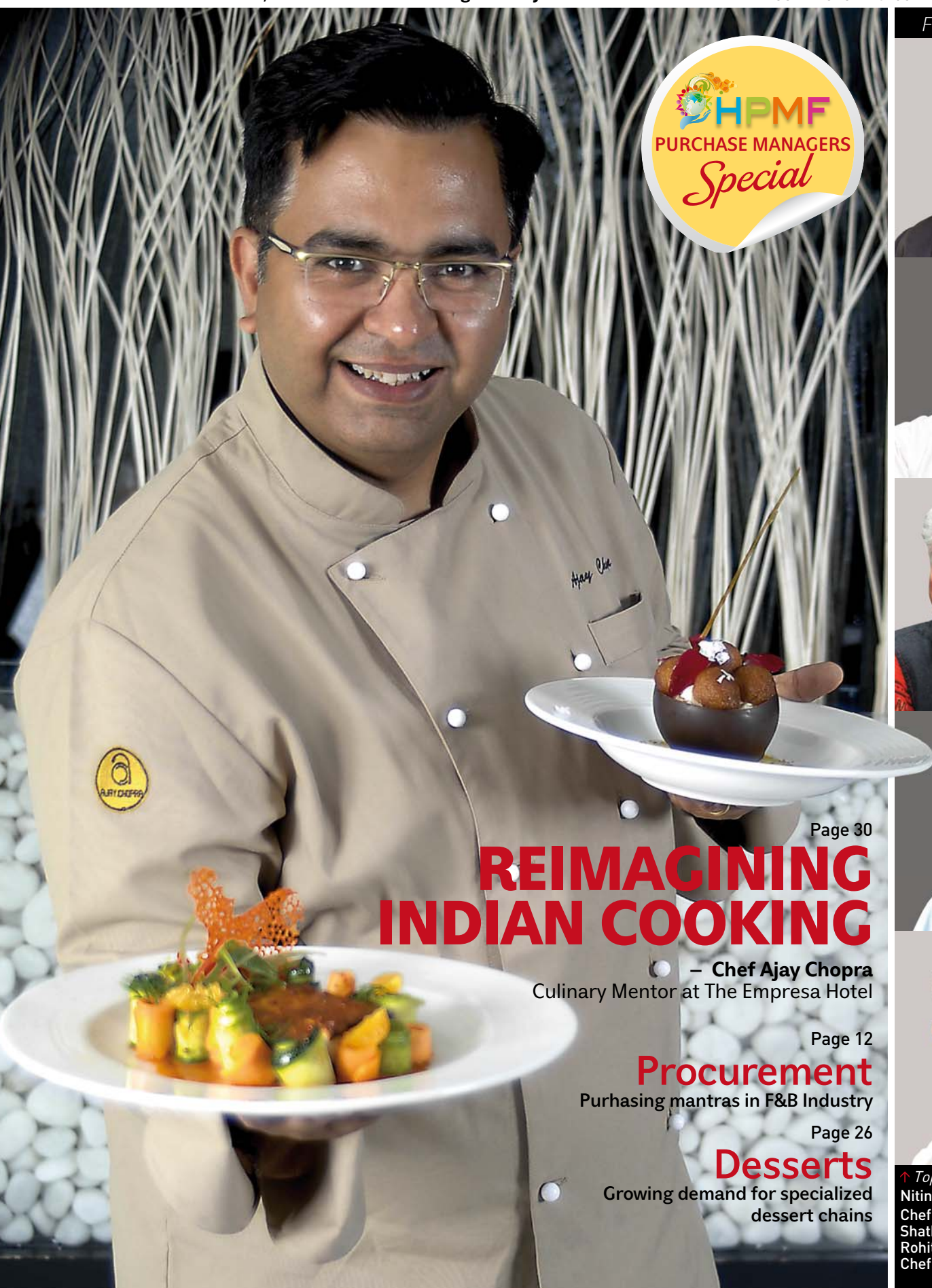
Trade Journal for the Hotel, Restaurant and Catering Industry

MAY-JUNE 2018 • ₹100 India Edition

Featured inside:



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Nitin Shankar Nagrale  
Chef Michelle Karen  
Shatbhi Basu  
Rohit Malhotra  
Chef Vaibhav Bhargava



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At the top multinational offices in the bustling metros of India, bottles of Coke, bags of Doritos, pre-wrapped granola bars, cans of Red Bull tumbling out of vending machines are slowly but gradually disappearing. Companies are going for their own in-house kitchen and a team of chefs to make healthy and wholesome food and beverage for the employees. Along with the daily changing meals in the kitchen, the offices now exclusively offer house-made beverages and snacks—including sodas, cold brew coffee on tap, snack bars made with puffed quinoa—to keep their employees productive and healthy, and minimize waste and environmental impact.

If you work full time, at least one in four meals is likely consumed at the office or during work hours. For example, if you're a young engineer in Bangalore or Gurgaon, you might even eat all your meals at work! Unfortunately, foods eaten away from home tend to be less healthy than foods prepared at home. And each year we are cooking less and eating more premade convenience meals. This, in part, is contributing to the unsustainable obesity epidemic.

In-house corporate kitchens fulfil a fruitful opportunity to promote health, while also earning a vibrant return on investment. The trend started with tech and Internet companies like Google and Facebook, but has now really caught on. Companies are making a shift from third-party catering services to ambitious, creative in-house food programs that serve up their core values in bite-sized pieces. While most restaurants' efforts are directed towards mindful farm-to-table practices, these companies can be said to touch off the farm-to-cafeteria practice. It is expected that many more companies will take up such programs for providing high-quality, portion-controlled food to employees by investing in sustainability-minded corporate kitchens of their own.



**Amitabh Taneja**

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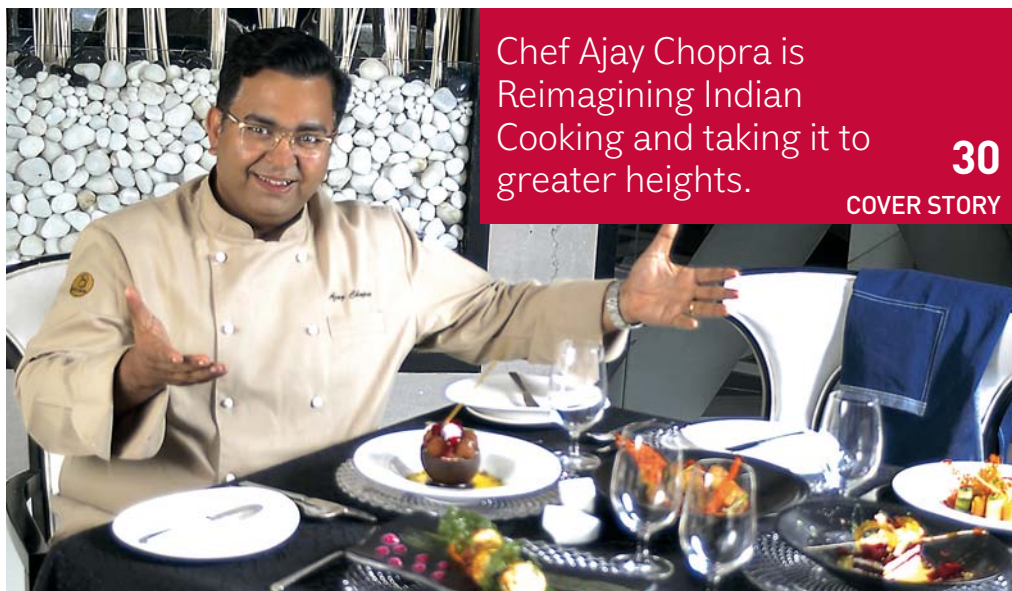
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# Mantras for successful F&B Procurement Professionals

Procurement managers in the Food & Beverage industry have onerous responsibilities to fulfil at the best of times. The difficulty in maintaining a stable supply, aligning procurement strategy across multiple geographical locations, reducing costs and achieving savings are some of the major challenges they have to face. However, the biggest challenge is searching for the right material at the right price point. The sheer size of information that they have to sift through to reach the right company, brand and products is quite complex. They need to dedicate endless hours to studying the sales records, evaluating inventory levels, projecting demand, researching foreign and domestic suppliers, staying abreast of financial and political changes that could affect the supply of, and demand for, materials. Since managers have little control over the unpredictable trends, the best they can do is use the available data and plan their inventory supply accordingly.

Considering the daunting and complex nature of the functions that they have to perform, FoodService India spoke to a cross-section of procurement professionals in the Hotel and Restaurant industry to glean valuable insights on the key facets of their multifarious roles and functions, the top trends and challenges in their way as well as about the professional hoops they need to master to power their career growth.



*Processes for ensuring cost-efficient record keeping of all F&B consumables and their transfers*

**C. Rajendiran**

*Materials Manager, Novotel & IBIS Chennai OMR*

**A**n efficient record keeping of F&B consumables involves inventory, purchasing, receiving, storing and issuing. Let me elaborate on each of these Heads for better clarity on how they play an important role in maintaining efficiency of F&B operations and in keeping a check on the costs.

**Inventory:** (Source document – Inventory Report)

It is the amount of goods available for sale. Most operational hotels have inventories such as alcoholic, non-alcoholic, cutlery & crockery, food items, cleaning material and office supplies.

The two basic systems used to manage inventory are physical and perpetual inventory. Physical inventory refers to the physical count of stored products on a periodic basis. Perpetual inventory refers to monitoring the running balance of stored products on a random basis.



These systems play a vital role in minimizing the investment, cash flow, storage, handling, theft, pilferage and spoilage cost. Accurate inventory records allow the management to know how much money is being invested in non-productive inventory. They also help in reducing stock-out situations, which can be caused by inaccurate record keeping. Besides, they provide the necessary information for the financial accounting system.

**Purchasing:** (Source document – Purchase Order)  
It determines what to buy, how much to buy and when to buy. It facilitates decision making based on the minimum order for quantity and in the anticipated increase or decrease of price, promotions and lead time.

It has an impact on the details of products ordered and the frequency of order and pricing.

**Receiving:** (Source document – Daily Receiving Report)  
It ensures that the products delivered are in line with the quantity, quality and price as indicated in the purchase order.

The impact is that it helps to maintain the product cost through stringent checks on quantity, quality and brand. It ensures no short count and short weight, receipt of poor quality product than those ordered and helps to know the lead time for delivery.

**Storing:** (Source document – Goods Received Note, Purchase Requisition, Non-moving/ Slow Moving, Spoilage Report and Inventory Variation Report)

It helps to keep products secure from spoilage, theft, breakage, pilferage and in retaining product quality.

The impact is that it allows uninterrupted flow of goods to operations and also in avoiding stock-out situations. Besides, it minimizes cash purchases and checks any excess spend on last minute requirements and ensures that no dual payment is made for the same invoice.

**Issuing:** (Source document – Purchase Requisition)

It refers to written record, which helps to know the flow of goods and the person to whom the goods is handed over.

The impact is that it helps to know the type of product and the quantity removed from the inventory and to calculate the cost of sale.

All these above-mentioned documents help to focus on controlling the total cost through competitive analysis. They also help to maintain the actual cost in line with the pre-determined cost. In addition, the techniques used in cost control are standard costing, budgetary control, inventory



control, ratio analysis and variance analysis. They help in analyzing the causes for variances that have a control on wastage of material, in detecting any embezzlement and in tracking many other factors.

By applying these methods and techniques to one's F&B operations, one can derive the benefits of cost control – lower expenses, increase in returns on capital, improvement in credit worthiness, reputation enhancement of the company, gains in operational efficiency and the elimination of unnecessary costs.



## Importance of conducting market survey

### P. Boominathan

Commercial Manager with Fortune Select Grand, Chennai

**T**he prices of commodities are ever changing and we need to keep ourselves abreast with the latest trends or be in a position to understand the causes of such fluctuations. Since we are not functioning in isolation, these changes will have a definite bearing on our financial outflow.

Market survey refers to our efforts or activities undertaken to find out the prevailing market conditions. It might also throw light on the future trends or be able to predict the probable changes in the market situation. The prices of commodities are ever changing and we need to keep ourselves abreast with the latest trends or be in a position to understand the causes of such fluctuations. Since we are

not functioning in isolation, these changes will have a definite bearing on our financial outflow.

Of late, we have been noticing that the prices of vegetables, pulses, grains, poultry, etc., have been highly volatile and the annually contracted vendors are finding it difficult to keep up with their commitments, resulting in the supply of inferior quality products, delay in daily deliveries of supplies, non-supplies or supplies in late hours, not supplying the ordered quantities or supplying part quantities etc. These are some of the essential items without which it would be impossible to manage the regular operations.

It is advisable for the materials management team to visit the markets on regular intervals to collect and analyze the prevailing rates. They should visit the wholesale markets during the business or trading hours of the market. We all know the vegetable markets operate during the early morning hours of the day, the pulses or grains market operate during the normal office hours. For fish market, we have to reach the fishing port at the time when the fishermen normally return to the shore from sea.

We should check the local vernacular dailies on a daily basis as they publish the poultry rates, vegetable and the pulses rates on a day-to-day basis as per the wholesale markets. Newspapers print articles on the current market situation. We should cut such writings and file them as they provide vital information. The internet provides up to date information, which should also be tapped. The wholesale price

# Indulging the sweet tooth of India

by Jayesh Mirchandani

Super specialised dessert chains have successfully carved a niche for themselves in the desserts market by keeping the quality of products and customer satisfaction as their top priorities.



India is an established market for ice-creams and desserts, especially concentrated in the urban cities, but at the same time the country is an emerging market as well. The trends from West slowly settle themselves into the psyche of the population after they have been altered enough to suit the Indian tastes. This has been seen again and again in the food industry, from the Masala Maggi to McAlloo Tikki burgers – traditionally foreign items which have found immense favour with our desi population. This exposure has created an appreciation for cuisines from different countries, with a rising demand for authentic flavours. In the dessert industry, this has been true for some time now. With the rise in awareness, people are opting for

freshly prepared desserts leading to a remarkable expansion of this niche market.

In fact, today there are many successful specialised dessert chains that are based on the realisation that people would prefer delectable freshly prepared desserts from a small scale bakery, instead of the ones bursting with preservatives from large outlets. Indians have a famous sweet tooth and it is this love for all things sugary which has supported the evolution of super specialized dessert chains all over the country, with predictably more concentration in big cities. Of course, the rise in the disposable income of citizens in these regions has also contributed to this phenomenon. Super specialised dessert chains often have one champion dish, which is



## The story of a sweet success

**While desserts in the market today rely heavily on artificial flavours and preservatives, Oh! Fudge has steered clear of this route, offering only vegetarian handmade yet professionally prepared fresh fudge and various other dishes, but with fudge at the heart of each of them. In a conversation with FoodService India, Prateek Vaid, Co-founder, Oh! Fudge, shares his views on the brand's success story and its vision for the future ahead.**

### Tell us something about your brand.

Oh! Fudge is a gourmet dessert chain, which offers fudge, a classic dessert, in different contemporary flavours to suit the tastes of a wide range of customers. While desserts in the market today rely heavily on artificial flavours and preservatives, Oh! Fudge has steered clear of this route, offering only vegetarian handmade yet professionally prepared fresh fudge and various other dishes, but with fudge at the heart of each of them.

### What are your signature items?

Oh! Fudge has many signature food items with their own unique selling propositions. Our Classic Chocolate Walnut Fudge is a crowd favourite and never fails to delight the customers, having received rave reviews on all platforms. The best quality chocolate and walnuts are sourced from across the country to use in the recipe, which has been tested to perfection. A variant



L - R: Jayesh Mirchandani and Prateek Vaid



promoted above all else. Some of them claim to make the best fudge in the country, while others would swear by their cupcakes. The main products of these chains can be anything from pancakes to ice-creams. The market leader in this segment would be the company whose name comes to your mind as soon as their flagship product is mentioned. With their main merchandise, a slew of other supplementary items are also offered to complete the wholesome picture.

But is not just enough to offer an exquisite dish to generate loyal customers and keep them coming back for more. Health consciousness is gaining more and more mind-space with people actively looking to replace their unhealthy dietary additions with alternative healthier options. This



preference for cleaner eating, more so in the metro cities, means that dessert chains have had to adapt to this new trend and offer products that don't have added artificial flavours or preservatives. And for this, people are willing to shell out more money if they get the option to avail their favourite desserts and snacks from a place offering premium higher quality products in Quick Serve Retail. No wonder, traditional retail-based food items are getting fewer customers every day. When was the last time you bought cheap quality chocolates for your own consumption?

It is no secret that this era of super-specialisation has made customer the king (and queen). And as the ruler demands, so they shall get! This has created immense potential for growth in the standalone category, and if you are innovative and ambitious enough, you can create a standalone category by yourself! Today, customers are not wanting for choices, which is



of this dish is Chocolate Roasted Almond, with a generous load of chunky and crunchy almonds to complement the sweet and soft chocolate. For the hazelnut fans, Chocolate Hazelnut Fudge is the one which the company swears by. After more than 20 batches of trial and error, the perfect technique to roast hazelnuts was found, offering fudge with a flavour to match the heavens! Dark Chocolate Mint Fudge is one its kind offering, as mint and chocolate are not really considered complementary to each other in the immense dessert marketplace of India. Even if there is a demand, there are not many options to choose from, making it a unique arrow in the company's quiver! Chocolate Peanut and Caramel Fudge, with its rich salty caramel and finely ground peanuts, has been inspired from a childhood love of peanut butter cups. The last one is in high demand and yet is an acquired taste. Dark Chocolate Fudge does justice to the promise of providing best quality dark chocolate, which lingers at the back of the tongue even hours after the fudge has been eaten. One bite of any of these dishes is like a rush of pleasure, which only creates a craving for more.

#### How many number of stores are you currently operating?

Presently, there are six stores of Oh!Fudge in Mumbai, out of which two are company owned and four are franchises. Two more company-owned stores are slotted for launch in February, 2018. We started off just trying to create a product that people love. At the same time, we wanted to provide a healthier option to satisfy dessert cravings, as a counter to all the products full of artificial flavours and preservatives, which are flooding the market today. We want to be an all natural food company that specialises in desserts. Slowly, we'll expand to other verticals in the food space.



#### THE JOURNEY

Oh! Fudge is an accidental brain child of founders Jayesh Mirchandani and Prateek Vaid who officially launched it in December 2016. They are not food manufacturers by profession, which makes the story of Oh! Fudge's inception quite unique. Seeking a break from their corporate jobs, Jayesh and Prateek set out to develop their own website. Though within a year, due to allocation of most of the resources towards the website, their funds quickly got depleted. So they had to look for an alternative source for earning money.

Selling fudge was not their first idea of business. But if they were going to do it, then they were determined to be the best. They got the recipe of fudge from Prateek's mother who had been making delectable fudges for 25 years as gifts for family and friends. After sourcing the recipe, they started to work on how to take it to the next level of perfection. "In the end, the recipe we mastered was so good that it would have been a crime not to share it with the world," says Jayesh Mirchandani.





# Reimagining **Indian cooking** and taking it to greater heights



Technology plays an important role for a chef in evolving the cuisine to a finer version, in delivering consistent product, improving the shelf life and in reducing the cost to a great extent. It helps a chef to reimagine his processes, cut off lengthy prep methods and look at increasing the productivity. Chef Ajay Chopra, in a tête-à-tête with FoodService, shares his thoughts about the changing culinary paradigms in India.

## **How would you describe your approach to cooking and the food service business?**

The restaurant and food service industry is going through a major transformation. It is thus very important for all of us industry stakeholders to reinvent our approach towards how we engage with food and beverage. My baseline approach is and will always be that flavour is king. But with the introduction of newer food techniques and innovation in food, our style of cooking does take a shift. I believe in simple chef-crafted food with the emphasis on local ingredients and relevant food presentation.

## **What do you consider the most distinguishing features of your work as a chef?**

I would say that it is my reimagination of local flavours, re-thinking and rekindling of regional flavours using modern techniques. I totally believe that Indian food, in its vastness and greatness, is

still so unexplored. I want to bring glamour to local flavours.

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

French classical cooking, imaginative European cooking & modern Indian cooking. I would like believe that as a chef I want to take Indian cooking to new dimensions.

## **What is your approach to slipping in healthier ingredients in your menu items?**

Healthy food is the need of the hour and, also in the whole reimagination of Indian food, it is imperative that we think healthy across our menu, for e.g: slow cooked sous vide Nihari.

## **Who have been the people in the culinary profession and foodservice business to have shaped your professional philosophy and career?**

- Chef Barnidharan, who was my professor at

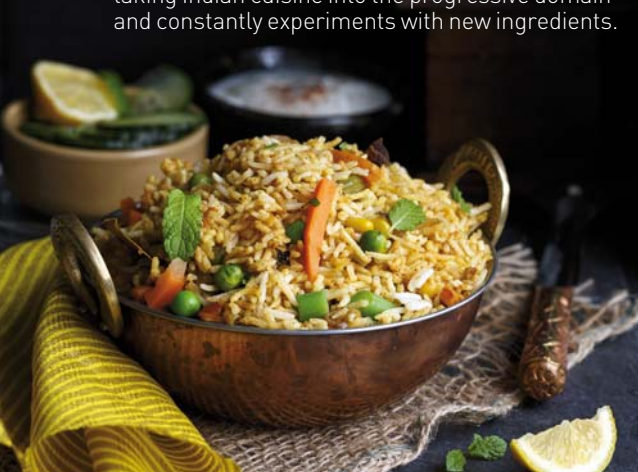






## CULINARY JOURNEY

Ajay began his career with the Cecil Oberoi in Shimla. He then joined the Oberoi Center for Learning and Development (OCLD) from where he completed the culinary and management training program, graduating as a gold medallist. His first assignment as a chef was at Kandahar, the Indian specialty restaurant at the Oberoi New Delhi. In addition to Kandahar, he was also responsible for the hotel's banqueting operations as well as the coffee shop. After his stint in Delhi, Ajay moved to the J.W. Marriott in Mumbai as the chef de cuisine of Lotus Cafe, the busiest and the largest coffee shop of Mumbai. Ajay then headed to Saffron at the JW as the chef de cuisine, which is a hub of 'A' listed Bollywood celebrities like Amitabh Bachchan, Akshay Kumar, Ajay Devgn, Saif Ali Khan and many more. After about a ten year stint in India, Ajay decided to venture West and reached London. In London, Ajay took up the position of Executive Head Chef of the acclaimed Mint Leaf chain of restaurants. Already regarded as the benchmark for modern and Indian fine dining, the chain, under his stewardship, rose to new culinary heights in Indian cuisine. Over the last seven years, Mint Leaf has enjoyed critical acclaim for its ability to re-interpret classic Indian dishes in a contemporary fashion. During his culinary sojourn in the UK, Ajay was voted one of the eight best Indian chefs of London. In his stint at Mayfair, he brushed shoulders with Gordon Ramsay and Angela Hartnett. On returning to India, he took up the position of Executive Chef of The Westin Mumbai Garden City. Having worked in London and with his knowledge of the international restaurant trends, chef Ajay Chopra brings a refreshing approach to the food scene in India. Ajay is greatly committed to taking Indian cuisine into new and uncharted areas and constantly experiments with new ingredients and flavours. Apart from being a passionate chef, Ajay also hosted two food shows on television. Besides, he is also a passionate singer and has a knack for photography. He is greatly committed to taking Indian cuisine into the progressive domain and constantly experiments with new ingredients.



OCLD, taught us that being a chef is the most fulfilling profession but it will extract great pains of you to become an accomplished chef.

- Chef Rajeev Sing Gulshan, who taught me to focus on wholesome dishes and ingredients.
- Chef Elton Hurtis, who taught me all about the business of being a chef.

**Who are the Indian and International chefs you have the highest admiration for and what are those qualities that you admire in them the most?**

- Chef Imtiaz Quershi for his flavours.
- Chef Sanjeev Kapoor for his entrepreneurial skills.
- Chef Gaggan Anand for his outstanding thought process.
- Chef Jamie Oliver for his quirkiness in food.
- Chef Grant Achatz for his thoughts on culinary styles, which are beyond compare.

**Which are the career milestones you most cherish and what are you currently engaged in?**

Passing the OCLD for me was the biggest milestone and every job from there on was a milestone achieved. Right from being the prep cook at TGI Fridays to being the Executive Chef of the Westin Mumbai, each place had its challenges and crossing them was indeed a milestone. Obviously, being on television gave a great boost to the skills as the spectrum grew much wider. Now, the whole perspective to food service is changing. I am enjoying this space. Apart from the endorsements, I am consulting nine restaurants pan-India and in Abu Dhabi. I am also involved with a boutique hotel called The Empressa by Adamo Hospitality and a few food service brands.

**With all these years of experience in the culinary field, how do you feel about your life and career in this vocation.**

Initially I used to feel quite burdened as everything demanded perfection. But over time, perfection has become my pursuit. Now, I realize that the quest is unending and the journey too long. So, I try to balance it out by giving a fair share to my

**Going global is the way forward. People are travelling around the world and food is becoming more evolved. The trend is for using local ingredients rather than going for fancy stuff from abroad. We are going back to the basics with different cooking techniques.**



# Unique Concepts and Equipment

are transforming the commercial refrigeration industry

Focused on offering commercial refrigeration food-service solution for hotels, restaurants, bars, coffee shops, ice cream & beverage, food retail and the healthcare segments, Elanpro strives to bring innovative, state-of-art products for the hospitality and retail industry. In a tête-à-tête with FoodService India, Sanjay Jain, Director, Elanpro, talks about new products, the brand's USP and the company's vision.



Sanjay Jain

## Give a brief description of your company and its operations in India?

Elanpro is focused on offering commercial refrigeration food-service solution for hotels, restaurants, bars, coffee shops, ice cream & beverage, food retail and the health care segments. Registered in 2009 as a private limited company, it has its headquarters in New Delhi. A 100% marketing company, Elanpro strives to bring innovative, state-of-art products for the hospitality and retail industry. In a short period of time, the company has built a network of almost 300 channel partners and an extensive infrastructure to sell and service the company's product range.

## Which are your top selling and most popular products in India and which are your key markets in India volume-wise?

Changing lifestyle and rapid urbanization has led to an increase in consumption of perishable items in India. The F&B share of retail industry is growing substantially, directly affecting the demand for innovative refrigeration solutions.

Keeping the same in mind, we have introduced a wide range of products catering to organized retail industry and FMCG sector. Elanpro's Upright freezers are quite a hit in the retail sector. The range is fitted with best-in-class compressor, which not only ensures high performance but also low power consumption. The range comprises models offering maximum choice based on the



requirement of the outlet extending from 50 lts Counter Top to 200 lts, 400 lts, 450 lts and Double Door in 1000 lts.

Our Bakeshop DC Series is also gaining popularity amongst our customers. An innovative solution for the bakery products, the product is a perfect blend of high performance and sinuous design.

The growing demand for refrigeration solutions is a strong motivation for us. We have managed to create a market for us in most parts of India apart from the North-east. We will be putting our energies in that region now.

## Who are your top clients in India?

Established in 2009, we are slowly becoming a known and trusted organization by some of the biggest names in the industry. Our growth in the past decade is a testament to the trust shown by our customers. Vadilal, Havmore, Naturals, London Dairy, Baskin Robbins, Amul, Arun, Dairy Classic, Cream Bell, Pepsi, Coke, SABMiller and Inbev are some of our top clients.

## In terms of your sales contribution, what is the share from your different customer segments – hotels, quick serving restaurants, industrial & educational canteens, hospital canteens, caterers, etc.?

About 50% of our business comes from the Retail Industry, including supermarkets, hypermarkets, etc. Hotels and QSR segments constitute about 35% of the sales contribution. As of now, our bar refrigeration range sums up 15% of our sales.

## What has been the response of your Indian clients using your appliances with regard to major concerns such as energy efficiency, functionality, environment-friendliness, storage and technology level?

A wave of innovative trends has energized the commercial refrigeration industry. With increased





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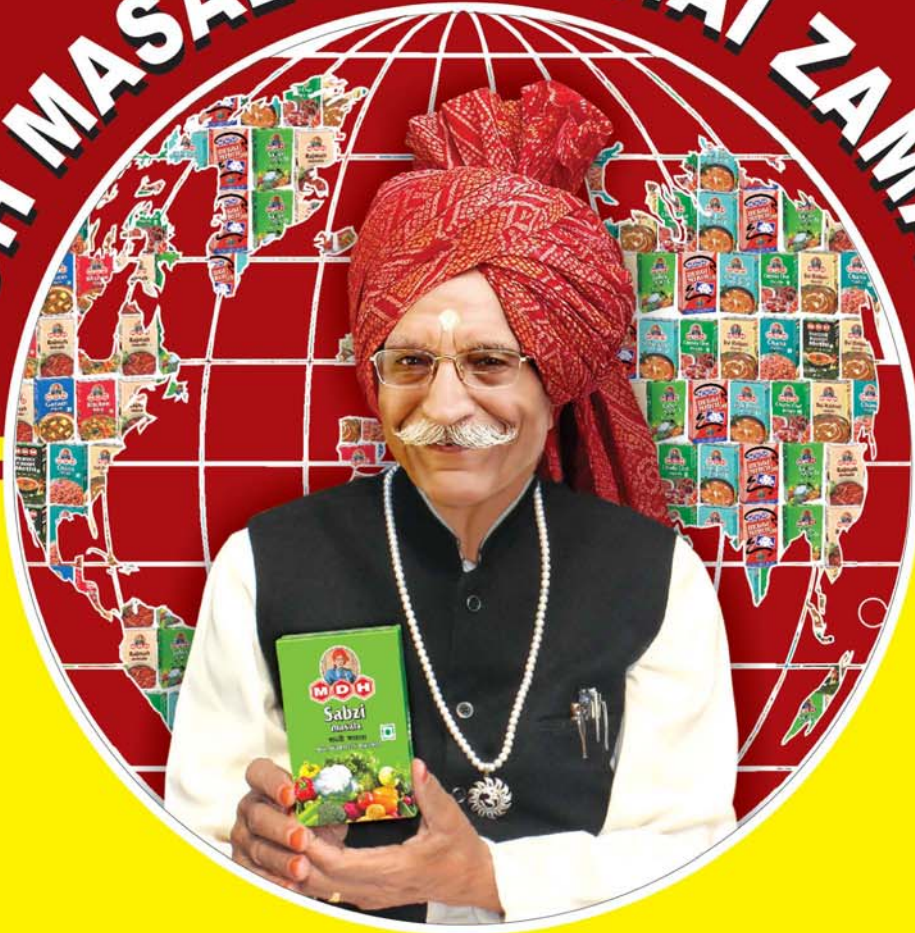
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