

foodService

VOLUME NINE • ISSUE THREE

www.indiaretailing.com

Trade Journal for the Hotel, Restaurant and Catering Industry

MAY-JUNE 2019 • ₹100 India Edition

Page 24

SPICES & SEASONINGS FOR CHEFS

TRANSFORMING DISHES FROM THE MUNDANE TO MAGICAL

Page 48

SUMMER SPECIAL MENUS

Top chefs across the country recommend their favorite seasonal recipes to beat the summer blues

Page 56

EATING TRENDS

Why the demand for vegan products are growing worldwide and how F&B operators are cashing in on the trend

Featured inside: Chef Anuj Kapoor | Amuleek Singh | Chef Shipra Khanna | Rajat Agroya | Chef Ashish Joshi



foodService

VOLUME NINE • ISSUE THREE

www.indiaretailing.com

May-June 2019 • PAGES 64

Editor in Chief: **Amitabh Taneja**

Editorial Director: **R S Roy**

Publisher: **S P Taneja**

Editorial

Editor in charge: **Sanjay Kumar**

Reporter: **Aliya Jamal**

Contributing Editor: **Zainab S Kazi**

Creatives

Art Director: **Pawan Kumar Verma**

Dy. Art Director: **Deepak Verma**

Asst. Art Director: **Mohd. Shakeel**

Production

Sr. General Manager: **Manish Kadam**

Asst. Manager: **Ramesh Gupta**

Support

Sr. General Manager - Administration: **Rajeev Mehandru**

ADVERTISING

Business Head & Associate Publisher

Lokesh Arora, Sr. Vice President

E: lokesharora@imagesgroup.in | M: +91 9999033612

DELHI

Ridhi Sood, Asst. Manager

MUMBAI

Santosh Menezes, Regional Head
Savita Mahesh Jagwani, Asst. General Manager

BENGALURU

Suvir Jaggi, VP & Branch Head
Ekta Roy, Asst. General Manager

KOLKATA

Piyali Oberoi, VP & Branch Head

For advertising queries, please write to salesfood@imagesgroup.in

CONSUMER CONNECT

Anil Nagar, Vice President

E: anilnagar@imagesgroup.in | M: +91 9811333099

Priti Kapil, Deputy Manager

E: pritikapil@imagesgroup.in

Kiran Rawat, Deputy Manager

E: kiranrawat@imagesgroup.in

IMAGES MULTIMEDIA PVT. LTD. (CIN:- U22122DL2003PTC120097)

Registered Office: S-21, Okhla Industrial Area, Phase II, New Delhi 110020, India

T: +91-11-40525000 | F: +91-11-40525001 | E: info@imagesgroup.in

W: www.imagesgroup.in

Mumbai: 1st Floor, Plot No. 111 / 3, Marol Co-Operative Industrial Estate,
Marol, Andheri (East). Mumbai - 400059.

T: +91-22-28508070 / 71 | F: +91-22-28508072

Kolkata: P-513/B, Raja Basanta Roy Road, CIT Scheme XLVII, Near Sabyasachi
Store, Kolkata 700029

T: + 91 33 40080480, 40080488

Bengaluru: 523, 7th Cross, 10th Main (Jeevanbhima Nagar Main Road),
H.A.L. 3rd Stage, Bengaluru - 560075

T: +91-80-41255172, 41750595/96 | F: +91-80-41255182

For subscription related queries, email to: subscription@imagesgroup.in

For feedback/editorial queries, email to: letter2editor@imagesgroup.in

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

All material printed in this publication is the sole property of Images Multimedia Pvt. Ltd. All printed matter contained in the magazine is based on the information provided by the writers/authors. The views, ideas, comments and opinions expressed are solely of the writers/authors or those featured in the articles and the Editor and Printer & Publisher do not necessarily subscribe to the same.

Printed & published by S P Taneja on behalf of Images Multimedia Pvt. Ltd. Printed at: Modest Print Pack (P) Ltd., C-52, DDA Sheds, Okhla Industrial Area, Phase 1, New Delhi - 110020 and published by S P Taneja from S-21 Okhla Industrial Area Phase 2, New Delhi - 110020
Editor: Amitabh Taneja

In relation to any advertisements appearing in this publication, readers are recommended to make appropriate enquiries before entering into any commitments. Images Multimedia Pvt. Ltd. does not vouch for any claims made by the advertisers of products and services. The Printer, Publisher and Editor-in-Chief of the publication shall not be held for any consequences in the event of such claims not being honored by the advertisers.

Copyright Images Multimedia Pvt. Ltd. All rights reserved. Reproduction in any manner is prohibited. All disputes are subject to the jurisdiction of competent courts and forums in Delhi/New Delhi only. FoodService does not accept responsibility for returning unsolicited manuscripts and photographs.

FoodService
Europe & Middle East

food
service
Markets of Eastern & Western Europe

FOOD
service
Russia

Food
Service

Europe & Middle East

Germany | Austria | Switzerland

Poland

Russia

FoodService Europe & Middle East is the parent publication of FoodService published by Deutscher Fachverlag GmbH, Mainzer Landstrasse 251, 60326 Frankfurt am Main, Germany.

Phone: + 49 69 759501; fax: + 49 69 75951510 | **Editor-in-Chief:** Gretel Weiss (gretel.weiss@dfv.de)

Division Manager: Christiane Pretz (christiane.pretz@dfv.de)

08 MARKET UPDATE

What's new in the Food Service sector



22 STATISTICS

Breakfast Around the World

"All-day breakfast," and affordable prices for combos contribute to OOH breakfast as an important opportunity for operators and manufacturers.



46 QSR

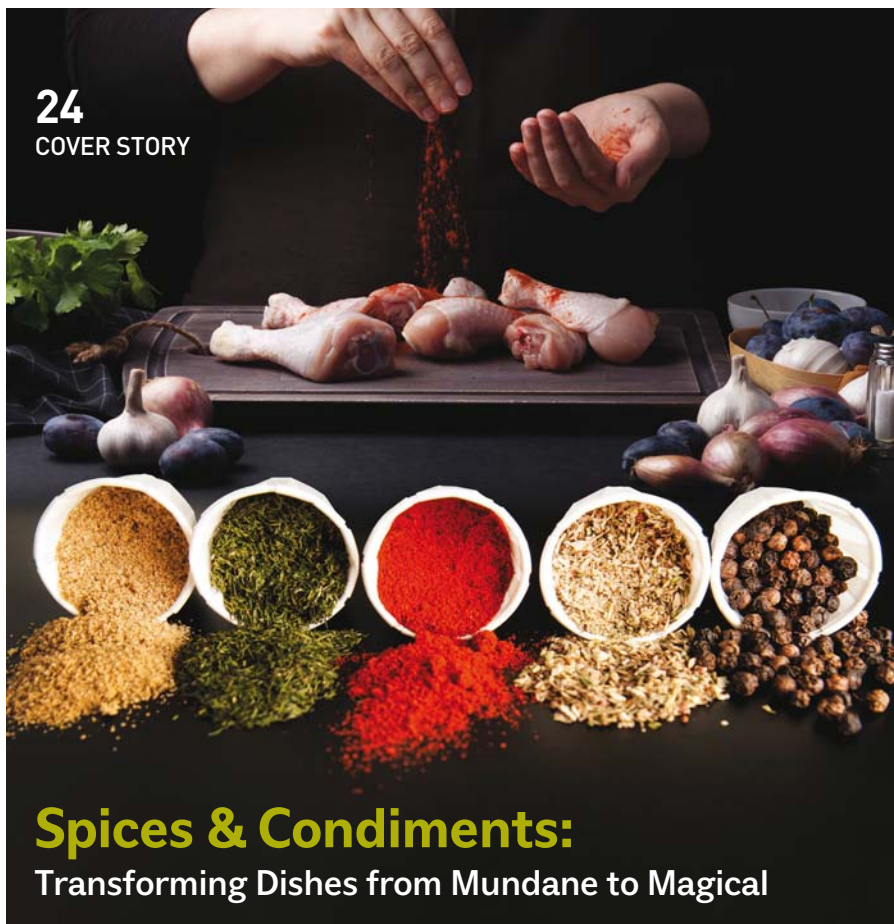
Desi brand serving Indian burgers

Burger Farm started with one outlet serving a limited number of burgers in Jaipur. In a conversation with FoodService India, both its founders shared light on the desi brand serving Indian burgers and its expansion plans.



24

COVER STORY



Spices & Condiments:

Transforming Dishes from Mundane to Magical

48 ROUND TABLE

Soothing the summery fire with refreshing modifications in the menu

A panel of leading chefs share their views 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.



54 CASUAL DINING

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

What makes Barbeque Nation tick with the diners and what are the brand's new initiatives to strengthen its market mojo further.



56 EATING TRENDS

Future of Vegan Bakeries and Products

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.



58 SUPPLIER

A one-stop solution for all HoReCa needs

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



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.



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

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.

Powered By



A VKL Food Solutions Enterprise



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.



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
- **The 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



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.

“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



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.

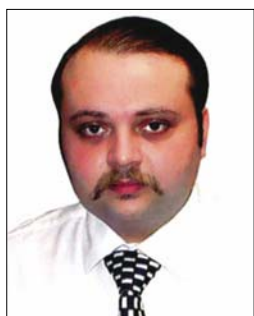
by Chef Sahil Wadhwa

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.

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.



I ♥ olives FROM SPAIN

SPAIN REPRESENTS
21% TABLE OLIVES
WORLD PRODUCTION



SPAIN
IS THE ORIGIN
OF MORE THAN
90% OF OLIVES
CONSUMED IN INDIA



INSTRUCTIONS FOR USE: IMAGINATION

FRUIT 100% VEGETARIAN
THAT INCLUDES
5 BASIC FLAVOURS
-WITH A COMPLEX FLAVOUR
SIMILAR TO ACHAR-

Salty

Sour

Sweet

Umami

Bitter



THE FORMATS YOU CAN FIND
IN THE INDIAN MARKET



JARS

TINS

POUCH

ONLY THE VARIETIES WITH THE LOWEST FAT CONTENT, HIGHEST FLESH TO PIT RATIO, EXCELLENT
APPEARANCE, AND DELICATE FLAVOR ARE DESTINED TO BECOME TABLE OLIVES

INDIAN CUISINE WITH A MEDITERRANEAN TWIST

FAMILY ENCOUNTERS WITH **OLIVES FROM SPAIN**

Jackfruit and olive biryani



HEALTHY SNACKS WITH **OLIVES FROM SPAIN**

Orange and chaat masala olives



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

WITH YOUR LOVE & TRUST MDH HAS CREATED HISTORY

1919 · CELEBRATING · 2019
1919 · शताब्दी उत्सव · 2019



Years of affinity till infinity
आत्मीयता अनन्त तक



Celebrating 100 years of Quality & Purity in Spices
MDH Congratulates all its' Consumers, Retailers & Well - wishers



Mahashay Dharampal Ji
Conferred by Padma Bhushan

Worldwide famous MDH Spices are on the Criterion of Purity and Quality

Awarded "ITID Quality Excellence Award" by the Indian Government.

Awarded "Arch of Europe" in Europe for the purity of spices.

Awarded "Reader Digest Most Trusted Brand Platinum Award"

**The Brand Trust Report also ranked Brand MDH as India's
Most Trusted Masala Brand & India's Most Attractive Brand
Continuously for 5 years from 2013 - 2019**



Masale

**Sehat ke Rakhwale
Asli Masale Sach - Sach**



ESTD. 1919

Mahashian Di Hatti Pvt. Ltd.

9/44, Kirti Nagar, New Delhi - 110015, 011-41425106 - 07-08

E - mails : mdhcare@mdhspices.in, delhi@mdhspices.in www.mdhspices.com

