

## 08 ..... MARKET UPDATE

Belvedere hosted its third edition of Relearn Natural Programme



## 14 ..... CHEF TALK

Balancing traditions & technology

Chef Ajay Anand, Director, Culinary, Pullman & Novotel New Delhi Aerocity, speaks about the art of balancing traditions and technology in the kitchen and the ever changing food preferences of the fitness freak generation.



## 16 ..... QSR

Chai Point becomes AI friendly  
Amuleek Singh, Co-founder and CEO, Chai Point, speaks about the brand's technological initiatives to associate more actively with the younger generations.

## 20 RESTAURANT FRANCHISING

Franchising as a model for business expansion in foodservice

The Food & Beverage industry dominates India's franchise sector. Specific to Quick Service Restaurants, the Fast Food Franchise model remains one of the most attractive operating models for international brands foraying into India.



## 38 ..... CONCEPT

Madrid's most dynamic trend setter

The young food service enterprise Grupo Larrumba is not just the fastest growing operator in the Spanish capital at the moment, but also one that is innovatively shaping gastronomic change in the 3 million strong metropolis. It has a total of 22 concepts, and its casual dining outlets are each individually designed and open all day. The range of themes includes Mediterranean, Mexican, Japanese and Indian cuisines; the overall turnover is expected to be €55 m at the end of this year.



## 42 ..... INTERVIEW

"Food business being highly ocular, Instagram is the ideal medium for propagating it"

Chef Manish Uniyal, Head Chef at Hyatt Centric, Bangalore, speaks about the impact of social and digital media on the food business.



## 46 ..... ENTREPRENEUR

Spreading sweetness with a range of cheesecakes

Mumbai's patisserie "Love & Cheesecake" and full service restaurant "Poetry by Love & Cheesecake" began with a 200 sq. ft. kitchen in 2012, but has today grown to be one of top premium F&B destinations.

## 44 ..... FOOD COURT

Quench your hunger quest at Q court

Rajiv Singh- GM and Business Head, Global Kitchens, speaks about all that goes into making of a Food Court and selecting the range of brands for it.



## 50 ..... SHOPPING CENTRES

Eating is the New Shopping

Foodservice is a key ingredient in shopping centres and will be even more so in the future. As e-commerce and delivery are redefining brick&mortar retailing, a mix of attractive restaurants, bars and cafés is crucial in increasing footfall and extending dwell time.



## 56 ..... NRAI NEWS

Amit Roy on making Watsons a national brand.