

foodService

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The restaurant industry is facing a fourth revolution, which is pushing restaurant companies into two big categories. The first one is 'convenience', and is reflected in all the concepts that focus on speed of service, delivery, technology etc. Domino's Pizza has been spearheading this evolution over the past years. The second category is 'experience' and encompasses restaurants that focus on creating environments that are actually making customers want to leave their house and their sofa and go out to socialize and have a great dining experience.

To induce people to leave their homes, restaurants will have to focus on the physical experience between the four walls, because this is the only thing the aggregators cannot deliver. They can give you the convenience, the price, the speed of service, but they'll never be able to match the experience provided inside a physical restaurant. Operators will have to double down on designing and curating great guest experiences because that counts more than anything else in attracting the footfalls.

No particular food or cuisine will be the next big thing in the industry. I think there is not just one trend or movement to watch out for. I would say we need to break it down by different regions. If I may choose, I'd rather talk about eatertainment: the next big thing will be concepts that give you something more than food. That's really where I see the industry focus going: give me a great experience to remember and to share it with others. Brands that are disruptive, that are brave enough to take things out of the comfort zone and try ideas that others haven't before will be the ones to taste success in the foodservice industry.



Amitabh Taneja

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The demand for vegan products has surged worldwide and is taking roots in India, leading to many establishments introducing a range of vegan products along with other offerings.



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The Tops brand has become a one-stop solution for all the Horeca needs of its consumers thanks to its diversified product range.





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MARKET UPDATE

What's new in the Food Service sector

AWARDS

Hospitality stalwarts honored at the latest edition of India Wine Summit and DelWine Awards

The inaugural India Wine Summit and the second DelWine Excellence Awards concluded successfully in Delhi at The Pullman, Aerocity. The theme of the Wine Summit was "The Game Changer." Amongst those who graced the occasion were Eleonora Dimitrova (Ambassador Extraordinary and Plenipotentiary of the Republic of Bulgaria); Loic Pasquet, Creator of Liber Pater, Bordeaux's highest priced boutique wine; Ravi Viswanathan (Singapore-based wine investor and Chairman of Grover Zampa Vineyards); Tristan Beau de Lomenie (General Manager of Pullman & Novotel Hotel); Vishal Kadakia (Founder-The

Wine Park); Aman Dhall (Brindco); Sonal Holland (India's most accomplished wine professional); Madhulika Bhattacharya; celebrity chefs and restaurateurs like Akshay Malhotra, Sabyasachi Gorai, AD Singh.

Leading food columnist, Sourish Bhattacharyya opened the summit. The welcome address was given by Subhash Arora, Editor, delWine and President, India Wine Academy. Eleonora Dimitrova of Bulgaria delivered the opening address by presenting a brief history of Bulgaria's wine producing heritage. The keynote address was delivered by Ravi Viswanathan, which tracked the current state of the wine business in India,



Noted media personality Kaveree Bamzai commenced the evening's proceedings with the DelWine Excellence Awards ceremony. Next up was the Women of Wine (WOW) awards, which were presented to 10 women for their contributions to the wine industry. The Leela Palace New Delhi (Chanakyapuri) and Pa Pa Ya (Select Citywalk, Saket) bagged Delhi's Best

Wine Destination Award in the five-star and standalone categories respectively. Le Meridien Gurgaon and The Wine Company (Cyber Hub, Gurgaon) took home the award for the Best Wine Destination in the NCR. **The Oberoi New Delhi's Rakesh Awaghade and Ravi Batra of Pa Pa Ya** won the prestigious Sommelier of the Year Award.



White Charcoal bags the Times Food & Nightlife Awards for Noteworthy Newcomer – Suburbs

announced a few weeks ago. Led by **Masterchef Ajay Chopra**, White Charcoal has redefined modern Indian cuisine with its innovations with ingredients, modern technique and presentation. Designed as an experience to engage all senses, White Charcoal has amuse bouche and masala air – and everything in between – to cast you in an immersive gastronomic spell each time you walk in. It's expansive menu and fully loaded bar, strung together beautifully with topnotch hospitality, makes White Charcoal the breakthrough Indian restaurant among the new players in the market.


Says chef Ajay Chopra on the big win, "The Times Food and Nightlife Awards are the gold standard for Indian restaurants, and so we're obviously thrilled to win this coveted trophy! Since the day White Charcoal was envisioned,

I wanted it to be the gastronomic breakthrough in the Indian cuisine scene. The menu at White Charcoal breaks the clutter, innovates and yet remains true to India's highly rich culinary roots that date back centuries. We are extremely proud that our efforts have been recognized, both by the patrons as well as the experts at Times Food and Nightlife Awards. As a new restaurant, this honour encourages us to keep forging new paths ahead."

Harsh Ajmera, Director - Ajmera Group, was there in person to accept the honour on behalf of the White Charcoal team. "If you've been yearning for a refreshing dining experience, White Charcoal promises you a good time and a great gourmet experience," he said.

Masterchef Ajay Chopra's spanking new Mumbai restaurant White Charcoal has won the Noteworthy Newcomer – Suburbs award given away by the Times Food and Nightlife Awards. White Charcoal opened in 2018, and was nominated in the category of Noteworthy Newcomer Suburbs when nominations were

Winners of Callebaut Patisserie of the Year

 Callebaut, the fine Belgian chocolate brand, has announced chef Prathna Narang (Lavonne Academy, Bangalore) as the winner of the second edition of India's Callebaut Patisserie Of The Year (2019). The first runner up was chef Danish Khan (JW Marriott, Bangalore) and the second runner up was chef Mayukh Mazumdar (Trident Bandra Kurla). With its theme "Future Of Chocolate", the second edition witnessed a nationwide hunt for India's best gourmet pastry chef via three boot camps – in Mumbai, Bangalore, Delhi – from which the finalists were selected. The finale was held at Trident, Bandra Kurla, Mumbai, and observed by a jury of seven chefs who picked up the top five finalists.

Winner chef Prathna Narang was awarded the title of India's "Callebaut Patisserie of the Year" and won a trip to the Chocolate Academy center in Belgium for a two-day course. Chef Danish Khan won a trip to the Chocolate Academy center in Singapore for a two-day course and chef Mayukh Mazumdar won a complimentary two-day master class with an international chef at the Chocolate Academy in Mumbai.

The finalists had to experiment with colours, shapes and textures, to tickle the jury's senses. The jury comprised a panel of talented chefs – chef Seung Yun Lee, Head of Chocolate Academy, Singapore; chef Sarah Todd, Master chef Australia Contestant Season 6; chef Vinesh Johny, Co-founder and



Executive Pastry Chef of Lavonne Academy of Baking Science & Pastry Arts, India; chef Avijit Ghosh, Corporate Pastry Chef for Hotel Leela Venture Ltd.; chef Minette, Head of Chocolate Academy center in South Africa; celebrity chef Varun Inamdar; and chef Vivek Kadam, Pastry Chef at ITC Hotels.

"Callebaut Patisserie of the Year 2019 in India is much more than a culinary competition. It is an incredible journey for our chefs and chocolatiers in India to create great tasting delights using the finest Belgian chocolate brand. As consumers in India are becoming more sophisticated and educated on all things chocolate, we are excited that Callebaut is working with chefs to fuel the excitement about the future of chocolate in India – which is already one of the fastest growing chocolate markets in the world," said **Denis Convert, Vice President for Gourmet, Barry Callebaut Asia Pacific.**

INNOVATION

Chai Point ranked No. 9 in Fast Company's List of The World's Most Innovative Companies for 2019

 Chai Point, India's largest organized Chai retailer, has been named in Fast Company's prestigious annual list of the World's Most Innovative Companies for 2019. The Company has been ranked 9 in the India list. The list honours the businesses making the most profound impact on both industry and culture, showcasing a variety of ways to thrive in today's volatile world. Half of the companies on this year's MIC 50 list are appearing for the first time.

Speaking on the milestone, **Amuleek Singh Bijral, Co-founder & CEO, Chai Point,** said, "This ranking is a testament to the work done by our Shark, BoxC, Design and Procurement teams and am sure will motivate all of us within the company to continue to do great work. This gives us further validation of how Chai is a powerful beverage globally and fuels us further, to continue on

our mission to fix the broken last mile delivery of the Chai experience in India."

SHARK is the AWS hosted software platform that powers all of Chai Point's multiple channels (Stores, Delivery, BoxC Vending and Distributors) and is the main wedge for Chai Point's expansion. Some recent additions to the Shark platform capability are as follows:

- boxC invoicing module developed by SHARK augments cash flow with timely invoice generation and shorter credit cycle. This improves productivity of the finance team by reducing days of invoice generation effort, thus decreasing the manpower required for invoicing.
- SCM capex and opex module developed by

SHARK is a set of supply chain micro-services which facilitates the entire cycle of product fulfilment - from procurement to warehousing to delivery, thus aiding traceability, planning, forecasting and reducing manual errors.

- Facial recognition via SHARK - If an existing customer enrolls with Face Rec, then the phone number mapped to the facial scan is populated in POS along with the reward points and wallet balance associated with the phone number and reduces consumer iteration at purchase.
- Chai Point Rewards Programme - The gamification of points to unlock a Free Chai gives users a sense of achievement thus motivating them to transact for the amount required to unlock the reward.



The Westin Mumbai Garden City's launches Italian fun-dining new menu

 Prego, The Westin Mumbai Garden City's Italian Specialty restaurant, has unveiled a new menu to enhance the restaurant's fun-dining experience with authentic yet innovative gourmet flavours of Genoese cuisine. In association with the Asian Art House, the menu launch was unveiled before an assembly of guests who appreciate fine art and exquisite food.

Prego offers guests a culinary art house where guests can enjoy a lively kitchen show while feasting on the most loved Italian classics, including fresh pastas, homemade bread, and delicious hand-tossed pizzas. Inspired by the flavours of Genoa – Italy's principal seaport – the

cuisine is based on traditional Mediterranean cooking and very rich in ingredients and flavors. **Executive Chef Rahul Dhavale** along with **chef Antonello Cancedda, Chef de cuisine of Prego**, are redefining the gastronomic experience at Prego with their proficient skills.

Commenting on the launch of the new menu, Antonello Cancedda, Chef De Cuisine at Prego, said, "As an Italian and a local of Italy's ancient port city Genoa, Genoese cuisine is ingrained in me since I was a child. The cuisine is authentic, flavorful and extraordinarily enticing." He further added, "The new menu of Prego located at the lobby level is a tribute to Genovese cuisine. It offers a twist of authentic Italian culinary trends. The food specialties of Liguria has a notable inclusion of Genoa's

invention – Pesto – and is enjoyed at all hours of the day. Some must haves from the menu include 'Burrata A Calazione', 'Trofiette Al Pesto Della Rina' and 'Pollo Alla Cacciatora'."

The newly introduced menu was accompanied by another highlight – the showcase of an art collection titled 'Shades of Asia'. This curated

collection of Indian and Vietnamese art features 30 superlative artworks from renowned artists, including creations by eminent names like MF Husain, Amit Bhar, Laxman Aaley, Sangeeta Babani, Thota Laxmanan, Bhaskar Rao Botcha, Rangoli Garg, Sujata Sah Sejekan and Gourishankar Soni.



Sheraton Hyderabad Hotel Gachibowli Launches Asian flavours menu



 Zega - the Signature Pan-Asian restaurant at Sheraton Hyderabad Hotel Gachibowli – recently unveiled a new menu, adding a fusion of innovative and subtle flavours to its contemporary Asian offerings. Food connoisseurs can savor exquisite delicacies, paired with an outstanding collection of premium spirits and wines in association with Diageo, the leading beverage alcohol company.

Setting the benchmark in a stylish and refined dining ambience, Zega offers a refreshing epicurean experience to entice guests with a revamped menu. The diverse assortment of the choicest fare include signatures like Crystal Dumpling with Celery, Black Mushroom & Asparagus, Thai Herb Marinated Steamed Fish wrapped in Banana Leaf, Massaman Lamb Curry and an Assorted Non-vegetarian Sushi Platter and

much more. The home-made ice creams are offered in flavours such as, Palm Sugar, Green Tea, Salted Caramel and Coconut. In the section "Tangra" which is Indo-Chinese, the menu also features comfort foods that guests can enjoy.

Inspired by 300 years of craftsmanship and ten generations of family distilling expertise, Ketel One vodka by Diageo, is one of the fine spirits that will accompany the exquisite meal at Zega. Crafted in small copper pots, the vodka has a citrus, crisp and sophisticated taste that brings out flavoured variants of its quality.

Sidharth Bhardwaj, Executive Chef, Sheraton Hyderabad Hotel Gachibowli, shares, "I am a firm believer that restaurant menus should frequently innovate and evolve to ensure guests are always captivated by fresh flavours and diverse ingredients. The new introduction to Zega integrates unconventional cooking styles and techniques with the choicest of ingredients to deliver unforgettable culinary encounters."

Ho Chi Ming, Chef De Cuisine at Zega, Sheraton Hyderabad Hotel Gachibowli, elaborates, "The thought behind designing the new menu is to present our guests with a culinary adventure through the authentic Asian food offered at Zega. The menu is an introduction to a greater vision and we have aimed to attain the right balance between flavours and innovation while curating the new menu. We hope our patrons enjoy the spectacular creations we are introducing."

This chic and contemporary restaurant is the perfect place to unwind over a delightful lunch, a fun casual evening or a lavish dinner, and the new menu promises an even more mesmerizing meal, and a dining experience to cherish forever!

NEW OPENING



Bengaluru gets 12th Barbeque Nation outlet

 Barbeque Nation, India's leading casual dining restaurant chain, has launched its 12th outlet in Bengaluru and 126th in the country. Spread over an area of 8,750 square feet, the new outlet is located near Wipro Gate on Sarjapur road. Actress Harshika Poonacha inaugurated the new Barbeque Nation outlet and spoke about her love for food and Barbeque Nation in particular. Foodies in and around the region now stand a greater chance to experience the delight of grilling their own vegetarian and non-vegetarian barbecues on live grills, embedded on the tables at the restaurant. The latest outlet can seat and serve over 214 guests at a time. The restaurant has been carefully designed keeping in mind the heritage and the philosophy of the Barbeque Nation brand, while offering new experiences like barbecue pit, larger dessert stations, an egg station and over 100 dishes.

The eat-all-you-can buffet at Barbeque Nation showcases an array of vegetarian and non-vegetarian spread. As for starters, the non-vegetarians can indulge in

the famous mutton kadhak seekh, chilli garlic prawns, ajwaini fish tikka, murg boti kebab and much more, while vegetarians can feast on the mouth-watering hariyali kumbh, pineapple chaat, cajun spice baby potato and Punjabi paneer tikka, among others. The dessert section comprises of walnut brownie, assorted pastry to angoori gulab jamun, marvel cake, and kesari phirnee. The wide range of kulfis at the restaurant's most famous Kulfi Nation counter will leave the guests salivating, where they can twist the kulfi by mixing various flavours into one and create diverse combinations.

Ritam Mukherjee, Regional Manager-Operations, Barbeque Nation Hospitality Ltd, said, "We are extremely delighted to announce the launch of our new restaurant on Sarjapur Road, a zone brimming with energy and activity, with numerous corporate houses and new residential complexes. We have introduced several innovative additions, including a Pizza Counter and separate counter for brownies and waffles, offering experiences like no other."



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Dhaba opens its 10th outlet in Aerocity

➤ Taking forward its 30-year-old legacy, Dhaba – the king of Highway Cuisine – which was established in 1986 in Delhi, has opened its latest new outlet at the capital's Worldmark Aerocity. Worldmark at Aerocity has emerged as the latest dining hotspot in Delhi because of its location near the Delhi Airport. "We are thrilled to share that Delhi's prime food, beverage and leisure destination Worldmark at Aerocity now has Dhaba to its repertoire. Our Aerocity restaurant marks the tenth outlet for us after five successful years across the country," stated **Rahul Khanna and Kabir Suri, Directors of Azure Hospitality** that operates the Dhaba brand.

Taking a shot at new age fun and kitschy interiors with the legendary classics on the menu along with some nouveau beauties, the new Dhaba outlet is set to recreate the same magic again but with more full-on Punjabi flair. Thus Dhaba comes in a new avatar with signature kitschy quirk, vintage collages and retro Indian décor of the 80s and

90s, and use of popular Indian weaving techniques in ikat fabrics. Designed by Atul Anand, this 52-seater outlet showcases environmental friendly décor using recycled elements and community tables for group seating. The ambience infuses the excitement of a highway meal; and in fact, takes it up a fair few notches! The creative chaos of colours, quirky desi quotes, revival of vintage black and white Bollywood posters and the signature truck art adds to the overall dining experience.



But Dhaba's real highway magic always takes place in the kitchen. With a legendary classic Indian menu divided into three drooling parts – Tandoor, Tawa and Patila – food at Dhaba is a true showstopper amongst corporate and tourists visiting the location. The food menu is inspired by travels down the highways of India and the eccentric by-lanes of old towns famous for unique age-old recipes. In addition to the age-old classics, the new menu experiments with newer flavours showcasing Highway specials, not only from Punjab but from all over the country. The essence and soul of Dhaba is Punjabi, however a whole range of regional dishes are now available for indulgence. **Chef Ravi Saxena** helms the Dhaba kitchen chronicle, reconditioning its fabled signature recipes and bringing forth the best of highway cuisine and north Indian cuisine concepts. With signature recipes since 1986 and the new experimental Highway Specials, there are a lot of new and signature dishes for everyone to try.

Indore Marriott Hotel launches an open air Indian restaurant

➤ Indore Marriott Hotel has opened its new open-air Indian restaurant '54 Praangan', which is set to tantalize the taste buds with its delicious offerings. The open garden restaurant comes with a live interactive kitchen and a green environment at scheme no. 54. 'Praangan' is a Sanskrit word for 'aangan' which means open area and the new restaurant utterly justifies its name as it provides guests the nostalgia of having fun and enjoying with your family in your aangan. It is the only restaurant in Indore to serve undivided Punjabi, Awadhi and Kashmiri cuisine from its live kitchen to food lovers of the city by featuring authentic Indian delicacies and a menu that reflects the rich diversity of Indian flavors and culture, all curated by expert chefs.

'54 Praangan' is the second specialty restaurant of Indore Marriott Hotel, and it offers a selection of authentic dishes such as royal Awadhi kebab platters, curries, biryanis' and much more. The warm and welcoming ambiance reminds the

guests about the rich food heritage of India. The hotel has a beautiful green landscape dotted with mango trees, which is further complemented with live ghazal and Sufi music. On the launch of this new restaurant, Devesh Rawat, General Manager, Indore Marriott Hotel, said, "At Indore Marriott Hotel, it is our constant endeavor to provide our guests with the best services and facilities along with the most vibrant Food & Beverage program in the city. We are happy to launch the second specialty restaurant in the Hotel after One Asia, which is known for its distinctive cuisine trends and service. Now our guests staying at the hotel can have a great dining experience in the open garden restaurant. We hope that '54 Praangan' will completely charm our patrons and bring them a gastronomic experience they have been waiting for."

Chef Vivek Kalia, Executive Chef, Indore Marriott Hotel, said, "54 Praangan is a specialty Indian Restaurant that offers classic aromas with a contemporary take, rooted in age-old traditions. The exotic delicacies from the northwest frontier to Awadh are



served under open clear skies. The handpicked signature kebabs, the authentically prepared curries, the ancient traditional breads straight from the tandoor by our master chefs are intended to give you a royal dining experience."

To add to the allure of the restaurant is its central positioning around an interactive bar, which serves Indian Signature cocktails and is equipped with a separate vegetarian and non-vegetarian kitchen. The restaurant has five elevated, premium dining areas with a view of the water body and a dedicated kid's area for a complete family outing. 54 Praangan is open only for dinner and can seat up to 80 people.



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Kolkata gets its own intelligent microbrewery with beers brewed fresh at the bar

Motor Works and Brewing Company, a newly opened microbrewery in Kolkata, describes itself as an intelligent microbrewery, the first of its kind in India. Motor Works and Brewing Company is the second property by the same family to open its doors in the city. The first, called Bakstage, completely revolutionised the IT hub of the city, and is located in Sector 5. While staying true to the retro-rock culture, Bakstage was the first of its kind pub in Kolkata to offer a truly family experience.

Conceptualised as a microbrewery where you will find everything in a blend of motor and steel, the establishment

is spread across approximately 5,000 square feet with a mezzanine and the entrance is lined with gray-black floor. With its floor to ceiling windows, the sun seeps in throughout the day giving it a bright and sunny look. The nooks and corners are filled with antique bottle openers, vintage cars and road signs found by the owner on his various travels, nationally and internationally. Some are from the Kolkata lanes, and they help to add colour and quirkiness to the space.

The tables are a mix of crankshafts and table tops are flattened tyres. There are many other things which stand out – the metal clockwork, hangings from the

ceilings, a motor bike parked inside the premise and a half cycle table top. Sitting in Motor Works and Brewing Company feels like sipping beer in an urbane industrial plant watching a play. Adding drama to the ambience and making the whole experience interactive, one can see the brewing happening in front of your eyes with the opportunity to interact with the brewer, watch them in action and get the fragrant aroma of fresh beer brewing. Guests can also watch the cleaning of the tanks or their levels being checked, right in front of them.

Motor Works is also the first brewery in India with a food truck – a fully stainless steel and wood cased food truck, which prepares and serves the food for the brewery. Guests can see the truck moving around the property at different times. Currently, the establishment is brewing ten varieties of beers, the maximum in the country, with many more in the offing. It has also installed the first pour-your-own-beer system in India. Besides, its first full copper tank brewery with a horizontal stacking of storage tanks makes it one of the most innovatively engineered breweries in the world. Being the first open brewery, it offers a brewing experience that is truly up close and personal, right at the bar.

Dubai gets Mumbai's Hitchki!

Ever since Hitchki first opened its doors in Mumbai in July 2017, it has warmed the hearts of diners with its refreshing menu, unmatched service, good music, affordable pricing and sincere hospitality. Now, Mumbai's beloved restobar has opened its doors at the tony Grand Millennium Hotel, Al Barsha in Dubai. The menu, presentation, uniform and accessories are all inspired from a deep sense of childhood nostalgia. Hitchki's large, spacious interiors are splattered with colours of nostalgia – film posters, utensils and quotes that bring back happy memories of childhood. Hitchki's Bollywood Nights, held every Friday, are said to be one of Mumbai's most in-demand weekend parties. Other special events, like Ladies Night, and specially curated day menus keep Hitchki an all-day, all-week go-to for great food, music and R&R.

The food is a fusion of India's multitude of local cultures and cuisines, and also influenced by the favourite international picks. From drinks like Topsy Cola, Boondi Mojito and Genda Phool; Pav Bhaji Burger, Shiv Sukh Pijja and Ande Ka Funda in Mains, and Laila Majnu, Baratiyo Ka Swaagat and Khas Khas Ka Halwa in Desserts – the old beautifully blends into the new. In just under two years, Hitchki has opened four outlets in Mumbai's most prime locations – Powai, Bandra Kurla Complex, Thane and Ghatkopar. The lips smacking food, served at extremely pocket-friendly prices, has made Hitchki the runaway success that it is.



Arjun Raj Kher of Hitchki, says, "Dubai is the cultural melting pot of the world. Nostalgia, love and great food know no boundaries, which is why we knew that we had to come soon to Dubai. It shares Mumbai's pace, multi-culturalism and a passion for cuisine. Our resounding success in Mumbai gives us the confidence that Dubai will take to Hitchki as well as Mumbai did. On the weekend, it's going to be home to one of the grooviest parties in town. Hitchki is sure to be amongst Dubai's top hot spots soon. We can't wait to see how the city embraces Mumbai's favourite High Energy Restobar!"

Unplugged Courtyard Gurgaon promises a memorable culinary experience

After firmly establishing itself as a quality chill zone destination in New Delhi, Unplugged Courtyard now opens its doors to the people of Gurgaon. This new property has been built with a thought and passion, giving personal attention to every detail. "We are confident that the Unplugged Courtyard will be the new fun address of the city," says **Dinesh Arora, Chief Managing Director, Eastman Colour Restaurants**, operator, the Unplugged Courtyard brand.

Nestled in a leafy, serene lane in Gurgaon's upscale Udyog Vihar, Unplugged Courtyard is elegant and generously spaced over 15,000 square feet spanning two levels. The hotel's courtyard restaurant club is striking for its interior design, which gives off just the right vibe of an unmistakably 'laid-back' space. On its part, the restaurant aims to set a benchmark for its pioneering food and often-irreverent take on the idea of traditional cuisines. As important as food, design and music, the bar keeps abreast offering trendy and affordable yet fabulous tasting cocktails. The tastefully designed cocktail bar is the perfect setting to savour first-rate cocktails or even a glass of wine in the early evening through to midnight.



Corporate Chef Akshay Bhardwaj shares his exceptional take on modern day comfort food, combining ingredients that marry the Chef's progressive approach to world cuisine. Akshay specializes in European cuisine, though over the years he has created a place for himself in inventive western & pan-Asian food, which emphasizes on freshness and the use of indigenous ingredients. His focus in every dish is always prime ingredients; his dishes elicit the real flavour of every natural element. Laal Maas Ki Lahori Seekh, for example, marries mutton mince with Rajasthan spices. Served with walnut Labneh, this is an addictive blend of Indian and Middle Eastern influences. Other signature dishes include Thai Basil Chicken, and the flavour-explosion that is the Khow Suey topped with fried onion and garlic. One of the chef's favourite is the Bhuna Gosht with saffron Parantha. A fresher rendition of the classic version, it makes for a perfect bite, with marinated onions providing a satisfying contrast to the flavour and texture of the meat. Every diner needs a biryani, and Unplugged Courtyard Gurgaon offers one of the best in the city with its special biryani section. Desserts like the French toast with ice cream in a rich banana cake, and churros with chocolate sauce promise potent doses of decadent comfort. Food lovers can bet on a culinary journey of a lifetime at Unplugged Courtyard Gurgaon.

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COLOUR CODED KNIVES



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Kolkata's boutique hotel opens its doors to its vintage charm and modern amenities

The Ambuja Neotia Group has once again introduced a unique hospitality experience for their guests in Kolkata. In a joint enterprise with the Kolkata Municipal Corporation, the Group has opened a boutique hotel – RaajKutir – spread across a 13 acre campus and modeled around Raaj Bari, an inspired legacy of Kolkata. The property is strategically located on the Eastern Metropolitan Bypass, opposite Salt Lake Stadium and Subhas Sarovar, at a distance of approximately 13 kilometers from Netaji Subhas Chandra Bose International Airport. The hotel's design and aesthetics reflects the pre-independence period and harks back into the era of Bengal Renaissance amidst a fictional representation of vintage romance. It has 33 state-of-the-art rooms, and is complete with contemporary amenities including an all-day dining restaurant, a modern bar,



spa and swimming pool, shopping arcade, café cum deli and an artisan's gallery. The adjoining facilities include three large banquets (indoor and outdoor), a mini banquet and restaurants, along with facilities for exhibitions and celebrations such as weddings, private parties and corporate events.

The dining facilities include the all-day dining restaurant The East India Room, a cafe cum deli christened Loafer's Cafe and a bar called The Swig. The restaurant's highlights includes lost recipes and food of Bengal, which have been made more

palatable with migrant cuisine influences such as the Jews, Portuguese, British and Anglo-Indians. Loafer's Cafe exudes the mood and aura of Victorian bakes and high tea, which makes it a perfect setting for a quick bite or sip amidst a wondrous collection of teas and confectionery. The Swig is the bar to be at with an envious collection of liquor and alcoholic beverages in a relaxed and fun-filled atmosphere. All in all, RaajKutir makes for an ideal venue for exhibitions and celebrations such as weddings, private parties and corporate events.

PRODUCT LAUNCH

Puratos India's four new innovative products

Puratos India, the subsidiary of the Puratos International Group, has launched four new innovative products for the Indian Bakery, Patisserie and Chocolate industry. These include Tegral Satin Purple Velvet EF, Fruitfil Range, Carat Supercream Nutolade, and Tegral Red Velvet Sponge Mix. Each of these four products offers high quality ingredients, authenticity and convenience.

Ashish Seth, MD – Area Director, Puratos Food Ingredients India Pvt. Ltd, said, "The Indian consumers today want a perfect balance of great taste and novelty. We have launched four high quality and innovative products based on the distinctive needs of consumers that we have been able to identify. With these new assortments, we continue to respond to the evolving expectations of

customers through constant innovation."

Capitalizing on the latest consumer trends, Puratos India has launched Tegral Satin Purple Velvet EF, a patisserie mix containing natural colours and with a distinct berry flavour, which gives finished applications the element of 'wow!' not just in taste but also in its visual appeal, owing to its inviting soft purple colour. It is suitable for various applications such as celebration cakes, swiss



rolls, bar cakes, berry pastries, marble cakes, cold cheesecakes and muffins. This product is now also available in an egg-based version as the Tegral Red Velvet Sponge.

Tegral Red Velvet Sponge has been especially designed for customers who wish to use a pre-mix in their egg-based recipe for a red velvet cake or pastry. This delicious cake mix contains real cheese (powder) and natural colors. It combines optimal volume, aerated texture and rich taste that perfectly match the taste profile of Indian customers.

Fruitfil is a range of delicious fruit fillings, which contain up to 30% natural fruit content. It has no artificial flavours and no artificial colors (NAFNAC) and is available in four exciting flavours – blueberry, strawberry, mango and pineapple. It is the perfect ready-to-use solution for

customers looking for natural fruit fillings for multiple applications such as cake layering, spreading on baked finished desserts, mixing with mousses, flavouring of milk shakes and many more. The launch of Fruitfils is a direct function of the health & convenience trend.

Carat Supercream Nutolade is a premium hazelnut filling, which can be used for a variety of delicious topping, mixing and dipping. With 13% hazelnut and cocoa content, it has a rich nutty taste and offers superior quality ingredients, smooth & shiny texture and good spreadability. There is no end to the range of finished applications that can be explored using this product. Topping (waffles, brownies and crepes), Mixing (mousse), Center Filling (pralines & rochers), Dipping (churros) and Spreading & Layering (Swiss rolls) to name a few.

InnerBeing launches its healthy breakfast and snacking options in Mumbai

Health and nutri-food maker InnerBeing has launched its millet-based breakfast and snack mixes along with a range of super grains like quinoa, foxtail millet and ragi multi-mix in Mumbai. To mark the occasion, InnerBeing hosted an event themed "Grains of Goodness", which saw participation from top chefs like **Vernon Coelho, Ranveer Brar, and Sudhir Pai**. Prominent members of the Indian Dietetics Association, **Dr. Jagmeet Madan** and **Nazneen Husein** also attended the event. The launch highlighted the relevance of ancient grains in our daily lives across the multiple needs of fitness, nutrition and lifestyle.

At the event, InnerBeing also showcased its signature star products like the jowar idli, jowar upma, millet pancake mix, ragi chocolate drink and quinoa porridge. Innovative snack mixes – which appeal to millennials – such as millet and cinnamon cookie mix, millet pizza base mix and nut & millet cake mix, were also on display.

A presentation on the history of the brand was followed by discussions on the relevance of ancient grains for nutrition as well as the environment by Dayakar from IIMR and Joanna Knae-Potaka from ICRISAT. This was followed by a panel discussion with the moderator Naaznin Husein and the panellists – chef Sudhir Pai, Dr. Jagmeet Madan, Ruchita Dar Shah (Founder First Moms Club Global Group) and Ronak Gajjar – on various topics like millets for nutrition, their use in everyday life and eating clean.

Commenting on the occasion, **C.S. Jadhav, Founder and Director, InnerBeing Wellness**, said "Our products have been designed to be a part of daily use so that people with busy lives can benefit from them. This launch is a showcase on not just how important ancient grains are in today's time of greater health concerns but also about how easy it is to actually incorporate them into our diet. We are also delighted to receive the whole-hearted support of chefs, dieticians, fitness leaders and other prominent industry members for the same."

InnerBeing not only provides nourishing and natural food but also educates the consumer to make better choices in every aspect of their wellbeing. The company uses local ingredients like jowar, ragi and bajra, which have natural benefits and help the body charge itself for the day.

The company has backing from prominent investors from India, Dubai, Singapore & USA, and it has a high profile board comprising of some senior ex-members from Unilever, ITC and McKinsey.

InnerBeing products are being launched in leading general trade outlets in Mumbai and will slowly increase

its footprint to major modern trade chains. The company has plans to make its products available in all leading cities in the near future. The products are currently also available online on the company's website and other leading e-commerce portals such as Amazon and BigBasket.



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SHARPENING STONE & ROD



COLOUR CODED KNIVES



COLOUR CODED KNIVES



ALL THE KNIVES ARE AVAILABLE IN ALL THE COLOR CODED HANDLES

Araku Coffee introduces its signature range of colourful Moka Pots

↗ Certified organic luxury coffee brand Araku that traces its origins to the ancestral terroirs on the highlands of the Araku Valley in Andhra Pradesh, has introduced its Moka Pots that have been designed to reinvent the coffee ritual entirely. With the assistance of Norwegian designers Torbjørn Anderssen and Espen Voll, among the most successful Scandinavian designers, Araku has re-conceptualized the Moka Pot, inspired by the culture and aesthetic that exists in the Araku Valley and various parts of south India.

The Moka Pots by Araku Coffee are nothing like the traditional coffee brewing equipment available in the market. They are inclusive, warm and welcoming, and available in variants of black, green, orange, yellow, blue

and white, combining engineering and efficiency with beautiful design. These coffee accessories are not just stellar to look at but are also very easy to carry and can be easily fit into hand luggage, making it a perfect travel companion for the coffee enthusiast.



To take inspiration for the Araku Moka Pots, the designers undertook an immersive tour of the Araku Valley, familiarising themselves with the colours and aesthetics of the brand as well as its provenance. Established in 2009, Anderssen & Voll have designed many pioneering objects for the home environment for some of Europe's most renowned brands. Most of their creations are developed absorbing the culture and market trends, making them relevant, pragmatic and at the same time, emotionally stimulating.

The Araku Moka pots are available for a price of INR 3,750 and can be purchased from the brand's official website – www.arakucoffee.in

Vinod Cookware launches colorful summer bottles for everyday use

↗ Vinod Cookware India's oldest kitchenware brand expands its range of stainless steel bottles announcing Neptune Bottles at Rs.610/- for 500ml. Available in summer shades, the bottles are fashionable to use and functional for daily use.

The very stylish and easy to carry 'Neptune' has a superior vacuum insulation for maximum temperature retention, that keeps liquids hot or cold for hours so you don't have to worry about re-heating or re-cooling. With its durable 18/8 stainless steel interior, it features robust insulated walls, engineered for the extreme climatic conditions, without building up germs or any unpleasant odors.

The ergonomically designed bottle is easy-to-hold & comes with locking ring to protect its content from any foreign particles – dust, dirt or insects. Also, its Unique Locking Mechanism (Leakproof) and vacuum insulation at the bottom not only brings firmness on the surface but also sturdiness to hold, bringing comfort for everyday use.



The handy water bottle doesn't become smelly from overuse like plastic ones can. The bottle is resistant to corrosion and is easy to clean with a brush or mild detergent. Its period, lets reduce the use of one-time plastic by carrying your own fresh water with Vinod Bottles.

Summer iced teas by 'Oh Cha'

↗ Oh Cha, a boutique tea brand specializing in flavoured teas and the brainchild of Pallavi Kanoi, has recently launched its two new flavours of iced teas for summers – Mango Mint and Peach Lychee. Tea is considered as the most important beverage drink of India. India is one of the largest tea producers in the world and over 70 per cent of its tea is consumed within the country itself. These teas are perfect summer refreshers, offering flavours that are great to opt for before stepping out in the scorching heat. Besides, there is no

need of boiling – the flavours come in tea bags to ensure a hassle-free experience. Just dip a tea bag in cold water and let it rest for five minutes. Your chilled iced tea is all set to be served within few minutes. The range is crafted with real teas containing all natural flavours and no added sugar or preservatives.

Oh Cha believes in nurturing authentic flavours, aroma and essence of the tea and ensuring that they are preserved in every pack through the processing of tea leaves under the proficient supervision of qualified team managers. The brand believes in reinventing the tea leaves to ensure that all their blends are focused on the base tea while it is flavoured in a way to maximize and enhance the tea leaf. The teas are whole leaf, delicious and healthy and a perfect paradox of simple and complex, of flavours exotic and familiar, energizing and relaxing. Oh Cha teas are available on the official Oh Cha webpage and on other platforms like Propshop24, Amazon, Style Salad, Giftona and Scootsy. It is also available in the Twigs & Tales store in Kolkata.



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INDUSTRY EVENT

Asia Fruit Logistica announces its 11th edition in the Indian market

Asia Fruit Logistica, the leading international trade exhibition for fresh fruit and vegetable marketing in Asia, has announced its upcoming edition in Hong Kong from 4th to 6th September 2019. Offering unparalleled opportunity in the fresh produce sector and related value chain, Asia Fruit Logistica aims at assisting industry players to build new business contacts and showcase their innovations and products on an international level.

The annual trade fair is known to attract high-quality buyers from key markets across Asia, witnessing participation from exhibitors belonging to the logistics, machinery and technology sectors. Last year, the trade fair witnessed the third highest participation from India with 6% of total visitors marking their attendance at the event. Asia Fruit Logistica invites larger registrations from Indian fresh produce traders and supply chain retailers this

year to emphasize the crucial role of supply chain partners for businesses' growth.

Commenting on Asia's premium fresh produce fair, **Keith Sunderlal, India Representative, Asia Fruit Logistica** said, "Asia Fruit Logistica attracts buyers and exhibitors from across the world providing a great platform for company leaders and influencers to connect and collaborate globally. The three-day trade fair offers opportunities to companies of all sizes to unlock extensive business opportunities by finding new suppliers and building relationships. It is a must-attend industry event to enhance exposure in fast changing trends and technologies in the fresh produce sector."

The most recent trade fair, Fruit Logistica, that took place from 6th to 8th February 2019 in Berlin, Germany boasted a high attendance of over 78,000 trade visitors from 135 countries. Also known as the world's leading exhibition



for the marketing of fresh fruit and vegetables, Fruit Logistica achieved excellent results with nearly every other exhibitor making new business deals this year. With Asia Fruit Logistica, it brings its expertise to Asia, one of the most dynamic and rapidly expanding markets in the world. Exhibitors seeking to showcase their products and services at Asia Fruit Logistica are advised to register at their official website: <https://www.asiafruitlogistica.com/en/Exhibitors/>

IIP's National conference highlights innovative packaging techniques for food products & its safety aspects

The Indian Institute of Packaging (IIP), Delhi Centre, an autonomous body under the Ministry of Commerce & Industry, Govt. of India, recently organised a National Conference on innovative packaging techniques for food products and its safety aspects.

The Chief Guest on the occasion was **Dr Anup Wadhawan, IAS, Commerce Secretary, Govt of India** and the Guest of Honour was **Ashok Goel, CMD, Essel Propack. Prof (Dr) N.C.Saha, Director, IIP** welcomed the guests and the delegates with an inaugural speech. The conference witnessed the presence of many prominent names as speakers



and participants from the industry such as Coca-Cola India Pvt.. Ltd., Nestle (India) Ltd, Paharpur 3P, HTW Ltd, W&H India Pvt. Ltd., Century Pulp & Paper, Mitsui Chemicals India Pvt. Ltd., Dupont Nutrition & Bioscience, Siegwark India Pvt. Ltd., and many more. The chief guest also released a coffee table book on IIP during the programme.

Dr Tanweer Alam, Joint Director & Regional Head, IIP, said: "Nowadays, food packaging safety is of prime concern for the consumer. With the promulgation of new regulation by FSSAI based on the sampling and studies conducted by us pan-India, we can say that the bar for safety norms are raised but clearly the

focus has to be on the unorganized sector too. This platform provides an opportunity to the experts and stakeholders from the industry to promote packaging technology and systems, which could be adopted to benefit safer packaging; improve health and hygiene and prevent loss of produce."

The conference programme included three sessions focussed on 'Emerging challenges of safety in Food packing', 'Innovations in Food packaging', and 'Emerging trends in Food safety & Packaging regulation'.

The experts had very informative and interactive sessions during the day that outlined the industry's efforts to bring forth the importance of keeping pace with the evolving global and local regulatory compliance and the constant need to have an innovative approach towards food packaging along with the consumer safety outlook. The new regulation by FSSAI was also discussed in the conference that mandates that all packaging materials must be safe and should not transfer components or chemicals to food so as to endanger human health, change food composition or adversely affect food taste or odor.



From left to right - Prof (Dr) N C Saha, Director, IIP; Sunil Kumar, IAS, Addl Secy, Gol; Ashok Goel, CMD, Essel Propack Ltd; Dr Anup Wadhawan, IAS, Commerce Secy, Gol; Sukumar Shah, VC, IIP; Sunil Jain, President, Rajoo Engineers



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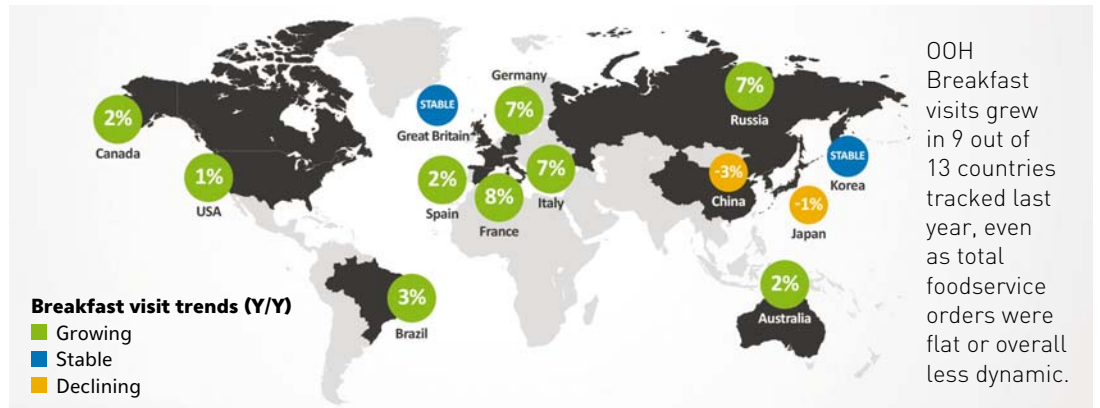
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Breakfast Around the World

Out-of-home (OOH) breakfast habits vary widely in the 13 global foodservice markets NPD tracks. Fast-paced life, eating on the go, new offers, "All-day breakfast," and affordable prices for breakfast combos – all of these factors contribute to OOH breakfast as an important opportunity for operators and manufacturers. See what we see ...



EUROPE BY NUMBERS



OOH Breakfast visits grew in 9 out of 13 countries tracked last year, even as total foodservice orders were flat or overall less dynamic.

Breakfast sandwiches/muffins were the #1 item ordered for OOH breakfast, with a few exceptions.

Brazilians like to order toasted French bread for breakfast, while the French are partial to croissants.

Breakfast sandwiches/muffins



Australia, Canada, Germany, Great Britain, USA

Croissants



France

Stuffed buns



China

Sweet bread or donut



Japan

Toasted French bread



Brazil

Customers prefer sandwich/bakery or coffee shop segments for their breakfast... but not always!

Key segment for breakfast visits (share of visits based on 100% breakfast visits)



Italy – Coffee shops 83%
Spain – Coffee shops 60%
Canada – QSR* Donut 54%
China – QSR Chinese 40%



Japan – Supermarkets 40%
Russia, Australia, USA – QSR burger 33%
France & Germany QSR sandwich/bakery 37%



CREST®, our flagship information service for the foodservice industry, provides the in-depth information you need to fully understand and quickly respond to the latest foodservice market shifts – in your home country and around the world. www.npdgroup.com

*QSR = Quick Service Restaurant | Source: The NPD Group/CREST®, YE September 2018

OLIVES FROM SPAIN participates at Aahar for its fifth promotional campaign in India

OLIVES FROM SPAIN, one of the biggest exporters of olives, participated in Aahar Delhi 2019 to spread awareness about Spanish table olives. The purpose was to make the key industry stakeholders understand about the endless possibilities of this little fruit which is much more than a topping. The basic objective of the brand is to increase the exported volume in the Indian market. Aahar Delhi, the biggest trade fair for the food and beverage sector in India, has brought the professionals from the Indian industry as well as international food players together, in a five-day expo at Pragati Maidan from 12th of March to 16th of March 2019, to collaborate, network and connect for better business ventures in the future.

Spain is the world leader in table olive production, and it exports olives to more than 120 countries, representing 40% of the global market. The main markets for Spanish olives are –USA, Italy, Germany and France. Since 2007, OLIVES FROM SPAIN started targeting other potential markets, India was identified as a country where olive consumption is steadily increasing over the years.

OLIVES FROM SPAIN came up with a unique stall at Aahar and the stall was awarded by the Indian Trade Promotion Organization, as one of the best and most original displays of the fair. With an original artwork and design, the stall showcased its key products in the Indian market: green, black and pimento stuffed olives. All visitors could taste, enjoy and experiment Spanish olives with a fresh twist.

The stall featured a "Spanish Marinating Bar." The idea behind the concept was to make a better connection with the Indian HORECA professionals with an innovative way to use table olives in their daily activity.

Visitors, at the stall, could follow three basic recipes that were printed on the stall to experiment with the olives. It was an interactive approach to engage the visitors and allow them to prepare different marinade recipes.

OLIVES FROM SPAIN program at Aahar also featured two well acclaimed and interesting live cooking masterclasses conducted by Chef Saransh Goila, brand ambassador of OLIVES FROM SPAIN in India, at the Indian Culinary Forum Area. The two-day master class session on 13th and 14th of March, 2019, was attended



by a curious audience: media professionals, bloggers, and Chefs. Chef Saransh Goila, OLIVES FROM SPAIN's brand Ambassador for India had an interactive session with the audiences. He enlightened them with the basic key information on Spanish olives, and expressed his long-time passion for the little fruit. He also shared his culinary skills and knowledge on how to blend Spanish Olives with the Indian regional cuisines at the masterclass "Spanish Olives weds Indian Khanna;" fusion of Spanish olives with Indian masalas and chutneys was the idea of the master class. The purpose of these masterclasses is to spread knowledge on how to blend regional Indian cuisine with Spanish olives for a fresh twist to the traditional recipes.

Chef Saransh Goila stated that his keen sense of flavors told him that this juicy fruit had the potential to be a fitting ingredient for Indian cooking, to provide a twist to traditional dishes. He expressed, "I decided to experiment with the olives and started figuring out ways to integrate it in Indian cuisine as snacks and pickles with truly Indian flavors. Indeed, the product in Spain is a pickle itself. There, it is preserved in a brine containing vinegar, salt and different Mediterranean spices. They can also be combined with a huge number of ingredients. As I was captivated by its juicy texture, I started thinking of making pickles following the Indian pickle tradition using olives as the core product." ●●

Chef Saransh stated that his keen sense of flavors told him that this juicy fruit had the potential to be a fitting ingredient for Indian cooking and to provide a twist to traditional dishes.

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Spices & Condiments:

Transforming Dishes from Mundane to Magical

A boom in travel and the foodservice sector have stoked a growing appetite among consumers for new flavors, spices and condiments. Consumers are looking for ways to enrich their meals with improved tastes. The increase in demand for seasonings for use in overseas cuisines such as continental, French and Italian is also expected to boost the industry growth. The rapid expansion of the hospitality and foodservice sector is also driving the demand for spices and seasonings as their flavors enhance the aroma and taste of cuisines.

With consumers journeying the world through their taste buds, the universe of spices and condiments has expanded and there is an increased demand for new flavors, spice and heat. People are going beyond the bland, traditional flavors and increasingly settling for customization. An increase in the disposable income and the influence of global trend on Indian foodscape are fueling the growth and demand for products like mayonnaise, salad dressings, and exotic flavored sauces. These developments have fuelled a growing appetite for novel cuisines, cultural mash-ups and experimentation and exploration of new dishes.

Spices, seasonings, sauces and condiments marry ingredients, provide punch and flavour and can bring a dish to life, so they are vital for chefs and menus. "Spices, sauces and condiments aggrandize and intensify the flavor of the main ingredients apart from acting as a catalyst for balancing the flavors. Ordinary black pepper, for example, can balance out the heat beautifully when it's wood-smoked. A dish is prepared with a variety of components, and spices and condiments add to the grandeur of flavors," says **Divya Bose, Chef trainer and Lecturer, IHM Pusa, New Delhi.**

While staple herbs, spices and condiments such as rosemary, coriander and ketchup remain firm favorites, the growing popularity for trend-driven ingredients has seen more and more chefs making room for Pan-Asian, Mediterranean, Middle Eastern, Mexican and Thai-based ingredients. Consumers are looking past traditional favorites such as Chinese to discover exciting and authentic flavors from Korea, Indonesia and Vietnam. Middle Eastern and Mediterranean flavors are becoming very popular, especially in spicing up breakfast dishes.

In keeping with the trends, the market now stocks a wide range of Asian-inspired spices that add authentic flavor to ready-made sauces. But as Asian dishes can include up to a dozen different spices, so it is important for caterers and chefs to choose a versatile spice mix that can be used across a range of dishes. "Today, we are fortunate to have a diverse range of international spices, sauces and condiments at any well-stocked supermarket. For instance, fresh and dried herbs and spices, the choicest sauces from around the globe can just be picked off the shelf, and be used to enhance the flavor of your dish," avers **Chef Sidharth Bhardwaj, Executive Chef, Sheraton Hyderabad Hotel Gachibowli.**

Condiments can help meet consumers' desire to customize their food at the table and suppliers are offering a mix of traditional favorites with more adventurous options to encourage experimentation. Suppliers can further elevate the experience – and potential price tag – by using eye-catching condiment containers – a stainless steel mini-bucket would work, or a custom-made wooden container or even an attractive terracotta pot. Cleanliness is essential if the sauces are to be tempting, and the bottles and container must be kept spotlessly clean and fresh-looking. No drips or crusty bits!

Spices such as paprika and star anise infuse really well in fermented condiments such as sauerkraut and kimchee, both of which are gaining ground with the health-conscious and warranting a place on the table next to ketchup. Other flavours that are snagging attention include the addictive miso powder, fresh or dried turmeric root, complex and super-sweet date honey, and the incendiary Yellowbird sauce, prepared with the eye-wateringly hot but fruity habañero. While herbs used in traditional cooking such as parsley and

basil are still popular, there is definitely a greater demand for more exotic spice blends, such as ras el hanout, Chinese five spice and peri peri.

To meet this demand, chefs are rewriting the cookbook, mixing and combining the native and traditional recipes with new and exotic flavours such as white chocolate and wasabi, Asian kaffir lime leaves and tart, lemony Middle Eastern sumac. The growing awareness of the health and therapeutic properties of herbs and spices is driving the surge in demand for flavorings such as cinnamon, paprika, cumin, Spanish saffron, matcha and coconut, while sales of 'super-spice' turmeric have boomed in the past two years.

The spike in the demand for new spice blends, sauces and condiments can also be attributed to the growing desire on the part of consumers to avoid sugar, salt and fillers found in many ready-made sauces and pastes, along with the desire to experience the unique use of ingredients – turmeric in salad dressing or sumac in frozen yogurt, for instance. Also, despite the availability of ready-made masala powders and pastes, single spices remain extremely popular and sales of traditional spices such as turmeric, chilli, cumin and coriander powder are witnessing a surge. "People are also trying lesser-known ingredients such as kasoori methi (dried fenugreek leaves) and amchoor (dried mango powder)," says **Chef Reetu Uday Kugaji, Culinary Expert, Mentor, Food Blogger & Hospitality and Food Consultant.**

Trends fuelling the sauces and condiments category

The trend toward healthy eating has also created challenges for marketers of sauces and condiments, as the perception that sauces and condiments are an unnecessary and unhealthy addition to many foods has made some



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consumers cut back on consumption. As a result, sauces and condiments are increasingly marketed as organic and healthy, with new options such as low-sodium or low-sugar varieties supporting restrictive diets. Offering lighter and free-from options to appeal to the healthier consumer is among the trends that may keep the condiments and sauces market on an upward trajectory.

Traditional with a twist: Familiar formats may help more hesitant consumers to wade into the world of foreign flavors, and diverse varieties in staple sauces and common condiments may draw more exploratory palates. Following the tastes of millennials looking to try new foods and flavors, mature condiments with established recipes are offering more twists on the classics. For example, many mayonnaise brands offer wasabi, chipotle, pesto, garlic, horseradish and ginger flavors, while twists on ketchup include chipotle, ghost pepper, sriracha and sun-dried tomato varieties. New takes on mustard feature garlic, blue cheese and oregano flavors.

Getting rid of gluten: Several sauces and condiments that traditionally contain gluten have been made available in gluten-free varieties, such as gluten-free soy sauce. Additionally, naturally gluten-free foods are being explicitly labeled.

Non-G.M.O. and organic options: Sauce and condiment makers have developed more products to meet organic and non-G.M.O. requirements. Consumer fears about possible health risks of consuming artificial additives and genetically modified organisms have driven growth for sauces and condiments labeled as 'natural,' 'organic,' and 'non-G.M.O.'

Transparency is top-of-mind:

Consumers are increasingly seeking a story along with their food, demanding insight into a company's environmental sustainability and business practices before they buy. To interest these consumers, several manufacturers are displaying information about their companies' history and how their products are made via web sites or product labels. This marketing tactic is often successful with millennials, who tend to see corporate transparency as a big factor when making purchases.

Lighten up: Condiments and sauces are often the first things consumers ditch when they diet or become focused on healthier eating. Offering free-from, light and low-calorie options may help keep consumers from cutting out condiments and sauces. Having light food options is also especially important for older consumers who are likely to have age-related health concerns.

Responding to the new demand

Spices and condiment suppliers are responding to the call for natural, less processed products and for versatile products that multi-function as ingredients, table sauces, rubs, marinades or dips.

"There is a healthy competition in HoReCa product manufacturing companies and they are constantly working on new versatile products. Companies aim to stay ahead by offering

depth and width in the assortment, by reaching new geographies, introducing price-competitive products and by providing the best customer service. Consumers also look for a one-stop solution for all their requirements and want to work closely with the manufacturers for customization," says **Sukhminder Jeet Singh, Chef & GM, Culinary Development - Food Service India Private Limited.**

According to **Chef Harpal Sokhi, Owner, Turban Tadka Hospitality Pvt. Ltd.**, "there will always be a challenge when it comes to producer's response to creativity because of volumes. "If volumes do not match the productivity then it will be difficult for producers to actually deliver creative products. At the same time, mass acceptance of a particular flavor, sauce, condiment has to be matched with Indian palates and that is most important."

Producers are also coming up with a lot of innovative dripping flavors to add intense flavors to the dishes and drinks. "A new contender for our taste buds is the vivid green bhuna masala paste, a fiery fragrant blend of onion, cloves, garlic, coriander and chilli to Nizami biryani masala, and Makhani paste to name a few. Condiment vendors are also responding to the call of natural, less processed products and for more versatile products that multi function as ingredients, and as table sauces, rubs, marinades or dips. Consumers need innovation, bold flavors, ethnic spins and healthy alternatives to spread on just about anything, says **Chef Bhairav Singh, Corporate Indian Chef, Graviss Hospitality**

"Bringing unique experiences to consumers is the challenge for an industry that was built on consumers taking salt and pepper off the shelf for replenishment. In that way, the food and flavors business is facing the same issues as other consumer products' businesses. "Consumers want their food conveniently and they want it personalized. They want to make more of their own foods and have it as something they did themselves uniquely. Whoever gives them such offering on a mass basis can win," sums up Divya Bose of IHM Pusa, New Delhi.

In the pages ahead, we bring you the reactions and feedback from a cross-section of leading chefs across the country on the use and scope of spices, sauces and condiments in HoReCa and the latest trends and developments in the category.

ACCESSING MORE EXOTIC FLAVORS IS THE KEY TO CAPTURING MARKETS

Importance of spices & sauces:

Spices, sauces and condiments aggrandize and intensify the flavor of the main ingredients apart from acting as a catalyst for balancing the flavors.

Your must-have sauces and spices:

I cannot do without salts of different variety. My culinary favourite is celtic (sel gris) and Himalayan pink salt. I also never forget to keep at hand black pepper (tellicherry black), red pepper, infused oils (garlic and dried herbs), and proprietary sauces - soya sauce, Worcestershire sauce, barbecue sauce, ketchup, tabasco sauce, chilli sauce as well as Tahitian and Madagascar vanilla beans and cinnamon.

Some of personal favorites beyond the basic range are: Balinese sambal (tomato onion and red chilli based), Philippines banana ketchup (personal staple with deep fried chicken), gojuchang (Korean delight as dip and with ribs), chutney / relishes (gongura leaves, tomato plastic chutney), harissa with roasted peppers and garlic and coriander, ghost pepper mayo - spread for tortilas, wraps and sandwiches, togarashi mayo. I also prefer



The increase in cooking at home and experimentation has a greater impact on consumers' decisions than from the chefs or market. That makes it more important for food companies to reach consumers directly with presence on social media.

– Divya Bose
Chef trainer and Lecturer,
IHM Pusa, New Delhi

using spicy stout mustard and kashundi – that is the Indian wasabi.

Favorite recipe/s with sauces & spices:

My personal favourite sauces and condiments combination recipes would be: sweet spiced apple cobbler with sea salt caramel sauce, gongura paneer sula (skewered smoked cottage chesses and mushrooms marinated with gongura

leaves and Andhra spices with anardana chutney, peri-peri marinated baby potatoes with Kabul spices and kuboos with zaatar

Packaged spices or fresh and whole:

I use fresh as well as packaged spices, according to the requirement and convenience. I go for spice powders that are roasted and hand ground.

Sourcing approach: I source my spices from different places – special and rare spices from Khari baoli (spice market in Old Delhi), and also prefer using some regional spice brands such as MDH, Tata, Catch, and Knorr. For speciality and gourmet spices, I go to e-commerce websites like igourmet and Amazon.com

Hot trends in use of spices & sauces:

Introducing unconventional flavors in traditional dishes is the hottest trend currently. Also, smoked flavors – vanilla, smokey apple, smokey caramel, smokey paprika or smokey cheese, and Japanese flavors – citric yuzu, spicy wasabi, earthy matcha tea, savory umami, and fishy seaweed are seeing good demand. Innovating dishes with African and Mexican flavors is another hot trend. An increased awareness of healthy options in food has led to the usage of herbs, seeds and roots in the food.

Industry response for more creative and multi-dimensional offerings:

Bringing unique experiences to consumers is the challenge for an industry that was built on consumers taking salt and pepper off the shelf for replenishment. Consumers want their food conveniently and they want it personalized. They want to make more of their own foods and have it as something they did themselves uniquely. Whoever gives them such offering on a mass basis can win.



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FRESH INGREDIENTS BRING ENHANCED VALUE AND OWNERSHIP TO THE DISH



The market is now flooded with a variety of dips and sauces, which makes cooking fast and easy and adds a variety of flavors to food.

– **Chef Harpal Sokhi**
Owner, *Turban Tadka Hospitality Pvt. Ltd.*



Importance of spices & sauces:

The market size of proprietary food has grown. With the growth have come solutions to make cooking quicker and easier and the food even taster. Sauces, blended spices, and condiments have helped to expand the menu and the variety of offerings at homes as well as in professional kitchens. Earlier, proprietary sauces were not used in cooking at all and people would rather rely on a common garam masala that served as the base for all the dishes. But today, a lot of brands have started manufacturing basic dip sauces like tomato sauce, ketchup, chilli sauce, and pickles.

Your must-have sauces & spices: Every country has a different base of spices and they use several different raw ingredients to make the sauces. These sauces, spices and blends are mixed with Indian ingredients to create different flavors and recipes. Spicy salad sprinkle blend from Turkey has been a chef's favorite and it agrees well with the Indian palate. Sriracha chilli sauce is another hit in the chef's kitchen. It mingles with stir-fry dishes, dips, etc. Salted caramel mix adds a quick zing to any stir-fry dish. Mixed herbs topping and dehydrated sprinklers could be used to have an impact on the customers. A pizza seasoning and chilli flakes is also something that adds value to the regular cooking – be it pastas, or toppings used to sprinkle on the dishes.

Your favorite recipe/s with spices and condiments: My go-to quick combination recipe would be smoked barbeque sauce, a great combo for quick-stir fried chickens; honey mustard combo, which is used as a dip or grill; bhoot jholakia hot dip is a quick jerk stir-fry sauce; Mexican

toppings and stir fry sprinkles add the top note to all dishes, which actually help to enhance the taste of the dishes.

Packaged spices or fresh and whole: It is actually a combination of both. Fresh has its own charm and flavors. Fresh ingredients will always be preferred over packaged as it brings an enhanced value and ownership of self creation to the dish.

Sourcing approach: We opt for specific customized sauces for some of my restaurants. This helps us to enhance productivity at the outlets. We do not have any specific suppliers but work with various companies who customize products for us.

Hot trends in the use of spices, sauces and condiments: The trends are changing at a faster pace and chefs are driving these changes. Each chef brings in his own expertise and creates his own flavors, spices and condiments according to the requirement. However, there are certain standard flavors: hot, spicy, sweet and sour flavor. Indians will continue to look for modifications in this category of flavors only.

Industry response for more creative and multi-dimensional offerings: There will always be a challenge when it comes to producer's response to creativity because of volumes. If volumes do not match the productivity then it will be difficult for producers to actually deliver creative products. At the same time, mass acceptance of a particular flavor, sauce, condiment has to be matched with Indian palates and that is most important. FMCG companies are creating new products, which are a success in the retail sector.



OFFERING HEALTHY, VEGAN AND GLUTEN-FREE SAUCES AND CONDIMENTS AND LOCALLY SOURCED FRESH SPICES IS THE NEW TREND

Importance of sauces & spices:

The main reason to use spices, and sauces is to enhance the flavor of the dish and add a different texture. When we use sauces like chili, plum, black bean and soy sauce in Asian cooking, it is used to coat the ingredients and it offers a break in flavor. In Indian cooking the use of makhani, cashew gravy and coconut gravy (largely in coastal & south Indian cooking) is used to add texture and add more flavor to highlight the hero ingredient.

Your must-have sauces & spices:

I cannot do without cumin powder, turmeric, red chili powder and ginger garlic paste when I'm cooking Indian. With Western I would like to have bayleaf, peppercorn, jus and tomato sauce.



Favorite recipe/s using spice and condiments:

Today, an increased focus on healthy and eating out is aspirational; hence people are looking for instagrammable food. In this scenario, we are seeing a new repertoire of condiments gaining widespread use and popularity – beetroot puree, carrot-ginger puree, bell pepper puree – which also offers a healthy alternative to the usual.

Since I am working in Goa currently, I have access to the choicest of seafood and I love a good pan-fried fish and

prefer to whip it up with turmeric, red chili powder, ginger garlic paste, a dash of lemon and salt. When I feel indulgent, I like to make a quick spaghetti carbonara using cream, egg yolk, bacon bit, peppercorn and parmesan.

Packaged spices or fresh and whole:

We prefer to source fresh and whole ingredients from the market and then make our own sauces and condiments from scratch. This is because freshly made sauces and condiments' taste differ largely and make all the difference.

Sourcing approach: We prefer to get our ingredients and spices fresh from the market to make our in-house sauces and gravies. We work with our preferred partners for Tabasco, Sriracha, MDH masalas.



Hot trends in sauces & spices: With an increasing number of people looking at healthy options even when dining out, hotels, restaurants and cafes have started offering healthy, vegan and gluten-free sauces and condiments and chefs are increasingly using locally sourced fresh spices in their cooking.

Industry response for more creative and multi-dimensional offerings:

Specialized brands are providing gourmet dips and sauces – think



Today, people are looking for instagrammable food. So, there's a new repertoire of condiments gaining use and popularity – beetroot puree, carrot-ginger puree, bell pepper puree – which also offers a healthy alternative to the usual.

– Chef Ganesh Patil
Chef De Cuisine,
Le Meridien Goa, Calangute

jalapeno cheese, wasabi mayo, guacamole in packages bottles ready for use – and making the process much more accessible. However, at Le Meridien Goa, we prefer preparing our sauces and condiments from scratch to offer our guests an authentic taste – we rely on our vendors and suppliers to get us the freshest ingredients – be it fresh turmeric, bayleaf and peppercorns or exotic chili varieties for the many.



RANGE OF BLENDED, GROUND AND WHOLE SPICES

MAKING CONDIMENTS IN-HOUSE TO ACCOMPANY THE FOOD IS ALWAYS A SOURCE OF SATISFACTION FOR CHEFS



For Indian cuisine, it is always good to have some fried chilies, fried garlic, barista, and homemade fresh pickles as condiments. Stone flower/ star anise/ saffron, makhani, yellow and brown gravy are the basic gravies used extensively in main dish.

– **Chef Lokesh Jarodia**
Executive Chef, The Deltin, Daman

Importance of sauces & spices:

Spices play a very vital role in cooking food as cooking Indian curries and kebabs is an art that requires patience and calls for improvisation on a regular basis. As we have lot of guests travelling from different countries and having different palates, condiments along with the traditional recipes help to enhance the taste as per the needs and preferences of the guests. Spices are the key to the aroma in a dish, which is a vital requirement. Sauces act as the base to most of the cooked dishes; having the sauces ready means the kitchen is all set to open for the guests.

Your must-have sauces & spices:

For Indian cuisine, it is always good to have some fried chilies, fried garlic, barista, and homemade fresh pickles as condiments. Stone flower/ star anise/ saffron, makhani, yellow and brown gravy are the basic gravies used extensively in main dish. For Continental cuisine, pickled olives, jalapeno, pearl onions, habanero, and vinegars like balsamic, white wine and cooking wines are a must-have. Also, herbs need to be procured fresh. Pesto, peri peri and coulis are the new inventions in Mediterranean cuisines. Condiments are the ingredients that make the difference in the taste from good to excellent. We, as chefs, have many condiments to accompany the food to the guest's table. Some of the more popular condiments

that we use today are: extra virgin olive oil, balsamico, bird eye chillies pickled, bhoot jalukia sauces, pommery grainy mustard, and habanero sauces.

Favorite recipe/s using spice and condiments:

Thai curries, pasta in Alfredo or tomato sauce, stir fried vegetables in oyster basil, steamed pomfret in guilin chilli sauce and murg tikka makhani are some of the secret recipes that we use in most cuisines and as delicacies served in the menu.

Packaged spices or fresh and whole:

It is always good to have some vendors or farms to supply the freshest locally grown ingredients. Local and International ingredients like Thai basil, bird eye chillies, lemon grass, tarragon, galangal and jalapeno work miracles with the dishes when used fresh. Making condiments in-house is always a source of satisfaction for chefs and it is pleasure that they accompany the food cooked with all the hard work.

Sourcing approach: The diversity in agricultural lands favors the desired growth to the produce. Yes, we have good vendors who supply and source for us the spiciest jwala chillies from the Kutch, and Guntur chillies from Andhra Pradesh. We always like to stick to the preferred brands and our chosen farmers for sourcing the desired produce.

Hot trends in sauces & spices: Chefs love to follow the basic recipes and the twist it with the secret hidden recipes of condiments and sauces. Spices serve as basic need to the food, and making food with fresh ingredients brings out the freshness and flavor in the food.

Industry response for more creative and multi-dimensional offerings:

Even though the world is now a smaller place to live, the needs and demands of the customer are growing. We, in the foodservice, are responsible for satiating those demands. Thankfully, with rising levels of awareness, farmers are taking that extra effort and bringing in better quality seeds, creating the right environment for the produce to grow and following appropriate procurement methods for spices like bhut jalokia, habanero, Guntur chillies, jwala chillies and bird eye chillies.



!!! CHEFS TRY AND TEST DIFFERENT COMBINATIONS AND BLENDS OF SPICES TO COME UP WITH EXCITING RECIPE IDEAS !!!

Importance of spices & sauces:

Early humans ate raw vegetables and fruits. But as we evolved and progressed, we discovered different flavors with the local plants growing around. That was the start of humans' flavorful food experiences. Thousands and hundreds of years later, the world today has become a small place. And for chefs, it's become tough to keep on creating innovative recipes and ideas.

Different combinations/ blends of spices and sauces give different flavors and pairing or serving it with different condiments – some of which go well together and some don't – is something that we chefs have to try and test to come up with exciting recipe ideas. Hence, sauces, spices and condiments are all an important part of cooking because using them in different combinations makes each dish distinct from the other.



Must-have sauces & spices: I cannot do without sriracha, plum sauce and spicy salsa. I also love using oyster sauce, chilly sauce, light soya sauce and fish sauce. Preparing oriental dishes with pepper, cardamom, cinnamon and cumin is something I love to work with.

I simply adore mango pickle and mango chutney and freshly made green chilly pickle makes me slurp anytime!

Your favorite recipe/s with spices and condiments:

My recipe of honey wasabi sauce and chilly and chives sauce is something that goes well with a lot of dishes and are my favorites nowadays. Among my favorite quick combination recipes that stand out for the deft use of sauces, spices and condiments are: fried chicken wings; fried fish; steamed fish with veggies; and crispy garlic prawns with chilly and chives.

Packaged spices or fresh and whole:

I like to blend my own spices. But I do prefer the organic produce if available.

Sourcing approach: I have my favorite brands for the basic sauces or condiments. For my signature recipes, I prefer making and blending them my own way.

Hot trends in sauces & spices: Chefs today prefer making their own hot sauces and fresh condiments to go with particular dishes.

Industry response for more creative and multi-dimensional offerings: I think there is always scope for better creativity in the production of condiments, sauces or spices. Demand for even better products and offerings will only increase



I cannot do without sriracha, plum sauce and spicy salsa. I also love using oyster sauce, chilly sauce, light soya sauce and fish sauce.

– Celebrity Chef Shipra Khanna
Winner of Season II of Master Chef India



with the rising awareness of food preparations in the market. People have become more and more open to new flavors and recipe ideas as well as new combinations of foods and cuisines. The food revolution has just started and it is only going to accelerate.



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SPICES, SAUCES AND CONDIMENTS ADD TEXTURE, COLOR, AROMA AND TASTE TO DIFFERENT INGREDIENTS WITHOUT ADDING CALORIES IN THE DISH



Importance of sauces & spices:

Sauces, spices and condiments are equally important as much as the dish itself. Cooking is an amalgamation of different ingredients and their use in the best possible ways to suit the palate of individuals. And spices, sauces and condiments help to enhance the flavor of the ingredients. They – especially spices – add texture, color, aroma and taste to the different ingredients without adding calories and fat in the dish. Sauces act as accompaniment to the main dish and make the taste more versatile. The condiments play an important role in satisfying the individual palate as different people have different palates. As chefs, we cannot satisfy all palates unless we have the condiments that suits all or some that can best accompany a particular dish. Then there are some medicinal purposes as well of adding spices in food, mentioned in many ancient cook books. For example, the use of curd and asafoetida in many Indian recipes aids in digestion and helps the human pancreas to work efficiently.

Your must-have sauces & spices: For me, some spices are very important and essential: turmeric, cardamom, red chili powder, soy sauce, mayonnaise, tobacco, tahini, mustard, sriracha sauce, thyme, rosemary, among others. The new generation of spices that I mostly lean towards for making my favorite recipes include: BBQ sauce, aioli jerk spice, cajun spice, sriracha sauce, and pesto sauce.



My favorite quick combination recipes are sriracha mayo – it's quick and always a winner. Other than this, the use of BBQ sauce, garlic aioli, pesto aioli and chipotle aioli always make my dishes amazing.

– **Chef Manoj Pandey**
Head Chef, Duty Free, Gurugram

Favorite recipe/s using spices

and condiments: My favorite quick combination recipes are sriracha mayo – it's quick and always a winner. Other than this, the use of BBQ sauce, garlic aioli, pesto aioli and chipotle aioli always make my dishes amazing. The Korean Kimchi and tomato and roast garlic pickle are also among my favorites.



Packaged spices or fresh and whole:

As a chef, it's amazing to choose from farms. But we also have to be realistic considering that we do bulk cooking at times. In an operational kitchen, things can be required at any time and therefore it is difficult to avoid packaged spices as well. Moreover, the availability of fresh spices and condiments depends from season to season and therefore we have to use packaged spices.

Sourcing approach: I won't say that we have our favorite suppliers but, yes, brands do matter when it comes to picking the best product. It has been observed that multiple brands try to sell a similar type of spice but the taste varies due to the different processing and packaging techniques. Also, the adulteration in a particular brand of product is the reason for the variation in taste and flavor across the same product category. Thankfully, there are a few good brands that never compromise on quality and they enjoy the best reputation in the market. So while buying, we tend to choose the right brand we want, irrespective of the suppliers.

Hot trends in sauces & spices: Use of sauces and spices are an integral part of the current trend in hotel buffet or brunch. Even in many catering companies, the use and display of spices and condiments to make a catering buffet look beautiful is becoming a trend. Using sauces beautifully for food plating is among the other top trends as it gives a lot of texture and color to the plate. I also feel that currently sauces, spices and condiments in FMCG are becoming a big trend.

Industry response for more creative and multi-dimensional offerings:

I feel that producers are responding with creativity to meet the demands of consumers. I can say this for sure as I have been a part of several farm-to-fresh offerings in hotels and fests, where I have observed this development taking place. For example, FMCG bottles of pesto mayo, bhoot jolokia sauce from the north-east, the smoked BBQ sauces and many more varieties are now being introduced in the market and are coming up in a big way. Producers are trying to mix and match and generate the versatility in sauces and condiments, for sure.

AROMATIC SPICES HAVE CREATED AN ENVIABLE REPUTATION FOR OUR INDIAN CUISINE WITH ITS RICH FLAVORS



Importance of sauces & spices:

Adding spices and condiments to the dishes is a good idea for multiple reasons, especially in Indian cuisine. Our cuisine has an enviable reputation for its rich flavors and aromatic spices that also possess therapeutic value. Most sauces have more than one function in a dish. A sauce that adds a counterpoint flavor, may also introduce textural and visual appeal. Not only do the sauces add moistness to your food but also enhance the overall nutritional value. Each spice has a unique aroma and flavor. Spices elevate the palatability and color of your dish. While adding the spices, one has to make sure to use it in appropriate quantity to accentuate your dish without overpowering it. Condiments are a ubiquitous presence on dinner tables around the globe. They are the flavor enhancers, which define the cultural differences of a dish.

Your must-have sauces & spices:

Garlic, turmeric, cumin and chilies are my must-haves.

Favorite recipe/s using spice and condiments:

Tahini (sesame paste), kecap manis (Indonesian soy), sambal (South-East Asian chili paste), and gojuchang (Korean chili paste) are my favourites. Mutton rogan josh and murg tikka pili mirch are two of dishes that I love to make using a combination of spices and condiments.

Packaged spices or fresh and whole:

I prefer organic whole spices, which we source directly from the farm for use in the kitchen. We also use packed powdered spices and condiments, which we often source from the market.



There is an increase in the use of new flavors and spices in F&B outlets. Although one can easily get their hands on ready-made powders and pastes from the market, organic spices still remain as a popular choice since they are unique.

– Chef Sidharth Bhardwaj
Executive Chef, Sheraton
Hyderabad Hotel Gachibowli

Sourcing approach: Today, supermarkets present us with an overwhelming number of spice brands. However, out of the lot, I prefer brands like ITC and MDH in my kitchen.

Hot trends in sauces & spices: As the consumers are set on a journey to explore through their taste buds, the borders of nations have blurred and today each kitchen is inspired to curate dishes that are a fusion of multiple cultures. There is an increase in the use of new flavors and spices in F&B outlets. Although one can easily get their hands on ready-made powders and pastes from the market, organic spices still remain as a popular choice since they are unique.

Industry response for more creative and multi-dimensional offerings:

Today, we are fortunate to have a diverse range of international spices, sauces and condiments at any well-stocked supermarket. For instance, fresh and dried herbs and spices, the choicest sauces from around the globe can just be picked off the shelf, and be used to enhance the flavor of your dish.

SPICE FIELD®

RANGE OF BLENDED, GROUND AND WHOLE SPICES



THE FOCUS HAS SHIFTED FROM COMMON BLENDS TOWARDS INGREDIENT-BASED FLAVORINGS

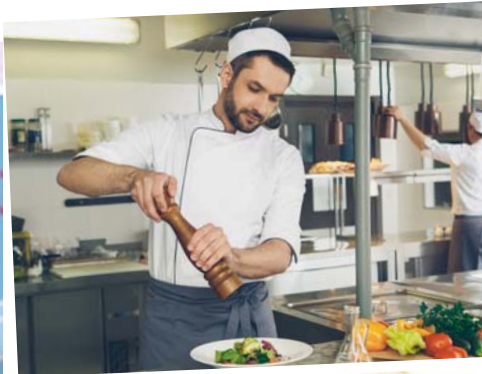


The trends are moving from Chinese towards Pan-Asian and the condiments growing in popularity are: wasabi, oyster sauce, Thai curries, Teriyaki sauce, black bean, among others.

– **Chef Nitin Puri**
Corporate Executive Chef, Unilever Food Solutions (HUL), Mumbai

Importance of sauces & spices: They provide the ideal flavoring to the dish and help to create the consistency or uniformity of taste and ideal texture. Besides, spices also offer health benefits, which have been an essential part of Indian cooking and have been aptly described in ancient ayurveda transcripts. Some sauces and condiments provide their own individual unique flavor to the dishes – teriyaki, barbecue, soy sauce, among others.

Your must-have sauces & spices: My experience as a chef includes working with Tex-Mex and Indian cuisine. Both are rich in terms of using spices and sauces. Also, I try out different spices and sauces to create fusion or some unique flavors. Some of the ingredients, which I always keep are: Tabasco pepper sauce, jalapenos sauces, oyster sauce, dark soy sauce, fish sauce and roast gravy powder. I am also partial to using blend of thyme, basil-rosemary, celery, garlic, aromatic biryani masala, garam masala, dark roasted cumin power,



cayenne pepper, cajun spices, salsa, jalapenos chilli, green olives, mustard mayonnaise, English mustard sauce and chilli tomato sauce.

Some new flavors include: Tartare and Caesar dressing; new range of flavored mayo like tandoori mayo, mint mayo; International range such as wasabi mayo, harissa mayo, Chipotle mayonnaise; new range of spicy sauces such as ghost pepper sauce (made by bhut jalokia chilli from Assam), peri-peri chilli sauce, sriracha sauce, and Sambal oelek chili sauce.

Favorite recipe/s using spice and condiments: Some dishes that I have tried out using a mix of spices and sauces are: Chicken Roast Makhani, where the chicken is cooked in a combination of roast gravy and traditional Indian makhani gravy; Pesto Malai Murg, which has a blend of creamy cashew based tikka marinade and flavourful fragrant basil pesto sauce and then tikka baked in tandoor, which provide a unique and different touch to the tikkas; Paneer jalapenos sandwich in coconut curried gravy, in which paneer cubes are stuffed with Jalapenos chilli, cheese and basil spiced mix and curry leaves, along with mustard seeds and red chilli tempered tomato and coconut gravy.

Packaged or fresh and whole: Personally, I prefer to create my combination as my exposure to blended spices R&D has given me lot of knowledge. And the kind of aroma and flavor obtained from a fresh



combination is far more potent. But given the day-to-day operations scenario, it is not everyday possible to create a fresh blend and for that I would like to purchase the packaged spices of companies known for quality products.

Sourcing approach: Operationally, we always source our spices and condiments from the best suppliers and brands, which are analyzed by our quality and R&D team on global standards and then approved by the team. Personally, I prefer some hot sauces' suppliers such as Lee-Kum-kee for Oriental; Mc Ilhenny Company for Tabasco and green Jalapenos sauce. I prefer blends from KIA, especially Chinese and pasta spice blends.

Hot trends in sauces & spices: In the past two years, the focus has shifted from common blends to more towards ingredient-based flavorings, which helps in providing differentiation and unique taste. Some of the top trends are: the use of extra hot chili or peppers such as bhut Jolokia, habanero, Carolina reaper, and Jamaican jerk. The trends are moving from Chinese towards Pan-Asian and the condiments growing in popularity and demand are: wasabi, oyster sauce, Thai curries, teriyaki sauce, black bean, among others.

Industry response for more creative and multi-dimensional offerings: There are lot changes happening and producers and companies are trying out a variety of products. But we still lack the pace to match the global cuisine developments. The main reason as far as I believe is that we work with the mind frame of a follower rather than an innovator. Global companies believe in creating the 'first mover advantage' whereas Indian companies still believe in being on the safer side and follow the leader approach. Hopefully, this will change in the near future.

MANUFACTURERS ARE COMING UP WITH ORGANIC SAUCES AND CONDIMENTS FOR THE HEALTH-CONSCIOUS GENERATIONS

Importance of spices & sauces:

As a chef, spices are an important ingredient for cooking. Spices not only create/enhance the flavors and aroma of the food, they also have health and nutritional benefits to add to the food as well. Also, spices and condiments acts as preservatives, while marinating various vegetarian and non-vegetarian foods. There are very few culinary recipes that do not include spices and condiments, and their prudent use brings a delectable, distinctive aroma and taste to a host of dishes.

Your must-have sauces & spices: Organic Italian seasoning and garlic sriracha seasoning are my two must-haves. I use oregano with a twist in grilled kebabs. However, garlic sriracha seasoning from Weber has bold flavors, and grilled fish and chicken are best served using this super flavorful seasoning. These seasonings are used in several cuisines like Chinese, Italian and Middle Eastern. Some other sauces that chefs can't do without are: Jamaican jerk pineapple chutney, spicy black bean sauce, sriracha



Providing consumers with lighter food options is an ideal way to cater to both younger and older consumer groups who have special dietary needs. People are rooting for traditional ingredients like amchoor.

– **Chef Reetu Uday Kugaji**
Culinary Expert, Mentor, Food Blogger & Hospitality and Food Consultant

aioli, and curry mustard. Chinese five spice powder has always been a chef's favorite for making stir-fried chicken. The six pepper medley by Sprig has a punch of flavor to it, and I use it in salads, sauces and egg preparations as well.

Your favorite recipe/s with spices and condiments: My go-to quick combination

recipe is kundan kaliya aka the golden lamb curry. The key ingredient used in this recipe is yellow chilli powder. Also, the oven roasted pumpkin with a kick of spicy harissa, sprinkled with lightly toasted pumpkin and melon seeds, laced with fresh cream and drizzled with chilli oil and garnished with sautéed crispy cilantro is another of my favorite recipes.

Packaged or fresh and whole: Sourcing fresh or packaged spices depends on the availability as well as on time constraints. It is preferable to use organic, fresh from the farms spices over packaged. However, a trusted brand of spices that is preservative-free, can always be used.

Sourcing approach: We have some really good brands like Sprig, Nutty Yogi, Urban Platter, Keya, Weber, Schwartz, Catch, Ramdev, Everest, MDH, Fab India and many more. For sauces and condiments, my go-to brands are Heinz, Veeba, Sinclair, Del Monte, Maggi, Kraft, and Chings.

Hot trends in spices & sauces:

Popular sauces with added flavors, such as gochujang Korean hot sauce as the base for saucy fusions, are much in demand. Certain commercial products like sriracha-infused ketchups and blue cheese-flavored mustards are becoming popular, catering to the demands of consumers. Providing consumers with lighter food options is an ideal way to cater to both younger and older consumer groups who have special dietary needs. People are rooting for traditional ingredients like amchoor (dried mango powder).

Industry response for more creative and multi-dimensional offerings: With the abundance of online, food stores, and convenience stores, life has become easier. E-commerce websites have changed shopping for people. Online shopping gives you the freedom to choose from a multitude of sellers under one roof. It gives the freedom to compare prices and quality of different brands and sellers and allows you to choose the best. One of the perks of online shopping is that you get items at a much lower price and with loads of discounts to choose from across the world.



||| I PREFER FRESH HERBS AND SPICES AND GRIND THEM WHEN REQUIRED |||



The major brands are very much in step with the trends in the market. In this internet era, all information is available and it is helping producers to customize their product as per consumer demand.

– **Chef Ranjan Rajani**
Executive Chef, Hotel Sahara Star, Mumbai

Importance of sauces & spices: Sauces and spices help to enhance the main ingredients. They help in the seasoning of the ingredients, in adding flavors and as marinades.

Your must-have sauces & spices: My must-haves are: brown sauce, soya sauce, garam masala, garlic, mustard paste, salt pepper, pickles and herbs.

Among the new range of offerings, I prefer using soya chili marinade, black bean soya, chimichuri, Indian herbs, and hung yoghurt base marination.

Favorite recipe/s using spice and condiments: I love making barbeque pork belly marinated with char siu sauce. Just have to marinate the pork belly and roast it in a wood fire oven.

Packaged spices or fresh and whole: I always prefer fresh herbs and spices and grind them as and when required.

Sourcing approach: I prefer to use local produce because it is easy to get and remains fresh for longer time. However,



some ingredients have to be sourced from its origin.

Hot trends sauces & spices: Breakfast is the most important meal of the day and for a small restaurant where the skill set is not so great, going for ready-made sauces and spices is a better approach. It will help small restaurants to retain the same quality of their dishes for all the guests.

Industry response for more creative and multi-dimensional offerings: The major brands are in step with the trends in the market. In this internet era, all information is available and it is helping out producers to customize their product as per consumer demand.

||| SPICES BRING THE FLAVOR OF ANOTHER CULTURE & REGION TO YOUR HOME |||



The hottest trend in the spice industry is home-made sauces, prepared with locally sourced ingredients. Nowadays, kashundi mustard is in demand.

– **Rahul Bhagat**
F&B Director, Conrad Pune

Importance of sauces & spices: They provide the much needed moisture to dry products, add zing to bland food and add a new dimension of flavor to the dishes.

Your must-have sauces & spices: I prefer home-made sauces and condiments rather than buying it from the market. There is a sense of freshness in everything that is prepared organically at home. Condiments like sriracha sauce and hoisin sauce are better sourced from markets.

Favorite recipe/s using spices: Sriracha sauce and home-made Jamaican jerk spice mix.



Packaged spices or fresh and whole: Fresh and whole, any time

Sourcing approach: Brands like Lee Kum Kee and Kikkamon are my trusted brands when it comes to sourcing.

Hot trends in sauces and spices: The hottest trend is home-made sauces, prepared with locally sourced ingredients. Nowadays, kashundi mustard is in demand.

Industry response for more creative and multi-dimensional offerings: Creativity should be limited to a certain point. Ruining the flavor of sauces by adding ingredients that do not blend would be a failure. There is no limit to combining the flavors together, but there should be a limit to it as well. Blending also depends on the culture and cuisine of a particular place. A condiment or sauce made with dry fish might be easily accepted in Vietnam but the same condiment won't be appreciated in India.

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SPICES TODAY ARE MORE VARIED IN FLAVOUR AND PACK A BIGGER PUNCH

**Importance of spices & sauces:**

Spices & condiments have molded most cultures around the world. According to the codex alimentarius, the category of salts, spices, soups, sauces, salads, and protein products includes substances added to foods to enhance its aroma and taste. Spices have certain health benefits and act as: antioxidant, antibiotic, antiviral, anticoagulant, anti-carcinogenic and anti-inflammatory agents.

Your must-have sauces & spices: Some of my must-haves are: curried ketchup, Fat Uncle Farms' almond butter, neonata sauce, kewpie mayonnaise, yuzu kosho, Frank's RedHot, Huilerie Beaujolaise, chiles, calabrian chile pepper, aleppo vinegar, black vinegar, toasted sesame seeds, harissa, preserved lemon, ponzu sauce, and cracked black pepper.

Your favorite recipe/s with spices:

My favorite recipes using spices and condiments are – Creole mayo: a zesty



Hot trends in spices & sauces: Some of the more conspicuous trends in the industry are: Technological boom – 95% of US restaurateurs have stated that technology improves efficiency in the operations at the restaurants. It is expected that in the near future, apps, food delivery and AI-operated restaurants are going to be a trend; Greater transparency – Restaurants will give customers greater transparency on the origins of food and methods of cultivation. Not only that, they will be more careful and precise in communicating the prices, salaries and company performance; Free-from extreme – A diverse menu that offers vegan, vegetarian and gluten-free dishes, and aims to produce zero waste along with an ever-increasing sustainability; Experiential marketing in the kitchen – Not just simple meals, but multi-sensory kitchens, permanent pop-up restaurants and narrative dinners. New culinary formats will make more and more space to entertain the guests and offer memorable experiences.



As consumers are becoming health-conscious, it is imposing several challenges for the manufacturers of sauces and condiments, leading to the perception that they are an unnecessary and unhealthy addition to the food.

– **Chef Tushar Malkani**
Director, Malkani Hospitality Pvt. Ltd.

sandwich spread and salad mixer that doubles as a dip for veggies and a topping for crab cakes, shrimp, burgers and chicken; BBQ onion relish: a tangy spread infused with barrel aged bourbon for burgers, hot dogs, steaks and meatloaf, as well as hearty cheeses and hors d'oeuvres; Devils hot sauce: a slow-cooked brew of fresh ancho, habanero and chipotle that gives a tasty bite to food and drink from fried shrimp to Bloody Marys; Devil dust blackening seasoning: a select blend of fiery and smoky pepper varieties that ignite a flavourful heat without scorching the essence of beef, poultry and seafood; Rub-a-dub steak rub: a bold and delicious rub and post-cooking seasoning that distinguishes the natural flavours of hearty meats including beef, lamb, pork and game; Angel's kiss: a savory and aromatic blend that sharpens the natural flavours of chicken, pork, and seafood.

Packaged spices or fresh and whole:

Spices can be found whole (peppercorn, nutmeg, strips of cinnamon bark, various seeds, roots) or ground. It is preferred to keep the spices and herbs away from air, heat, and sunlight. Herbs, fruits and vegetables begin to lose nutrients as soon as they are picked. Buying local produce cuts down travel time from farm to table. So, I prefer getting fresh herbs.

Industry response for more creative and multi-dimensional offerings:

The condiment industry has experienced moderate growth over the years as consumers have sought novel flavors and different ingredient combinations. As consumers are becoming health-conscious, it is imposing several challenges for the manufacturers and producers of sauces and condiments, leading to the perception that sauces and condiments are an unnecessary and unhealthy addition to the food. Consumers are cutting on sauces and condiments consumption. As a result, sauces and condiments are now being marketed as organic and healthy with new options such as low-sodium or low-sugar varieties supporting restrictive diets.

SAUCES, SPICES AND CONDIMENTS ARE THE MEDIUM TO BRING SPAIN TO THE INDIAN PALATE



I absolutely cannot do without the Sofrito, which is a versatile, aromatic red puree of bell peppers, tomatoes, cilantro, garlic and onions.

– **Chef Sagar Chandra**
Executive Sous Chef, Uno Más Tapas Bar Kitchen, Mumbai

Importance of sauces & spices: No dish is complete without sauces, spices and condiments. Each of the three adds moisture, texture, visual appeal and enhances the flavor of a dish. For us, at Uno Más, this trinity is the medium to bring Spain to the Indian palate.

Your must-have sauces & spices: As a chef who makes Spanish food, I absolutely cannot do without the Sofrito, which is a versatile, aromatic red puree of bell peppers, tomatoes, cilantro, garlic and onions. Sofrito is the soul of any paella, and every Spanish family has their own unique version of making it. While Sofrito is my no. 1 sauce choice, spices like pepper, cinnamon, cumin and paprika are the ones without which Spanish cooking is incomplete.

Favorite recipe/s using spice & sauces: Pil pil sauce, Romesco sauce and also the smoky salsa brava, which goes perfectly with our albóndigas, and are winners all the way. The combinations of spices, sauces and condiments play a huge role in the taste of our top recipes and dishes. Examples include the pinchos with mojo rojo, patatas bravas with the smoked brava, which is our take on the classic tapas, as well as codornices slathered with pomegranate molasses.

Packaged spices or fresh and whole: We believe in using market-fresh, whole spices and making our own blends as far as possible so that the quality of food stays consistent and we can deliver the best flavor.

Sourcing approach: We prefer to buy whole and prepare our own signature blends and condiments.

Hot trends in sauces & spices: The use of peppers is on the rise – it truly allows one to make a dish their own and experiment with flavors. Another interesting trend is the use of seeds, they are now perceived as high in nutritional content and an excellent add-in for many foods that add texture and visual appeal. Seeds also absorb flavor, increasing the impact of flavor and spice, making them great catalysts for a more memorable taste.

Industry response for more creative and multi-dimensional offerings: Producers are definitely responding with a multitude of offerings. Earlier, there was a limited variety of condiment options in the Indian market. But producers have slowly begun to recognize international standards in food trends and have become more enthusiastic in sourcing diverse whole spices; enabling the Indian consumer to have much easier access to a plethora of new options.



THE EQUATION OF SPICE MIX MAINTAINS THE AUTHENTICITY OF RECIPES

Importance of sauces & spices:

Cooking is an art and we chefs are the artist. A dish is like an iconic, well-groomed beautiful model but it's so incomplete without those trendy pair of clothes, correct tone of makeup and a unique set of jewelry. The same is true of food as well. Its prime ingredients are important but the dish comes out like a master piece only with the help of the right equation of spices, right quantity of sauces, and with the perfect set of condiments. When these things mingle with the main ingredients and gel with it perfectly, then it creates wonders in our mouth.

Your must-have sauces & spices: Every spice is important and is a key performer in her own territory. You can't cook a delicious 'Goan fish curry' without those tiny fruits named 'Tirphal' or you can't make 'rogan josh' without 'cockscorn flower'. But, in general, for cooking a non-vegetarian dishes, ginger and garlic is a must whereas for vegetarian dishes cumin, coriander and turmeric are the necessary ingredients. For the sweet dishes, green cardamom, nutmeg and saffron are the important spices. When I think about sauces in Indian food, makhani gravy or ghee, cashew and kasoori methi base are some of my favorites. They are the secrets to an added flavor in your curry.

Among the new range, Romesco sauce with a hint of Naga (ghost pepper) chilli paste can be a perfect replacement. Romesco has everything – a melange of nuttiness, tanginess and fresh aroma, and probably the only missing note is the punch. Just replace the paprika with a dash of Naga chilli paste and it can be an amazing dip to relish with.

Favorite recipes with sauces & spices: Quick and casual sometimes create wonders. Let me elaborate on it. We had a VIP arrival at a very short notice in one of my previous organisation. People were struggling to create a fantastic welcome drink. From angostura to dragon fruit, they tried all odd combinations. I got joking and asked them to create a 'golden elixir'. So they challenged me to come up with one. I gave it a quick thought and what I presented was a 'golden' colored shot indeed. My drink was very much appreciated but the fact was that it was a simple concoction – nothing but



It's important to learn the cooking to the core but it's much more important to maintain the authenticity with the exact equation of spice mix. That's how recipes travel from one generation to the next generation.

– **Chef Bhairav Singh**
Corporate Indian Chef,
Graviss Hospitality

a mixture of green tomato, basil and pepper and finished with gold-coated muskmelon pearl, which was available in my kitchen. Other such quick wonders are purple yum chips dusted with tandoori spice, crispy masala rumali bites, bajra pancake with jamun and sabja compote, Jaipuri bhindi, pardewali seekh – all fantastic options to make my guests happy.

Packaged spices or fresh and whole: I always go for home-made. Ready-made will give you the food that anybody can make. That's because the recipe is the same and the spice mix has been created by some company. Yes, it's 'idiot proof' but then where is the uniqueness, authenticity, and passion for perfection. It's important to learn the cooking to the core but it's much more important to maintain the authenticity with the exact equation of spice mix. That's how recipes travel from one generation to the next generation. I don't deny that for home, packaged food is much easier and safest option but it is not for the professionals.

Approach to sourcing: The market is upgrading day by day and coming up with new products according to the demands. So, it's very important to be updated. I keep my basics strong. For the regular sauces and condiments, I prefer to buy from my old trustworthy supplier. But once in every three months, particularly before any new food promotion, I love to do a thorough market research. From the high-end super market to the tiny footpath shops, I visit everywhere for new ingredients and better products.

Hot trends in sauces & spices: People are moving towards healthier options and away from junk tasty foods. Low fat and low cholesterol food, sauces without mayonnaise, butter and cream, are on trend. The use of ayurvedic and medicinal herbs in cooking, and the reinventing of lost cuisines and recipes are becoming popular.



Industry response for more creative and multi-dimensional offerings:

Producers are coming up with a lot of innovative dripping flavors to add intense flavors to the dishes and drinks. A new contender for our taste buds is the vivid green bhuna masala paste, a fiery fragrant blend of onion, cloves, garlic, coriander and chilli to Nizami biryani masala, and Makhani paste to name a few. Condiment vendors are also responding to the call of natural, less processed products and for products that multi function as ingredients – as table sauces, rubs, marinades or dips. Consumers need innovation, bold flavors, ethnic spins and healthy alternatives to spread on just about anything.

NEWER DERIVATIVES OF SPICES AND CONDIMENTS ARE BECOMING POPULAR

Importance of sauces, spices and condiments in cooking: Spices have been integral part of our food since centuries, and today they have become even more relevant to our food culture. The basic reason for using spices and sauces is to make the dishes moist, impart flavor and visual appeal (plating / garnish). Good sauces are an inseparable part of the dishes – be it starters, the main course or desserts. Spices & condiments not only excite the taste buds but also promote health and wellness – they contain phytonutrients, essential oils, antioxidants, minerals and vitamins, which are essential for overall wellness.

Your must-have sauces, spices and condiments: I personally like to make my own sauces but I also rely on basic proprietary sauces – tomato sauce, soy sauce, mustard sauce, Worcestershire sauce, paprika, peppercorns, and garlic. We try lots of mix-and-match in sauces, spices and condiments in order to innovate something new and sometimes to give freshness to our assortment.

Among the new range of spices and condiments that go beyond the ketchup-mayo-mustard trinity, are some of their newer derivatives. Ketchups /

Mayonnaise and mustard will remain the leader but the derivatives of these basic sauces are becoming popular – tomato sriracha, blue cheese mustard, chipotle or habanero blends. We also see a spurt in the use of sweet sauce honey chilli and sweet chilli maple syrups. Customers look for clean labels (free from artificial color/flavor/preservative and genetically modified organisms). As consumers want healthy alternatives for some of their favorite condiments like mayonnaise, savory yogurts might make an appearance on the trendy condiment scene.

Favorite recipes with sauces, spices and condiments: My quick-combination recipes are hoisin barbecue sauce, roasted garlic mustard, stout mustard, bloody Mary ketchup. They are a few of the quick mix-and-match recipes, which are easy to make.

Packaged spices and condiments or fresh and whole: Fresh will always have an upper hand over packed. I go for packed spices only if availability is an issue. For instance, given a choice between packed dried basil and fresh basil, chefs will always go for fresh.



As consumers want healthy alternatives for some of their favorite condiments like mayonnaise, savory yogurts might make an appearance on the trendy condiment scene.

– **Chef Sukhminder Jeet Singh**
Chef & GM, Culinary Development - Food Service India Private Limited

Approach to sourcing: The top priority is to look for freshness, consistent availability and sourcing directly from manufacturer.

Hot trends in sauces, spices and condiments: There is a great demand for gravies (Indian, Chinese, Thai gravies/ marinades in HoReCa). Chefs in HoReCa look for new flavors, convenience, versatile products, availability consistency and price competitive options.

Industry response for more creative and multi-dimensional offerings: There is a healthy competition in HoReCa product manufacturing companies and they are constantly working on new versatile products. Companies aim to stay ahead by offering depth and width in the assortment, by reaching new geographies, introducing price-competitive products and by providing the best customer service. Consumers also look for a one-stop solution for all their requirements and want to work closely with the manufacturers for customization.



!!! MILLENNIALS ARE KEEN ON TRYING NEW FLAVORS AND SAUCES IN THEIR FOODS !!!

Importance of spices & sauces:

Spices are an important ingredient in cooking and they bring a fresh essence to the dish. Spices not only create/enhance the flavors and aroma of the food, they also have health and nutritional benefits to add to the food as well.

Initially, spices meant only traditional spices like haldi, jeera, mirchi, etc. But now the demand from the consumer is increasing for various seasoning products. The addition of spices and seasonings enhances the taste of the meal, which has led to the increased use of these flavors among domestic consumers and hoteliers.

Your must-have spices and

condiments: Lemon sauce, spicy chilli sauce and lemon grass are must-haves in my kitchen. Other than this I rely heavily on Namjai to prepare the dishes. Chinese five-spice powder has always been a chef's favorite for making stir-fried chicken.



Lemon sauce, spicy chilli sauce and lemon grass are must-haves in my kitchen. Other than this I rely heavily on Namjai to prepare the dishes.

– Chef Rajpal Singh
Executive Chef, Yum Yum Cha

Packaged spices or fresh and whole:

Sourcing fresh or packaged spices depends on the availability of resources as well as on time durations. We have both packed and fresh spices and condiments available in our kitchen. However, a trusted brand of spices can always be used when running out of time.

Sourcing approach: We are using home-made spices to prepare the dishes at Yum Yum Cha. For other ingredients, we ensure that the products are hygienic and extremely clean; canned foods are also used as they are sterilized and keep the natural flavor intact. We have been using Golden Crown products for various recipes as they are standardised and make good ingredients. Most importantly, we ensure that we always use vegetarian sauces and ingredients for vegetarian dishes. For instance, Namjai has mostly been available in non-veg variant but we have ensured that we successfully source and use Namjai veg for all our vegetarian recipes.

Hot trends in spices, sauces and

condiments: People are looking for a range of flavors and different options from foreign lands and cultures to explore as consumers today are well traveled, well-informed, knowledgeable and more health conscious than ever before. Customers are curious about the ingredients used in the food than ever before. So, it is extremely important for chefs to maintain the sanctity of the dish and provide them with pure and unadulterated dishes pertaining to their choice of eating.

Changing eating habits and lifestyle of consumers across the globe have fuelled the demand for healthy food products, which has significantly highlighted the use of natural flavors, most of which come from spices. Increasing demand for ethnic cuisines such as Indian, Chinese and Mexican, which use lots of spices, changing food habits, and a higher focus on replacing artificial ingredients with natural substitutes like spices are also increasing global demand for spice products.

Industry response for more creative and multi-dimensional offerings:

Online shopping makes it a much easier task for the customers to shop for the spices and condiments of their choice. Transportation was a huge issue earlier but with the ease of e-commerce, it is not anymore. Online shopping is a relief for people when compared to going to the stores. It saves a lot of time and energy and it is a luxury you can't afford to miss in the current times. ●●



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Desi brand serving deliciously Indian burgers

Burger Farm started with one outlet serving a limited number of burgers in Jaipur. With the vision of RAJAT AGROYA and PARAMVEER SINGH, Co-Founders and Managing Directors, Burger Farm, it has now expanded to 9 outlets in three different cities. In a conversation with FoodService India, both the founders shared light on the desi brand serving Indian burgers and its expansion plans for the future.

BURGER FARM AT A GLANCE

- **Parent company:** Burger Farm India Pvt. Ltd.
- **Brand/s name:** Burger Farm
- **Headquarters:** Jaipur
- **Launch dates of the first outlet:** 21st March, 2014
- **The number of outlets and locations:** 9 (seven in Jaipur, one in Kota, and one in New Delhi)
- **The total retail area under operation:** 1400 sq. ft.
- **Retail format/s:** FOCO and COCO
- **Sales per sq.ft./ Average monthly sales:** Not disclosed
- **Average ticket size of bills:** INR 175- 250
- **Average footfalls per day:** 300-400 (approximately)
- **Dish/food/beverage specialty:** Burger, munchies and shakes
- **Seats/ cover size:** 16-60 including all outlets
- **The total number of employees:** 100+



L to R: Rajat Agroya and Paramveer Singh

Please explain the positioning of Burger Farm, its USP and special features.

Burger Farm is serving –‘deliciously desi originally Indian’ burger, which was conceptualized in 2013. The brand has recently expanded to Delhi NCR by opening its first outlet in north Delhi. Our brand is strategically positioned for the youngsters in India, and we have a burger for every individual and their needs with a diverse menu. There are certain aspects like –our regularly updated menu, spicy flavors and fresh-made burgers – that makes the brand different from all the other established brands in the industry. Our burgers are suited for Indian taste buds. They are prepared with creamy sauces, spice mix(s) and farm fresh ingredients, all of which contributes to a consistent taste and high food quality. We also offer a choice of multi-grain buns with every burger available in the menu.

What is the culinary portfolio that is offered at your chain?

Burger Farm offers 19 varieties of burgers –farm aloo tikki burger, crispy masala, the go-green; recently launched offerings to suit the Indian palate –crispy falafel, cheesy fire house (non veg), peri-peri grilled, pickle tickle, and devil’s delight in the non-veg category. The menu also includes six varieties of wraps, four types of fries and munchies like cheese corn gobbets, juicy chicken fries and crispy chicken strips. We also offer an extensive and refreshing range of 16 different beverages that include shakes, flavored iced tea, mojito’s, and cold coffee in four flavors and fountain drinks to go with the lip smacking food.

Which are your best-selling products and key innovations?

Our best sellers are our signature burgers like farm aloo tikki, crispy masala, go-green, spicy paneer spirit, chicken burger shot, and farm spicy chicken.

Which are your key customer demographics?

All our burgers, sides, wraps, beverages come under “value for money” category. It is called ‘value for money’ because of the quality of ingredients, premium taste and the quantity of food at a price point starting at just Rs. 45. Our major targets are students, families with kids up to 13-15 years.

How are you bringing current trends to reflect in your menu offerings?

We have evolved and introduced multi-grain buns, whole wheat tortilla for wraps, grilled patties for a healthier choice and will keep on evolving with such

healthier options, over the years. Vegetarians, now have a wide range of burgers to relish with sides like cheese corn gobbits and flavored fries.

What are your revenue targets, and the average current footfall at your stores?

We are looking forward to expanding the brand’s footprint in the state of Rajasthan. We would also be looking at spreading our reach throughout north and west India in the future. Our revenue target, for all outlets combined is Rs. 20 crore+ (approx.) for this fiscal. Our average footfall per day in all the outlets is 300-400 guests (approximately).



What is your marketing and sales strategy?

Our sales and marketing strategy is focused on making our brand visible across cities where it is present. We are marketing the brand through various mediums – social media, digital media, print media, OOH, radio, etc. In order to boost our sales, we have a special birthday offers for our customers. We are also running interesting promotional offers and contests at our outlets and on our social media handles on a regular basis, thereby keeping the customers engaged. With all this, we also aim to be a part of community service on a monthly basis like providing a meal to underprivileged kids and families, etc.

What are your criteria for the selection of suppliers and vendors for your chain?

We choose our suppliers and vendors based on the quality and consistency of their products. Price point also plays an important role in selection of vendors in order to keep our expenditure in check.

Can you offer us examples of some innovative F&B ideas that you have implemented?

We have been working towards innovating our current offerings and introducing new items in the menu. When we talk about innovation we have moved from deep fried patty to grilled patties. We also want to keep introducing healthier options to our range of offerings. We constantly work towards innovating our existing products with new spices, sauces and patties. We plan to introduce many more innovations in the menu to engage with our customers and offer them new variants.



How are you deploying technology?

Our POS system is an extremely helpful tool for us to record and understand the customer demands and preferences. This helps us in serving our customers better in the future.

We also have a strong in-built feedback system, on a tablet, while they are dining in the outlet. This helps customers in sharing their experience with us in detail which, in turn, helps us in improving our products on the daily basis. We also use supply chain and operations technology to maintain optimum stock level at back end.

Tell us about the challenges of your business?

The biggest challenge for any restaurant/QSR is the maintenance of stock. It’s important to have fresh ingredients to serve fresh food and consistent quality to the customers. Another challenge is reaching the potential customer at the right time. With our marketing, CSR activities, engaging with students, promoting events on special days, etc., we are able to build a strong customer base. We also hope that such activities and market presence will help us to grow in the coming years .

Please describe your brand’s key achievements.

Since the brand’s inception five years ago, we have been able to open 9 outlets in three different cities. We are now a team of 100+ employees working to offer the best quality burgers and wraps to our customers.

We are into catering as well. As of now, we have catered for 100+ events in the three cities – birthday parties, college festivals, etc.– where the food was thoroughly enjoyed and appreciated. We have also introduced burgers with healthy ingredients to the menu along with multi-grain buns and grilled patties to serve our health conscious customers.

So far, the customer feedback has been 95% positive and we aim to make it 100% positive. Operation and supply chain challenges have been adequately tackled by our efficient back-end and operations team. The biggest achievement, so far, has been getting accepted and appreciated by our customers. ●●

We have evolved and introduced multi-grain buns, whole wheat tortilla for wraps, grilled patties for a healthier choice and will keep on evolving in the future.





Soothing the summery fire with refreshing modifications in the menu

It is that time of the year again when people stop stepping out because of the scorching heat and the business and sales start dipping for the F&B sector. FoodService India brings together a panel of leading chefs for a round-table discussion on why the summer season is hard on the restaurateurs and what can chefs do to keep the places abuzz and not allow the sales to slump.

Chef Mark Crocker, Chef Professor, Dr. MGR Educational and Research; Chef Saurabh Udinia, Head Chef, Massive Restaurants Pvt. Ltd.; Chef Harangad Singh, Corporate Chef, Prankster and Pra Pra Prank; Chef Ashish Singh, Corporate Chef, Cafe Delhi Heights and Nueva; Chef Mohammad Anas Qureshi, Executive Chef, Molecule Bar; Chef Anuj Kapoor, Executive Chef, The Grand; and Chef Aashish Joshi, Executive Chef, Jaypee Siddharth suggest some ways to steer the industry out from summer's dry spell.



What is your opinion about the Indian summer season as far as its impact on F&B and foodservice sales is concerned? Are the summer months normally a slow season for the restaurant industry?

Chef Saurabh Udinia, Head Chef, Massive Restaurants Pvt. Ltd.: Business in the restaurant industry keeps on fluctuating. Customers coming to the outlets may vary – numbers may increase, remain steady or even take a dive based on various different factors. Seasonal changes, in particular, can have an impact on generating revenue in the restaurant industry. Boosting marketing campaigns, cutting on stock or adjusting the staffing level are some ways to deal with seasonal slumps. We have generally seen a decline in footfall during summers but again it depends on the location of the restaurant. In the summer season, people usually go for vacations and are travelling, which offers an opportunity for more than the expected footfall at many places whereas at some places there is a traffic downturn.

Harangad Singh, Corporate Chef, Prankster and Pra Pra Prank: There is no negative impact on the business in the summer season. Only the food habits of customers change – some prefer beer over hard drinks and light food over spicy. The revenues are still manageable with some modifications in the menu. We should be capable enough to curate the menu in a way that people will adopt it in the summer season and will spend on it.

Chef Ashish Singh, Corporate Chef, Cafe Delhi Heights & Nueva: Indian Summer is known for its hottest months and the rise in the temperature results in dehydration and ultimately the lack of the appetite. The vacation in the schools and colleges are another reason to desert the F&B and foodservice sales. Yes, summer is the slowest season for the restaurant industry. But there are always ways to overcome the slow seasons.

Chef Mohammed Anas Qureshi, Executive Chef, Molecule Bar: Seasonal changes can have an impact on business in the restaurant industry. Restaurants see a huge dip in lunch sales during the summer as people avoid going out to dine during the day. Many families travel to hill stations and other cooler places and it leads to lesser footfall and a dip in F&B sales. However, it is not the same for restaurants in the hill stations as their sales increases during these hot months.



Yes, summer season is slow than the other months of the year. But it could be avoided if the right measures are taken by the restaurants to cater to the needs of the guests during this season.

Chef Anuj Kapoor Executive Chef, The Grand:

As one would expect, F&B sales plummet during Indian summers. People generally avoid going out as the 'outside' food is supposedly heavy, spicy and non-conducive for the hot season.

Mark Crocker, Chef Professor at Dr. MGR.

Educational and Research Institute: Indian summer is a time when restaurants take a break; this is when the business is slow. So this is the time for the chefs to get a vacation. This is also a time when the management gets a chance to plan a festival and get an outsourced chef in; it works as a sop for the customer to try a different cuisine. This brings in the foodies who venture out for something different. At the same time, business and sales during the season can also be perked with all the summer fruits like melons, plums, cherries, peaches, lychees, mangoes, etc. These fruits add value to the sales as chefs put out salads counters and early in the evening chaat counters and lassi stations, which drives in a lot of sales (this attraction is for the holiday season kids).

What can chefs do by way of introducing new recipes and dishes or seasonal menu engineering to overcome the slump in sales due to seasonal and climatic reasons?

Saurabh Udinia: The restaurant industry tends to thrive during the warmer months. This is due

to the increase in tourism in many cities, and warmer temperatures typically encourage locals and visitors to venture outdoors. Because the hotel industry also sees an increase in business during the tourism season, restaurants located in or around busy hotels might notice an increase in business. Some restaurants organise events during the summer months, such as outdoor music and other entertaining games, which are likely to draw customers and increase the sales. Switching up the menu on a seasonal basis, even if only for weekly or nightly specials along with a new batch of fresh ingredients, gives your kitchen team the chance to use new ingredients, experiment with new preparation techniques, and let their talents shine. Servers are excited by the change in the menu and pass along that enthusiasm to the guests. Even the bar staff can get in on the seasonal action by incorporating fruits, veggies or herbs of the moment into speciality cocktails. It helps during the lean season by providing a new product, which entices people to come and try.

Harangad Singh: A chef should compose the menu in such a way that it will be adopted by their guests in that particular season. The idea is to give our customers what they want and also break the monotony of regular menus. Such packages and offers help to entice new customers.

Ashish Singh: As an opportunity, we can introduce summer oriented dishes in the menu. We can have light and thirst quenching dishes and avoid the rich dishes that are tough to digest in the summer. We can have seasonal fruit and vegetables based menu; for example, there could be a mango-based menu. The non-vegetarian items like poultry, meat and fish tend to lose

Seasonal changes can have an impact on generating revenue in the restaurant industry. It helps during the lean season by providing a new product, which entices people to come and try.



L to R: Chef Mark Crocker, Chef Anas Qureshi, Chef Saurabh Udinia, Chef Aashish Joshi, Chef Anuj Kapoor, Chef Ashish Singh and Chef Harangad Singh

With progressive food cultures today, customers care about the quality of the food more than anything else.

their essence and taste even before cooking; plus it is difficult to digest also. It is the reason for promoting vegetables and fruits-based menu in the summer months.

Anas Qureshi: This might not apply to every restaurant out there, but with progressive food cultures, in the current times, customers care about the quality of the food more than anything else. When we talk about season and climate change, chefs play a very important role as with every season change the dietary requirements of the customers change too. So, it is very important for chefs to understand the needs of their guests and adapt it in their menus accordingly. Seasonal modifications in the menu help in boosting sales as it gives guests new options to choose from and also attracts them to come to the restaurant to dine for dishes that are new, fresh and seasonal. And as there are more seasonal dishes on the menu, the ingredient cost is also low because all seasonal ingredients are easily locally sourced so you don't need to pitch in the extra penny to procure any imported ingredient.

Anuj Singh: Chefs have a huge role to play when it comes to chalking up the right menu according to the seasons. They need to constantly come up with food preparations that are exciting and are a good fit for the climate. Speaking of summers, in particular, the focus needs to be on light, plant-based food and beverages: seasonal fruits, lettuces, squashes, gourds, greens, and so on.

India has amazing local produce available, particularly for summers. The thing is that we all seem to know and understand it to some degree, but the trick is in putting it together and creating a dish out of these. Summer dishes should not be boring or monotonous. The challenge that many western cuisine trained chefs face is in how to put the local produce to use.



Mark Crocker: Like I mentioned earlier, the specials of the season – fruits and salads, ice cream and vegetarian dishes – should be the focus of the menu during the hot months. The hot spicy food should be excluded from the menu and more of sandwiches can be put out. Cold soups are recommended. Definitely, tweaking the menu becomes a necessity of the season.

Chef Aashish Joshi, Executive Chef, Jaypee Siddharth: Chefs play a very important role during this lean period. It is not just about creating the right kind of recipes but overall the right kind of menu mix with innovative things that can contribute to the steady flow of business. The summery dishes are incorporated in the menus and special focus is on light food like salads and summer coolers (beverages).

What is going to be your culinary innovation for the summer months?

Saurabh Udinia: Summers come with the need to curate a special menu, which is less in calories and is easy to digest. One tends to eat less in summers. We lay out summer special packages that include summer coolers, light appetizers and plan special events for our guests. Our primary focus in the summer is on salads, desserts and beverages (both mocktails and cocktails). Summer menu comprises more of fresh and seasonal ingredients and fresh fruits. We use ingredients like raw mango, raw papaya, mint, and lemon. Moreover, we use spinach, pak choy and spring onion and watermelon as they have high water content. Indians, and especially the Delhi consumer market, are not in for cold soups so that is not in the menu. Preferences are always on cold beverages. More of seafood can be used in the dishes and we also cut down on meats offerings.

Harangad Singh: I come up with light and healthy new dishes, which the guests will love in summers. Spices will not be a priority; rather more of flavor-full herbs will be incorporated in the dishes. Guests can easily digest the food and it is beneficial for the health as well.

Ashish Singh: At Cafe Delhi Heights, I am ready with the king of the season- mango menu with a lot of innovation in the recipes. We will have hummus with mango salsa, avocado and mango bruschetta and many other items that has mango. We focus on innovation and promotion of cold soups and fruit-based salad. And at Nueva, we plan very interesting festivals including tacos and tequila.

Anas Qureshi: This summer season, I launched my summer menu with a lot of interesting, fresh, light dishes, mainly focused on seasonal and local ingredients.



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Earlier, during summer months, offers were based around summer drinks like beer with a food combo. However, now, newer trends of soups and salads combos are also in demand.

I am using ingredients that have natural cooling properties like mango, watermelon, yogurt, coconut, basil seeds, rose, khus, fennel, etc.

In all the main servings, we avoid heavy meats and heavy gravies and switch to lighter sauces. This summer menu is also very interesting as I am working on more regional summer recipes from various parts of India and presenting them in a very modern way, keeping the authenticity of taste intact.

Anuj Singh: First off – creativity. It’s sad to see restaurants not deep diving into the summer needs of their customers. Restaurants are simply opting for summer coolers and mocktails made out of American marketed synthetic flavourings. To me, personally, it is a half-hearted attempt to boost sagging summer sales. It is important to offer exciting food and beverage offerings, and that needs some creativity happening in the kitchen.

Mark Crocker: We serve more of cold press juices during the summer season. As for my preference, I use wheatgrass for juices, sherbet, and also for salads, like tropical fruits and vegetable salads. We also use healthy millets in the products. It is a season when a lot of us shed some weight and a lot of clients stick to fruits and vegetables and juice intake.

Aashish Joshi: During the summer months, the guests tend to not eat very rich and heavy food. Also, traditionally during the summer months, people do not eat fish as the availability is not that great. So it is a challenge for the F& B team, especially for chefs to curate the menus accordingly. So the focus is on promoting lighter meals that are easy on the stomach. With the guest becoming more health-conscious, it is easier to make low-calories meal that are popular with the guests. The team needs to be innovative when it comes to presenting buffets, which give a value perception to the guest and are also economically good for the hotel. The menus need to be custom made in a manner so that expensive items are excluded from the menu during the slack period. A lot of training is also undertaken during the lean season so as to gear the staff for the peak season, which starts with the monsoons. In summers, refreshing beverages also play an important role. A lot of offers are made around things like Beer Bucket or Refreshing Cocktails and Mocktails.

What are the other ways by which restaurant can kick up their sales for the summer season?

Saurabh Udinia: Changing the menu with the seasons – up to four times a year– could drive great business. We create several new opportunities for bringing in guests with special, seasonal menu options. Your loyal guests will be coming back again and again for the limited-



time offerings, and some new customers could be inspired to come in and try the seasonal offerings.

For this, social media plays an important role. Social media helps in engaging with the people and getting them involved. Go for a Facebook post about your new menu, and people will start giving positive reviews about the new menu. It creates a buzz and others will want to try it and be a part of this limited time opportunity.

Organizing events is a sure-shot way of attracting customers to your restaurant, even during the season of restaurant slowdown. Organize events such as Karaoke Nights, Sufi Nights, or Ladies’ Night to attract customers. You can also call a Live Band or a DJ to perform at your restaurant. In this manner, you are not only attracting your customers but also luring the fans and followers of the band or celebrity.

Ashish Singh: Apart from food, beverages hold a lot of potential where innovations and promotions can be done. We can have summer vacation-based activities. In Indian summer, the IPL is biggest saviour for the F&B and foodservice sales; we can do screening of IPL matches with bulk beverages offer.



Anas Qureshi: Food menu helps in bringing up sales during summers but it is not the only option as there are several other ways that can help of boosting sales like introducing summer drinks. People tend to drink more during summers to stay hydrated, so provide them with better beverage choices that consists of seasonal ingredients like coconut, kokum, raw mango, fresh fruits, etc. Organise small events related to food and beverage like workshops that will engage a lot of attention as people tend to go to a lot of workshops during the summer holiday season with their kids.

Update on customer service. This is the time to turn up the charm. Especially, when it comes to summers. Give your guests an excellent experience and an opportunity to tell their friends and family about your excellent service. Make it such an amazing experience for the customers that they come back again. The summer holiday season is great to start building a new and solid customer base because a regular customer is ready to spend up to 67% more than a first-time customer.

Nowadays, everyone is present on social media platforms. Especially, during the summer holiday season, people constantly check out on new places, take pictures of meals and search for the best restaurants in the local area. Now, the best way to find a place to eat is through social media.

Anuj Singh: I have prepared well for the summers. We have taken many different and innovative steps in prepping up for the season:

- ▶ We made a start by moving away from dairy products like cream, cheese, etc for this

season. Instead, we are growing and using fresh herbs like a variety of basil, peppermint, mint, sage, oregano, etc. I am growing my own greens like baby spinach, kale, aragula, romaine, and bok choy.

- ▶ To avoid food boredom for our regular guests, I am driving innovation in not just one cuisine, but across the spectrum – Indian, Mediterranean and Oriental.
- ▶ Using healthy Indian fats like coconut oil and mustard oil as opposed to dairy-based fats like butter. We are also moving away from super refined ingredients like refined flour, white rice and refined sugars and instead using ingredients like whole grains and seeds, brown rice and jaggery or palm sugar, depending on preparation and the cuisine. Then, there's fruit-based non dairy smoothies rather than synthetic flavoured drinks.

Mark Crocker: Getting more clients starts from attracting the kids, therefore have a summer coaching class for the pool, summer camps to show simple cake making art, and house wives' competition in the best recipe.

Aashish Joshi: It is not just the food which drives the customer to a particular restaurant but it is the overall experience of the place that entices a customer to visit again and again. Earlier, during summer months, offers were based around summer drinks like beer with a food combo. However, now combos are made around drinks also but newer trends of soups and salads combos are also in demand. Another way for the restaurants to generate revenue is thru food delivery. Food delivery is immensely popular amongst the younger generation and can be used to generate revenues. Happy hours for beverages in the bar also attracts people.

Name your one favorite vegetarian and non-veg dish for the summer season?

Mark Crocker: My favorite drink for the season is (mango fool) that is called Aam Panna, which is charred green mango with mint and sugar. It can also be made with charred kiwi and strawberry panna. Go for a salad mango tango/or mango dill bahaar and fruits salads with roasted oats/honey and hung yogurt. Try colorful vegetables steamed with flaked nuts and lemon sauce finished with a baked yogurt and sundried fruit.

Aashish Joshi: My favorite is non-vegetarian- Parmesan crusted chicken of bed of spinach and tomato with spaghetti arabiatta. For vegetarian, I prefer summer salad (watermelon and feta with olive, lettuce and honey mustard dressing) ••



Organizing events is a sure-shot way of attracting customers to your restaurant, even during the season of restaurant slowdown.



“We create unique experiences for our guests through our thematic ambience and special food festivals”



Barbeque Nation, a pioneer of 'DIY' (do-it-yourself) cuisine with a concept of live on-the-table grill, is the largest casual dining brand in the country. The menu is drawn from the different cuisines. FoodService India spoke to AHMED RAZA, CTO, Barbeque Nation, about what makes the brand tick with the diners and its new initiatives to strengthen the brand's market mojo further.



BARBEQUE NATION: FACT FILE

- **Parent company:** Barbeque Nation Hospitality Ltd.
- **Number of outlets and locations:** 133 Outlets in 76 cities in India as on 30th April 2019; 4 outlets in the UAE; 1 in Malaysia; 1 in Muscat
- **Brand/s name:** Barbeque Nation
- **Headquarters:** Bangalore
- **Launch date of first outlet:** 20th Jan. 2006
- **Total retail area under operation:** 5.96 lakh square feet
- **Growth:** ~4x growth since FY12
- **Dish/food/beverage specialty:** Barbeque – DIY – Live on the table grill
- **Cost:** Meal for two costs around Rs.1300, approximately
- **Total number of employees:** 6500+

What is the culinary portfolio that is offered at your chain?

Barbeque Nation offers a wide variety of barbecues. The eat-all-you-can buffet at Barbeque Nation showcases an array of vegetarian and non-vegetarian spread with the choicest of beverages – alcoholic and non alcoholic. About 90% of the food is cooked in the kitchen and the rest by diners on their tables. The menu is drawn from Mediterranean, American, Oriental, Asian and Indian cuisines.

Customers can grill starters in a range of marinades and sauces and enjoy them right off the skewers, at their own tables. Apart from offering a delectable menu, the ambience at the restaurant radiates a contemporary and vibrant theme with sizzling skewers on tables that double up as a live kitchen. Guest can also try out a wide range of buffet, starting from soups, salads, main course, live counters, desserts & kulfis.

Our best-selling products are the starters & desserts (including kulfi). Our non-vegetarian starters include the famous mutton kadhak seekh kebab, chilli garlic prawns, ajwaini fish tikka, murg boti kebab and much more. Vegetarians can feast on the mouth-watering hariyali kumbh, pineapple chaat, cajun spice baby potato and punjabi paneer tikka. The dessert section comprises of walnut brownie, assorted pastry to angoori gulab jamun, marvel cake, and kesari phirnee. Our kulfi nation counter offers a wide range of kulfis and guests can add a twist to the kulfi by mixing various flavours into one and creating diverse combinations – we have over 800 such combinations to offer.

How would you describe the unique selling points of your QSR brand?

We are a CDR brand and Barbeque Nation is built on the concept of a live grill right at the table. Our unique selling proposition is offering the joy to diners of grilling their own food and our restaurant's thematic ambience.

Which other attributes differentiate your brand from their competitors?

The customer experience is something that creates the differentiation from our competition. We go the last mile to see a smile on our guest's face so much so that our table staff specifically asks guests about their preference of spice levels before catering to the order. If you visit any

of our restaurants, you will notice that the restaurant manager makes it a point to visit each table and ensure that customers have a good experience. Our chefs too visit the tables, mingle with the guests and ask their opinion about the food. They also create some exclusive dishes as per the feedback and comments from guests about certain food items.

We are constantly on the look-out for creating better experiences for our guests, most of which come in the form of unique experiences attributed to special food festivals.

What is your value-for-money proposition for diners?

A place to celebrate any reason with an "All You Can Eat" menu with the best-in-class service is our value proposition for the diners at our restaurant. Our guests never come alone; they always bring a group of people with them – be it friends or family or workplace colleagues. Generally, our guests belong in the 25-45 age group and people who are looking not just for a place to dine but for a place where they can be at ease and have fun and a happy time.

What are you doing to promote your brand?

We run multiple campaigns across the country during various periods as per the requirement of the region. A notable campaign undertaken recently was "Punjab Food Festival" under the name "Jatt Set Go", which created a space for engagement with diners at the outlet as well as online. We created a mascot called 'Makhan Singh' who carried and promoted this festival around the country and was hugely popular and successful. We also run smaller and shorter campaigns to engage with the guests such as Mango Mania, Bid2BBQ, Bruncheon and many more.



HOW BARBEQUE NATION IS DEPLOYING TECHNOLOGY FOR EFFICIENT AND CUSTOMER-FRIENDLY OPERATIONS

The casual dining restaurant leans heavily on state-of-the-art technology to make the guest experience smooth and hassle-free experience. Here are some instances of its technology applications:

RESERVATION:

- A simple & centrally integrated HUB, which helps with enquiries on table availability, price, menu, among other things. This information can be retrieved from different platforms like Website, Mobile App, Aggregators (like Nearbuy, DineOut, EazyDiner, etc), and Facebook Chatbot.
- Guests calling the call centre are answered by Voice Bot, resulting in instant, crisp and human-like experience over automated call. The process ensures a high level of satisfaction for calls.
- Barbeque Nation automates contact center reservation with Intelligent Vernacular Voice Assistant. It automates call reservations and improves user experience.

MARKETING & COMMUNICATIONS:

- With the enormous data available, the restaurant sorts its guests' preference for more efficient and tailored customer service. Based on this information about its guests' preferences, the restaurant has crafted its marketing campaigns that are specifically designed to push at targets.
- The restaurant makes use of a digital menu that offers detailed visibility and information of the dish to the guest.
- Also in place is a tech-enabled internal ordering processing from the table to the kitchen. The order and progress can be viewed, which helps in understanding the time taken on the process.
- A 360 degree feedback process that captures information from other platforms like Zomato, FB, Twitter, Insta, Google, TripAdvisor, etc. on a single platform. The process runs on an algorithm, which auto-selects guests and calls on them for feedback from a call centre. These numbers are converted to an Index.
- IoT-based device and data capture for providing better experience to the guest.

What have been your major achievements?

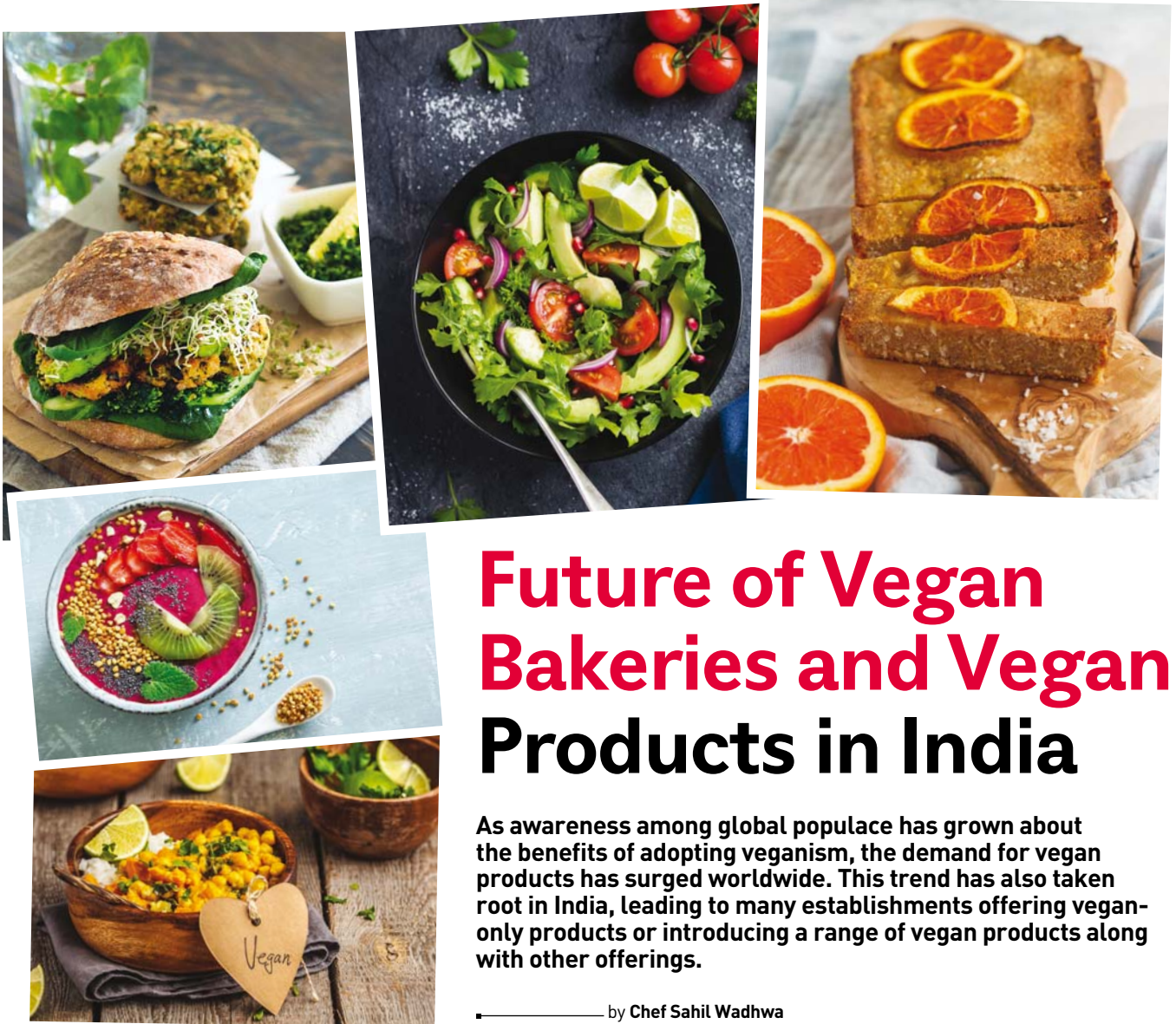
Barbeque Nation has been awarded as one of the best places to work for. It was recognized as the "17th Great Place to Work in 2018" by Great Place to Work India, in association with the Economic Times. It was chosen as the "14th Great Place to Work in 2018" by Great Place to Work Asia. Again, it was selected as "Top 10 places to Work For in Retail Space" in 2018 by Great Place to Work in association with RAI.

Recently, we entered our third International market with our foray into Muscat, after launching operations in the UAE & Malaysia.

What is your roadmap for the future?

Barbeque Nation has grown by leaps and bounds ever since its inception in 2006. Every month, we try to launch at least two outlets in two major cities. Now, we are targeting to get deeper into tier 2 and tier 3 cities as well. Our footfalls in tier 2 & 3 cities are equivalent to that of a tier 1 city, i.e., almost 250 pax a day. ●●





Future of Vegan Bakeries and Vegan Products in India

As awareness among global populace has grown about the benefits of adopting veganism, the demand for vegan products has surged worldwide. This trend has also taken root in India, leading to many establishments offering vegan-only products or introducing a range of vegan products along with other offerings.

by Chef Sahil Wadhwa

Veganism, often confused with vegetarianism, is not an entirely unheard concept in India. But, in actuality, veganism is practised far less than believed. Just to clarify, being a vegan entails consuming and using only plant-based products. This means products like meat, dairy, honey, eggs, lard, gelatine, among others, which are derived from animals cannot be eaten if you intend to practise veganism. In contrast, vegetarians tend to consume dairy products as well.

Being vegan also means that one can use only animal cruelty-free products. The core of the veganism is to reduce animal suffering and adopt a more environment-friendly way of living. As awareness among global populace has grown about the benefits of adopting veganism, the demand for vegan products has surged worldwide. This trend has also taken root in India, leading to many establishments offering vegan-only products or introducing a range of vegan products along with other offerings.

It is tough to find truly vegan products in India because though more than 30 percent of the population practises vegetarianism, dairy products form an essential part of our diets. From desi ghee in dals to curd with sabzi, citizens of India have come to rely on dairy products forming an essential part of their meals. In this scenario, any establishment offering vegan products to its customers would first have to understand in depth what veganism entails and then accordingly, source ingredients which can be used to prepare authentic vegan dishes. This demand for vegan ingredients has given rise to a niche but growing industry to fulfil the strict requirements of veganism. While these ingredients may not be easily available everywhere in India, in metros and Tier 1 & Tier 2 cities, ingredients to prepare vegan dishes can be easily sourced; if not in market, then at least from online e-commerce platforms. Not just in India, but all over the world, veganism is becoming a respected faith which promotes a sustainable and eco-friendly lifestyle. The future therefore will also belong to the vegans.

When it comes to the bakery industry, it is hard to imagine baking anything without the use of eggs, butter, milk, and other ingredients which are derived from animals one way or another. In this scenario, vegan bakery might seem like an oxymoron but thanks to innovative creations of many vegan and non-vegan bakers, today there are plenty of recipes that can help prepare vegan baked goods without the use of any animal products. Such level of sophistication, which has percolated to the bakery industry, is the demand of the conscious consumer and mission of new-age chefs. Veganism, in conjunction with rising demand for organic foods, has compelled chefs and bakers to look for alternative sources of common baking ingredients. For example, as alternative to sugar and sugar-based products like fondants, bakers use organic unsweetened cocoa or palm sugar. Olive oil is used as a replacement for eggs. The larger benefit of such substitution lies in the fact that the alternate sources tend to be healthier in comparison to the traditional ingredients.

Baking vegan products is not as herculean a task as one would think. Experimentation with recipes is essential to come up with new ways of cooking. But as with any other dish, the process of baking should be followed in accordance with the recipe. Also, an important aspect of this is using the correct measurement of ingredients. Today, there are many vegan recipes, tried and tested by expert master chefs, which has made vegan lifestyle more accessible.

One criticism of veganism arises from the belief that adhering to a vegan diet can lead to malnutrition, especially deficiency of vitamins, minerals as well as weakening of bones due to lack of calcium. This belief has received credibility from instances wherein vegan diet has led to nutritional deficiencies in children as well as adults, leading to medical intervention. It is important to understand that just following a vegan way of life is not enough. One needs to carefully plan their diet to make sure that their nutritional needs are met through other food supplements. For instance, a vegan who

does not drink milk has to be vigilant that their recommended daily intake of calcium should be fulfilled from other sources such as leafy green vegetables, nuts like almonds and/or sesame seeds.

Along similar lines, the substituted ingredients should not compromise in taste, quality or any other aspect. There are many cookbooks and recipes available to provide directions in how to prepare different varieties of bakery, patisserie and chocolate products such as cakes, brownies, buns, breads, ice-creams and a lot more.

When someone adopts veganism, whether due to a changed perspective on life, religious purposes, dietary restrictions or some other reason, they centre their belief system on the principle of Ahimsa, which is an ancient Hindu practise of non-violence towards other living beings. In a country like India which is straightforward in differentiating between vegetarian and non-vegetarian products, the potential for veganism to thrive is vast. There are many pure-vegetarian restaurants and bakeries which offer meatless and eggless food items. This means that transitioning to veganism in India is relatively easier as compared to other countries. It is no longer uncommon to come across vegan products on the menu at restaurants and bakeries, and while there are still very few purely vegan bakeries in India, the popularity of vegan lifestyle is growing in our country.

When you go to a bakery to indulge in the chocolately goodness of the desserts, the richness of macarons, soft and spongy cakes, or warm fresh breads straight from the oven, the brown and green symbols help the consumer to differentiate and make their choice. Right now, somewhere there's a vegan chef who is experimenting in his/her kitchen to come up with a vegan recipe to prepare delicious vegan baked goods. In a few years down the line, it wouldn't be surprising to have a third differentiator at restaurants and bakeries to signify vegan products, apart from vegetarian and non-vegetarian foodstuffs. ••

Baking vegan products is not as herculean a task as one would think. Experimentation with recipes is essential to come up with new ways of cooking.



A one-stop solution for all HoReCa needs



NITIN SETH, Vice-Chairman, TOPS, a brand of G.D. Foods Mfg. (I) Pvt. Ltd., spoke to FoodService India about his company's association with the HoReCa industry and how the brand has become a one-stop solution for all the HoReCa needs of its consumers, thanks to its diversified product range.

Tell us briefly about your brand association and connection with HoReCa industry?

The association of TOPS with HoReCa industry dates back to 1984 ever since the company forayed into the Processed Food Segment in India.

The company offers a complete basket of products to the HoReCa industry in categories such as **Pickle, Jam, Tomato Ketchup, Cornflakes, Instant Mixes, Vermicelli, Cake Mixes, Culinary Sauces, Noodles.** It is due to this diversified range that the company is preferred as a "one stop solution provider for all the HoReCa needs" which lends it a definitive competitive edge over others.

What are your product offerings for the industry in the spices, sauces and condiments category?

TOPS has always been known to be a dominant market player in the sauces and condiment product categories.

In pickles, we offer specialized HoReCa SKU's in the form of sachets, blister packs and 5 Kg packs, so as to address the needs of one and all. Similarly, in sauces, we have an eclectic mix to offer in the form of Continental Sauces, Snack-Sauce, Tomato Ketchup, Green Chilli & Red Chilli Sauce, and Vinegar so as to cater to every strata of the HoReCa landscape. In addition to the diversified mix which is available in various pack sizes, TOPS has specifically designed handy, unbreakable bottles ranging between 1Kg-1.3Kgs of Sauces, Ketchups and Vinegar for the HoReCa industry. These are not only convenient to use but are also economically viable as compared to other SKU's intended for domestic usage.

As producers and suppliers, what do you think Chefs are looking for, in terms of product features for their spices, sauces and condiments needs?

The food service industry has always tried to keep pace with the changes in the consumer demand and behavior. The segmentation that has happened in the food service business into fine dining, casual dining, quick service etc., are a result of this evolution. All these formats have their set of operating models, service design etc. In order to support the demands of each of these formats, a parallel support industry has evolved, and convenience food segment plays a significant role in it.

HoReCa industry relies majorly on convenience foods, although in varying degree. Convenience foods help to shorten the meal preparation time, fasten operations, and lead to reduction in wastage, making the food preparation process all the more cost effective.

We, at TOPS, believe in working closely with the hospitality industry, and hence we develop our products keeping in mind the Chefs' convenience, standardization of the end product and preferences of end consumers.

Indian consumers want juicy, crunchy and spicy type of food. The spiciness of sauce coupled with the softness of the bun and juiciness of the aloo patty works well with the customer. It is for this reason that TOPS pioneered the concept of "All Time Snack Sauce" which imparts its own tangy and mouth-watering taste to the main dish. Today, "TOPS All Time Snack Sauce" is a regular at all the established QSR's, owing to the lip-smacking taste it brings to the Indian palate.

Who are your major HoReCa clients in this category?

Tops products find their way into the kitchens of all leading Star rated hotels, restaurant chains & standalone restaurants, small eateries, Hostels, Offices, Caterers of all sizes. As a matter of fact, TOPS range of pickles, jams & tomato ketchup sachets and blisters are regularly served on board in leading trains like Vande Bharat and Shatabdi(s).

With the HoReCa market witnessing an upward swing, we are quite buoyant about the future. ●●

Today, "TOPS all time Snack Sauce" is a regular at all the established QSR's, owing to the lip-smacking taste it brings to the Indian palate.



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HONORING THE BEST IN FOOD SERVICE
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THE RISE AND RISE OF FOOD DELIVERY APPS
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How can F&B operators collaborate and partner with aggregators to expand the market

Featured inside: Chef Neelabh Sahay | Devesh Rawat | Vikram Rana | Rahul Gandhi | Chef Ravi Saxena

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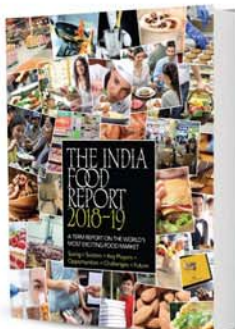
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“FMCG companies are boosting revenues by catering to **HoReCa segment**”



GAURAV GAMBHIR, CMD, Shubh Food Industries, India’s most trusted and loved premium hing (asafoetida) manufacturing and trading company, spoke with FoodService India about how his company is catering to the growing demand for the product by introducing variants matched to specific regional preferences and about its HoReCa focus.

Tell us briefly about your brand association and connection with HoReCa industry?

Our brand story began in the year 1998. Shubh Foods started its association with the HoReCa industry with Hing manufacturing and trading in India. From then on, it has been quite a journey for the company and an interesting one at that. Today, we are known as India’s most trusted and loved premium hing (asafoetida) manufacturing and trading company. Nothing offers us more joy than being able to live up to this name.

It is interesting to know that the best FMCG companies manage to penetrate only 30-40% kirana stores with their top brands stagnating at a penetration level of not more than 50%. However, HoReCa as an alternate model and independent segment, has gathered immense focus owing to its contribution that is higher than retail. In addition to the traditional kirana stores, Modern Trade and General Trade, FMCGs are building a strong focus on the HoReCa channel as well.

Shubh Foods caters to over 80% of the private labeling demand for hing in India. Its private labeling clients include Reliance Retail, More (Aditya Birla Group), D-Mart, Walmart, Spencer’s, Mother’s Recipe, among others. Shubh Foods also manufactures a range of in-house brands of hing called Naya Khazaana and a range of spice blends named Tadka Blast.

How do you look at the growth and performance of your product offering?

As a manufacturer for the past two decades, our vision is to provide best quality asafoetida. In terms of innovation, however, we believe that customization of tastes and flavours will be a key driver in this segment. For example, for our brand of asafoetida or hing products, we have released variants specific to regional preferences. The demand in south India is for strong hing flavours while Gujarat prefers its hing to be subtle and mild.

Roughly, what would be the market size for this category in HoReCa?

India’s HoReCa space is growing at a rapid pace and the attractiveness of the segment has prompted leading FMCG manufacturers to set up diversified lines to cater to this segment. FMCG companies realize the significance of this channel and are simultaneously optimizing their operational efficiencies to boost revenues. The Indian restaurant and HORECA market was valued at Rs. 20,400 crore in 2018 and is expected to grow to Rs. 51,000 crore by 2021, according to industry body National Restaurant Association of India (NRAI).

As producers and suppliers, what do you think chefs are looking for in terms of product features for their spices, sauces and condiments needs?

Being a private label manufacture of asafoetida specifically, approx. 30-40% of our product is sold in Modern Trade. While there has been tremendous progress in the Indian Spice Industry, it remains largely unorganized. In the future, we see a great scope for customer education and awareness. Toward this end, Shubh actively provides its clients with transparent in-house lab testing analysis results as well as offering information on global food quality standards. In terms of hing, Shubh is making efforts to inform the general consumers about the great health and beauty benefits of asafoetida. Finally, we are conducting further research to better understand the region-wise taste preferences of consumers and imbibing them in our products.

Who are your major HoReCa clients?

We have major client in the metro cities – Adyar Anand Bhavan A2B, Vishnu Ji ki Rasoi, and many QSR restaurants. ••

Shubh Foods caters to over 80% of the private labeling demand for hing in India. It also manufactures a range of in-house brands of hing called Naya Khazaana and a range of spice blends named Tadka Blast.



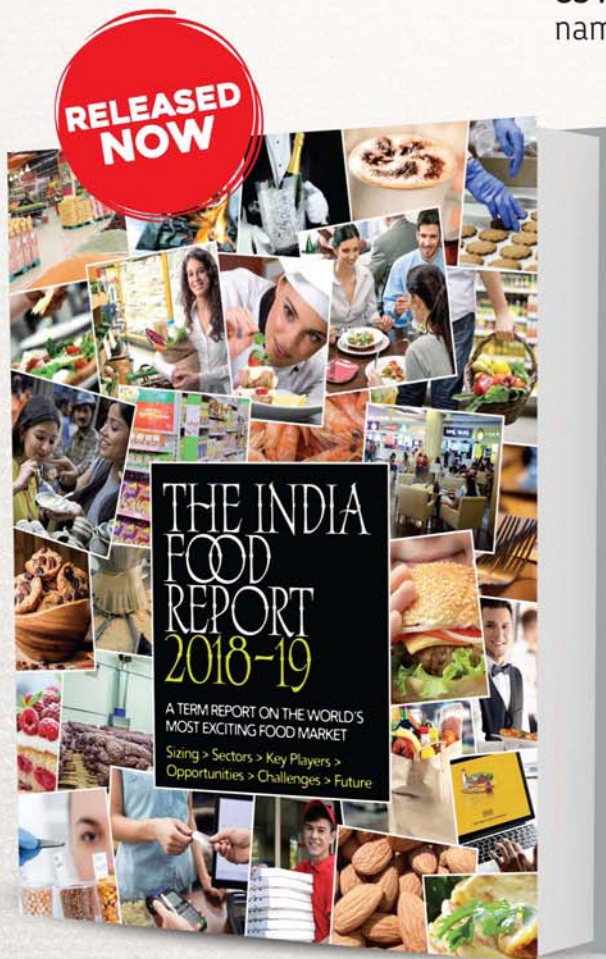
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Organizations and industry experts who have contributed to the making of the Report include **Mintel, Euromonitor, Technopak, GS1, Deloitte, Wazir, Maple Capital Advisors, CBRE, FIFI**, to name a few.



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“We have a range of oriental culinary sauces as our HoReCa offerings”



VIJAY KUMAR BUDHRAJA, MD & Chairman, Holyland Marketing Pvt. Ltd., spoke to FoodService India about the company’s two brands – Golden Crown for sauces and canned food and Big Bell for its condiments range – and how chefs are using these products to match their needs.

Tell us briefly about your brand association and connection with HoReCa industry?

Holyland Marketing Pvt. Ltd., established in the year 1995, operates under the brand name Golden Crown for canned food and sauces and Big Bell for its condiments range. With over 230 products to offer, we have solutions for all kinds of hotels, restaurants, caterers and for different kind of cuisines. – Italian, Chinese, Oriental, Indian and Continental.

The brand range includes both regular and imported products to cater to all the segments of the customers. We offer a range of canned fruits & pulps, canned vegetables, canned sea food, and canned ready-to-eat products, table sauces, imported pastas, olives, cooking pastes, seasonings and herbs.

What are your product offerings for the industry in the sauces, spices and condiments category?

We have a range of oriental culinary sauces and herbs in this category. Golden Crown is the market leader of Monosodium Glutamate (MSG). The company is also the exclusive distributor of Namjai veg curry paste in India and the only authorized company to import Namjai Buddhist curry paste into the country.

Earlier, only non-veg Namjai paste was available in the market and was used as an ingredient irrespective of the recipe. Namjai Buddhist curry paste is a vegetarian paste, which only should be used for Asian vegetarian recipes.

What do you think chefs are looking for in terms of product features for their sauces, spices and condiments needs?

Spices and condiments add a very specific flavor to the dish. Nowadays, chefs are looking to retain

the originality of ingredients in their recipe. They do not want a particular spice or sauce to overcome the flavor of the dish. The sauces that are used should help to further enhance the natural flavor of the ingredients used in the dish.

Who are your major HoReCa clients?

Our products can be seen in a range of commercial kitchens ranging from five star hotels, cafes, air catering, hospitality groups, distinguished caterers, industrial manufacturers, etc. Radisson, Sheraton, Taj Sats, Lite Bite, Yum Yum Cha, Bercos are some of our many prestigious clients.

What are you doing to drive consumption of your products and enhance your brand identity?

The Indian market, both commercial and retail, are experimenting with new food concepts. Our endeavor is to help chefs find multiple uses of the products that we are providing.

We work with various chefs in multiple kitchens to understand the industry’s product requirements and to match our products with their needs.

As far as HoReCa and B2B is concerned, our brand identity is driven by the quality and our brand promise.

What differentiates your products?

We have been a professional brand since the past 25 years. Our products are used and appreciated by the best of chefs.

We continuously work with chefs to make our products better suited for the best of cuisines and recipes. This is what makes all Golden Crown products special as they are tried, tested and approved by the best of creators in the kitchen. ••

Within HoReCa, we have all kind of solutions. We have products for different kinds of cuisines— Italian, Chinese, Oriental, Indian and Continental.



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Chef Saransh Goila is the brand ambassador for Olives from Spain for the second year. His recipes embrace the infinite possibilities to have a healthy and creative dish using the different varieties of Olives from Spain

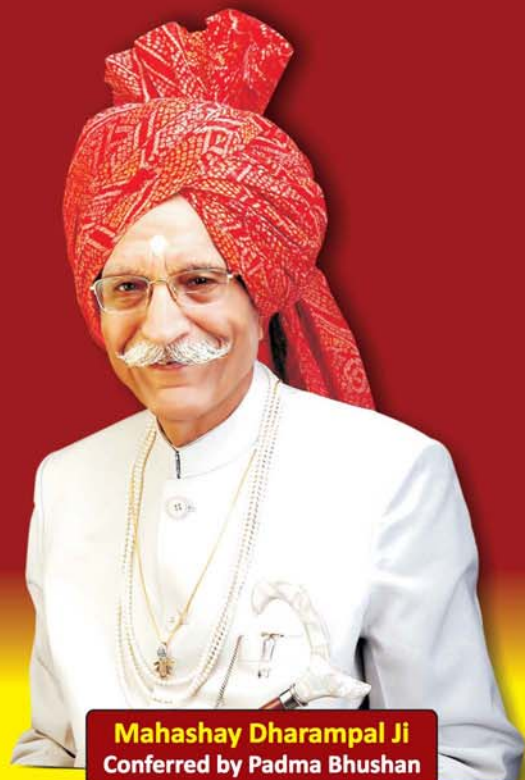
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