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VOLUME NINE • ISSUE FOUR

Trade Journal for the Hotel, Restaurant and Catering Industry

JULY-AUGUST 2019 • ₹100 India Edition

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INDIA'S ONLY MASTER OF WINE
Sonal Holland and her pursuit of wine excellence

Featured inside: Karan Tanna | Priyank Sukhija | Sonal Holland | Samir Menon | Dinesh Arora





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People today are looking for a dining experience that responds to their needs and concerns for health, well-being, and environmental issues. There is an emerging and growing demand for food ingredients that are sugar-free, gluten-free, vegan, green and protein-rich. An increasing number of consumers are mindful today not only about their food choices and consumption but also about food production. In general, people are now asking more questions about their own eating behaviors and food choices.

The restaurant industry, therefore, needs to offer dining solutions that make both the traditionalists and enthusiasts happy so as to keep receiving the unstinted support of a broad demographic of diners.

Restaurants need to provide for a demanding demographic with specific tastes and preferences. This is possible only when restaurants ensure a menu that is inclusive and focuses on recipe development as per the needs and evolving demands. For instance, non-meat protein alternatives such as tempeh, tofu, seitan and nutritional yeast are on the rise today, as are gluten-free and sugar-free ingredients in baking and bread making. Chia, acai, matcha green tea, avocado, kimchi, kefir, kombucha and other fermented products have already caught on in a big way.

At the same time, the demand for 'green' foodstuffs is on the rise and restaurants need to have a broad menu that features more of green offerings as dining options. They should continue with their menu innovations to help guests making a 'greener' choice - like having the option of grilled cauliflower served with black sesame and truffle. Products such as humus, falafel and seasonal salads are also becoming very popular with the discerning diners.

Restaurants that offer cuisine derived from this new approach to cooking and eating and provide for a superior and healthy dining experience, will prevail and continue to win.



Amitabh Taneja

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MARKET UPDATE

What's new in the Food Service sector

EVENT

Bangalore experiences World on a Plate 2019

The recently held World On A Plate Season 4, Edition 2, brought together India's top chefs at its south India debut at The Ritz-Carlton, Bangalore. Over 3,000 food lovers flocked to see the show touted as India's biggest gourmet festival, which featured the legend of Modern Cooking – Marco Pierre White. WOAP Season 4 Edition 2 saw over five Celebrity Chef Masterclasses, 22 Food Pop-ups by exceptional restaurants that span regional Indian & global cuisines, unique desserts showcases, an impressive cocktail program and live music, which headlined a memorable 2019 for every visitor.

Chef Marco Pierre White showcased his signature dishes – Macaroni of Wild Mushrooms and the Macaroni of Fresh Seafood and Tarragon. He also conducted master classes, which were attended by key food personalities in the city and the top food influencers

of Bangalore. There was an exclusive 7-course dinner that was attended by celebrities & Influencers like cricketer Javagal Srinath, Manoviraj Khosla, Badminton player Anup Sridhar, Waseem Khan, and chef Rakhee Vaswani while the exclusive 7-course brunch was attended by **chef Vicky Ratnani, chef Vinesh Johnny and chef Joonie Tan** to name a few.

In his usual formidable style, Marco Pierre White signed aprons for young chefs and took photographs with lines that amassed thousands of fans as he mentioned "India has yet again given me more than I have given it. This country has been a very emotional and culturally rich experience for me." Everyone from the food fraternity in attendance pledged to support the message of raising 50,000 meals for underprivileged children in association with HUG Foundation.

The festival was kicked off with a panel discussion on

The huge culinary festival also revealed 9 unique award categories, whose winners include:

| Category | Winner |
|--|-------------------|
| World On A Plate Restaurant of The Year (Gold) | The Reservoir |
| World On A Plate Restaurant of The Year (Silver) | Ministry of Food |
| World On A Plate Restaurant of The Year (Bronze) | Nevermind |
| Popular Choice Restaurant of The Year | The Reservoir |
| People's Choice Restaurant of the Year | Nevermind |
| People's Choice Dessert Brand of The Year | Aubree |
| Britannia Amateur Pastry Chef of the Year | Kunal Kothari |
| Food Blogger of The Year | Adhyayan Sahay |
| Wonderchef presents Home Chef of the Year | Arpita & Vanshita |

'Women in Hospitality' with celebrity **chef Pooja Dhingra – Founder, Le15 Patisserie; Parul Thakur – Senior Area Director Revenue Strategy, South Asia at Marriott International; Chef Rakhee Vaswani – TV Anchor, Author and Owner, Palate Culinary Academy and Studio; and Neeth Medappa – Certified Baker and Culinary Trainer.**

The festival also witnessed the presence of renowned chefs like **Manu Chandra, Bruno Cerdan, Vinesh Johnny, Joonie Tan, Sebastian Simon, Abhijit Saha, Vikas Seth, Gautham Balasubramanian and Santhosh B** (Third Wave Coffee Roasters), who shared their exploratory cuisines, gourmet food pairings and imparted some lesser-known tips and tricks learned in kitchens across the globe. CEO Kiran Soans of Gold Rush Entertainment – the event organizer – said: "I have always believed that World on A Plate is not an ordinary food festival but one that captures all senses, enabling everyone to appreciate the finer art of food, making it the biggest and the most credible

International Food Festival in the country. Our goal has been to give our chefs a global platform and Chef Marco Pierre White was an integral part of our growth and vision as we invited gourmands, aspiring college graduates, home chefs, professional chefs and foodies alike to pitch in and raise the culinary level of the country. We feel this platform has given Indian chefs an opportunity to showcase food as a genuine expression of passion and love."

Commenting on his experience, chef Marco said: "My second visit to India has only reinforced its beauty and its culinary history, which is fascinating. Bangalore has been a delightful experience and the people here have been very warm and kind. I was very delighted to meet the city's top 16 chefs and taste their creations, each of which were unique in their own way. I believe that events like World On A Plate truly inspire people to cook and take up cooking as a profession, enabling their dreams to start their own ventures someday."



Chef Marco Pierre White

INDUSTRY

NRAI launches Youth Committee with Karan Tanna as Head

The National Restaurant Association of India has launched a brand new extension to its portfolio, with the NRAI Youth Committee. An addition to the robust NRAI, which has tirelessly worked for the benefit of restaurant owners across the country, the Youth Committee will be working on creating an eco-system to engage a younger and budding crop of restaurant owners in value driven activities by providing support and mentorship that will increase sustainability of restaurants, hence helping the NRAI work on stronger foundations for its younger talent.

Karan Tanna, Founder of Yellow Tie Hospitality, has been appointed as Head of the NRAI Youth Committee. "There is a lot of budding talent across the country in this sector. While many have the vision and the dream, the processes, and the many legal and logistical loopholes can make owning and running a restaurant a daunting process. Our focus will be to mentor such talent, unite them on an online as well as offline platform and work on creating a support system for them to tap into. Our work is cut out for us, and we

intend to bring a lot of systemisation in the industry," said Tanna.

The NRAI Youth Committee has clear cut agenda planned out in a phased manner. The most important role it will play will be in mentorship for younger restaurateurs. This will take place through knowledge sharing sessions, as well as, one to one mentorship, where younger members can be assigned to a more senior member for more intensive learning as well. The committee will not only encourage younger restaurateurs but also stakeholders from the entire eco-system. It will work towards an accreditation system for vendors, house-keeping agents among others. It will also work on the establishment and access of cloud kitchens, standardized database of vendors, etc, for access for all members. In the near future the Committee will be tying up with a strong CSR partner to give back to society as well.

Digitization is a strong focus of the Youth Committee, where it may create a stronger focus on developing a portal for engagement and discovery of vendors, consultants, topic discussions, authored



articles, recruitments and much more. The Committee further intends to use the power of social media and YouTube to create accessible knowledge base for all. The Committee will have Zonal Committees, which will work with central functional leaders to conduct executions in their respective regions and will have quarterly activities.

From collaborations with colleges, skill development for budding and emerging restaurateurs and conferences, The NRAI Youth Committee will be taking care of a whole gamut of activities to support and promote better standardization and talent across the industry.

AWARDS

Elior India bags India's transformational brand award

Elior, India's leading standalone food services company, has been recognized as India's 50 transformational brands by WCR International+ (WCRINT+) in UK India Business Awards, a platform which witnessed the participation of global corporate giants at Church House, Westminster in London recently. **Sanjay Kumar, CEO and MD, Elior India**, received an award for being one of the most transformational leaders in the country. The award was presented in the presence of global business moguls and brand representatives from India, Europe, and United States.

A holistic research, evaluation and shortlist process was undertaken by WCRINT+, in association with The Malcolm McDonald Academy, one of world's foremost brand research and consulting firm based out of England. Elior India found its place in the ecosystem by providing food solutions using various technologies and a modernized approach while maintaining the authenticity of food, which catapulted it to one amongst the top 50 industry

leaders. The innovation at Elior in the food services space in India had also led to its recognition as 'The Most Innovative Company' at the Indo French Business Awards in 2018.

"It is a great honor for Elior India to be selected amongst the top 50 transformational brands of India, and personally for me to be recognized as a transformational leader. We have always strived to sustain and enhance our customer experience and our focus will be on continuing to invest in improving their experience and to reduce food wastage. We believe this can be done by bringing in new technologies and innovations, transforming the business every step of the way," said Sanjay Kumar.

Under the leadership of Kumar, Elior India paved its way into the Indian food services industry in 2017 by acquiring MegaBite Food Services Companies and CRCL. Since then, Elior has expanded aggressively in India to emerge as the largest pure play food services company. It currently has operations in all major metros across the country.



NEW OPENING

L'Opéra opens its biggest outlet at Max Towers, Noida

French pâtisserie L'Opéra has opened its 16th outlet at Max Towers, Noida – Salon de Thé (Tea Room). The new 1,500 sq.ft. outlet was inaugurated by **H.E. Zeigler, French Ambassador to India**. To celebrate the occasion, the Samandari family (the founding family) organised an exclusive brunch for over 200 guests, which included Ambassadors and High Commissioners, top officials and functionaries from the government and those from the world of business, art and fashion and media.

L'Opera's first flagship store was launched in India at Khan Market in 2011 and since then the brand has been bringing the original bakery and pastry flavors of France to India. The Delhi-based brand plans to operate over 50 outlets across the country in the next five years. The Salon de Thé is located

on the ground floor of Max Towers and can accommodate up to 52 guests. "With an increase in demand, L'Opéra has got bigger, which is reflected in our new set-up Salon de Thé. It has ample seating space for a traditional French breakfast and other meals as well as for an array of other products that lend themselves to a quick bite. One can soak in an authentic French experience at this new outlet, which sets an absolutely new standard for a true Parisian experience



in a beautiful and inspiring setting." said **Laurent Samandari, Managing Director, L'Opéra**.

Fitted with Louis XVI style furniture in wood and marble top tables adorning white and pastel carnations, the outlet embodies Parisian refinement and luxury at its finest. Another highlight is the seven unique brass figurative sculptures by South African artist Ruhan Janse Van Vuuren. Installed by Max Towers, the installations add an element of fun and playfulness to the space. "We hope to attract a variety of customers ranging from office-goers for early morning breakfast and business meetings to the large population residing in the vicinity and expect close to 180-200 transactions per day," says **Vaibhav Avasthi, CEO, L'Opéra**, adding that the brand hopes to reach out to a wide customer base with its new outlet.

Vapour Bengaluru launches The Canteen - Bar & Kitchen

Vapour, a chain of microbreweries in India, has launched The Canteen - Bar & Kitchen in Bengaluru. This new Vapour outlet is located at Indiranagar and the restaurant promises to take you back to the 90s with its quirky interiors and classic menu. The Canteen - Bar and Kitchen puts the focus on delicious food by serving authentic Indian delicacies at unmatched prices with great hospitality. Awadhi cuisine plays a major role in the menu and to keep the authenticity of dishes intact, The Canteen sources all its spices from Lucknow, which gives its culinary creations a strong regional taste. The talented team of chefs is well versed with the regional cuisines of India and will put their gastronomical skills to the best use to serve some of the finest fair at The Canteen.

The USPs of the restaurant are its striking interiors, classic collection of in-house brews and the first-of-its-kind per piece menu, which is all set to make heads turn in the F&B space. In order to give an exclusive experience, the interiors are done in such a way that it brings back fond memories of the yesteryears with bright colors and quirky lightings, yet subtle and combining it with community tables that complement the entire space. Drawing inspiration from the already well-established outlets of Vapour, The Canteen is expected to make an instant connect with the food connoisseurs.




Indore Marriott Hotel unveils Diamante – Crown of Indore

Indore Marriott Hotel has unveiled its much-awaited high energy lounge bar Diamante. With the launch of Diamante, Indore Marriott Hotel is all set to change the game by introducing you to a new era of clubbing. Diamante has world-class cocktails prepared by **South African Mixologist Tristan Money**, and offers International, Asian, and Indian cuisine. The menu is designed to offer a variety of flavorful, fresh items to satisfy every palate, combined with amazing cocktails, great music and the unique ambience that will make you groove along to the hip. Guests can experience the highest standards of the nightclubbing lifestyle. **Devesh Rawat, General Manager, Indore Marriott Hotel**, said, "Diamante aims to offer our guests the experience of party culture. Diamante is thoughtfully designed to deliver an unparalleled guest experience backed by comfort and great service."



Priyank Sukhija and Badshah bring Dragonfly Experience to Delhi

 Dragonfly Experience – the collaborative venture between rapper Badshah and Priyank Sukhija, MD of First Fiddle Restaurants– recently launched in Aerocity, Delhi. The resto-bar was first launched in Sahar, Mumbai in 2018.

Dragonfly Experience is a meticulously thought-out concept that an aura of mystique and charm to this high energy restaurant and bar. Nestled in a cozy corner of Worldmark, Aerocity, it is spread across 10,000 square feet of area. The outlet features three levels, each with a bar, and a ceiling height of approximately 35 square feet, making it one of the largest restaurants in the city.



Priyank Sukhija is well-known for revolutionizing the hospitality industry in India with brands like Lazeez Affaire, Lord Of The Drinks, The Flying Saucer Cafe, Tamasha, Plum By Bent Chair, and more. Now, through his latest brand, he intends to bring about another revolution.

To fulfill the promise of offering a one-of-a-kind experience, Priyank has selected only the best for his restaurant. The menu of the resto-bar is curated by **chef Sagar Bajaj, Head Chef, Dragonfly**, and the signature offering is a blend of Pan-Asian cuisine modified according to the Indian palate. **Richard Hargroves, a renowned British Mixologist**, known for his concoctions around the world, has developed 16 signature cocktails that are unique to the Dragonfly Experience. Magandeep Singh, a highly awarded sommelier, is in charge of the wine selection and program and to complement to the vibes, sensibilities, and concept of Dragonfly. The space has been designed by **Natasha Jain & Neeraj Jain, owners of the e-tailer brand, Bent Chair**, and **Summesh**



Priyank Sukhija and Badshah

Menon, a renowned architect. Bent Chair has also created customized furnishings with a hint of their signature eccentricity in every design for the Dragonfly Experience – from the decorations at the entrance to the lights across the restaurant, the decor and furniture mirror the life cycle of a dragonfly.



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Happy Thai opens its first indigenous authentic Asian fast-casual dining chain in India

Happy Thai, which celebrates authentic Thai and Japanese cuisine, opened its first restaurant in India at Mumbai's new hotspot Atria Mall, Worli. The new 85-seater, 2650 sq. ft Asian restaurant is the brainchild of **businessman Aditya Kilachand**. As promoter, Aditya has put together a stellar team comprising **Samir Chhabria as CEO** and celebrated **chef James Biaka as Executive Chef of Happy Thai**. The team is further complemented by **chef Run**, who is sure to deliver the authenticity of Thai flavours owing to his rigorous training at the Blue Elephant Culinary School (Royalty of Thai Cuisine).

Happy Thai aims to be a place where the happiest memories with close friends and family can be recreated through the restaurant's offering of authentic Thai and Japanese cuisine for an evolved palate and for a new experimental customer. The food menu offers a compilation of Thai and Japanese favorites that are prepared whilst preserving the authentic flavors. It includes signature dishes from creamy spicy rock shrimp, miso nasushiglyaki to the ultimate gyozas. The green papaya salad, yummy yellow tail, and freshwater tuna & jalapenos from the curated menu vouches for its premium ingredients. The menu expands to Asian classics with a twist like stir-fried chicken + basil with interesting add-ons of misu marinated black cod, lotus root and mushroom and agedashi tofu. No Asian restaurant is complete without the flavorsome assemblage of curries like Japanese ninja katsu curry, aromatic sweet green curry and spicy jungle massaman curry. The new-age dining experience also features sushi and ramen for a wholesome Asian experience.



Happy Thai promises to deliver an exceptional cultural experience with its vibrant, welcoming interiors that are aesthetically designed and curated by founder and principal designer at Essajees Atelier, Sarah Sham. The restaurant features rich design and craft from the prevailing colors and pieces of Thailand and has a dash of South Asia's essence into its interiors. The brand's vision is to be a place that not only captures the visual and tangible elements of Thailand but also the vibes, the royalty, and the festive experience that forms a big part of Thailand's culture. The Happy Thai team has integrated cane and wood into the space with a lot of plants, and the colors of black and red along with a lot of gold accents into the space that pays homage to the royal roots of the elephant.

On the launch of his new venture, promoter Aditya Kilachand said "With Happy Thai, we believe to nourish with soul food. We aim to be the first indigenous authentic Asian fast-casual dining chain in India, and it is our endeavor to offer quality cuisine across demographics to the diverse Indian palate." And while Happy Thai embarks on its journey as a restaurant, the team plans to soon launch, Happy Thai Express and Happy Soba, offshoots of the same as delivery outlets offering South Asian Cuisine.

Fine-dining Vietnamese hip bar Viet:nom launched in Gurugram

Viet:nom, an authentic Vietnamese hip bar & dining outlet, has opened at one of the prime locations in Gurugram - Cyberhub. Viet:Nom is the brainchild of **Manish Sharma, a seasoned restaurateur** known for outlets like the Molecule and Drunken Botanist. With the new launch, Manish has forayed into the premium dining space with a specialized cuisine. For his latest venture, Manish has

joined hands with **Rupali Dean, a well-known food critic** and **chef Vaibhav Bhargava**.

Before launching Viet:nom, they extensively toured Vietnam to absorb its Vietnamese ethos through its exclusive gastronomy and bring back the spirit of Vietnamese culture for its sentimental patrons in India. Viet:nom thus goes beyond exquisite food - it's a deep dive into the shared cultural history of Vietnam, which speaks volumes about the extensive research done by Manish, Rupali and Vaibhav. The trio experimented with some of the most renowned dishes and flavors from the Vietnamese cuisine - tempura battered cat fish, cassava salad and prawns with garlic sauce.

A typical Vietnamese meal may include soup, rice, grilled or steamed meats, a vegetable dish, fresh fruit and salad. Viet:nom aims at bringing out all of it on the table, at once, for its customers and indulge them with food that has a less spicy and lighter tone. The outlet offers many popular dishes from the vibrant cuisine culture of Vietnam - bánh mì and pho to sticky rice dumplings. Rupali and chef Vaibhav have also incorporated a blast of typical Vietnamese in the menu with signature dishes like Vietnamese stewed beef, bo kho, lemongrass pork skewers called banh hoi thit nuong, and banh xeo, a pancake filled with shrimp & pork. For beverages, there is a wide range of alcoholic

& non-alcoholic drinks at the restaurant, which has also introduced Vietnamese coffee preferably consumed with banh tieu donuts. To create an overall authentic experience, the bar is inspired by Vietnamese and Asian classics with modern infusions for a tipsy thrill. One can sense a mix of the colonial and contemporary feel of the country in every sip.

The restaurant has soulful interiors with art oozing out of the resplendently painted walls and cosy seating space for the guests. The beautifully designed fresco area and a full decked bar churning out exotic tales and cocktails from Vietnam, which allows Viet:nom to pack a punch of nostalgia and an enviable charm.



Upsouth Hospitality launches operations in Gujarat with its first QSR outlet in Ahmedabad

↗ QSR (Quick Service Restaurant) chain Upsouth Hospitality Pvt. Ltd. recently launched its operations in Gujarat. The brand has come up with its first outlet in Navrangpura, Ahmedabad. The launch was attended by **Kumar Gaurav** and **Manu Nair – Vice President and Corporate Executive Chef** respectively of **Upsouth Hospitality Pvt. Ltd** – apart from other esteemed team-members. The hospitality brand has been successfully operating more than 12 outlets across Bangalore and Pune.

Upsouth brings traditional South Indian vegetarian cuisine in a modern quick service format. The restaurant is known for serving a mix of traditional & fusion dishes combined with great offers, value pricing, dynamic interiors and in a live kitchen atmosphere. The brand is famous for its south Indian fusion dishes like Uthly, Malabari Parota Sandwich, Sabudana Cheese Vada, Mango Moksha, Healthy Super Grain Paratha, etc. The dishes are priced very competitively with the average spends per person ranging between Rs.110-120 only.



Commenting on the launch, Kumar Gaurav said: "After the huge success in Bangalore and Pune, we see Ahmedabad as a potential target market for Upsouth. A major portion of the population in Ahmedabad is vegetarian. However, the real taste of south Indian food is not being served here which is why we planned to launch Upsouth. Navrangpura is a perfect target location for us due to the mixture of commercialization, working professionals and students." He further added: "We are planning to launch 4 to 5 more outlets by the year-end and are looking forward to creating an impactful presence in the cosmopolitan areas of Gujarat through franchising options. Beyond these locations, we are also planning to launch operations in Mumbai and Hyderabad."

Corporate Executive Chef Manu Nair said: "We bring healthy, delicious, fresh and wholesome Indian and South Indian vegetarian food in a modern format. South Indian cuisine is recognized as one of the most popular cuisine, and is also suitable for all day dining. Keeping the same in mind, we have decided to keep the restaurant open from 8:30 am in the morning till midnight."

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Derby launches its flagship outlet in BKC, Mumbai

Derby has launched its flagship outlet in BKC, making its way into the bustling streets of Mumbai. As an eater-tainment destination, Derby aims to serve as an ice breaker for guests looking to do something out-of-the-mainstream while enjoying a uniquely interactive dining experience. The word 'Derby' dates back to the origin of horse races in Derbyshire, England, and is defined as a sporting contest between local rivals. The Derby eater-tainment hub brings to your table a number of such diverse staking races as it enables you to compete and bid on games and events that are simulated virtually by Artificial Intelligence (AI) driven software. The wins from the events will assist the guests to earn reward points via the Derby App. Guests can earn discounts on their bill, while they transform into a true Derby-ian. The Derby App for phones also offers guests a chance to experience the visual appeal

of the food and cocktails on offer.

"We are thrilled to bring such a new concept to the table; we have made sure that every guest that comes here gets a break from the monotonous dining experience. Hence we have conceptualized Derby in a manner that keeps them entertained too. With guests having constantly interactive events to participate in, and awarding them with rewards in return, we are sure that this place can be their next favorite middle-of-the-day break spot," said **Saloni Rupani, Founder, Derby.**

Inspired from different variations of Derby, this place vibes young, energetic and warm. Its decor exudes that of a race-course. The DJ Apron is roused by the front of a horse stable, whereas the back has metallic letters with the bulbs reading 'Ride your luck'. Its table tops, an amalgamation of solid colors, wood and prints, along with custom created artefacts like the playing cards artwork, the



shadow box (inspired from the demolition derby), and the geodesic horse sculpture, give Derby a casual yet classic look with its elegant seating lit up by tasteful chandeliers and lights.

Curated by **chef Mitesh Rangras**, Derby promises you a gastronomic flight with its dining experience. Some of its favourite dishes include chirashi with salmon smoked table side, Wayanad pepper chicken, pulled jackfruit bao, and chicken jalapeno tikka with queso. Adding flair to the menu, globally inspired dishes such as seared tuna with truffle mayo on sushi rice, gnocchi Ceylon, Vietnamese prawns

and Mediterranean bowl are some of Derby's tastiest specialities.

To satiate your sweet tooth, the restobar offers dessert such as silken hazelnut and milk chocolate mousse, an array of homemade ice-creams, including honey avocado, real hazelnut, caramel & cheese popcorn flavors, and the unique thandai tiramisu. Setting the bar high with the celebrity **mixologist Mariki Sayles**, the bar menu comprises enticing cocktails. Special mentions include drinks such as secretariat, starfire girl, domination, thunder snow and smarty Jones, all of which are must-try.

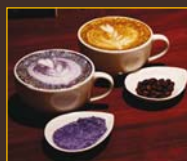
Gobble Me Good brings Indonesian Coffee brand Wake Cup Coffee & Eatery to India

Food & Beverage Franchise Management Company Gobble Me Good has opened the doors to the Indian market for its renowned Indonesian coffee chain Wake Cup Coffee & Eatery with the launch of their first ever outlet in India. Located at High Street Phoenix, Lower Parel, Mumbai, this outlet marks Wake Cup's first foray into the international market, following its success in Indonesia with 13 branches across the country. The café pays special attention to curating vegetarian and vegan options for their carefully selected pocket-friendly menu. The spotlight rests on an exclusive array of edible gold-dusted and silver-dusted coffees called the Gold Digger & the Silver Spoon, in the eclectic line-up of authentic Indonesian coffees and other beverages.

Coffee lovers will be spoiled for choice with exquisite flavour lattes, mochaccino and signature iced coffee like ice pandan coffee, ice cendol coffee and ice robusta coffee. The café also features a unique menu of

non-coffee lattes like blackforest latte, taro latte and matcha latte. The offerings also include a delectable selection of side dishes with an Indian touch such as veg makhani sandwiches and soya kebabs. What makes the Wake Cup outlet unique is its elegant and modern interiors adorned with microgreens grown through hydroponics. These can be used to enhance the flavours of the food to suit individual customer preferences.

After attaining success with 50 stores of London Bubble Co, the eclectic bubble waffle franchise brand Gobble Me Good is now venturing into the café space with Wake Cup Coffee & Eatery. This is in line with the brand's commitment to bring unique flavors from across the globe to the Indian audience.



BRANDING AND MARKETING

Subway's new TVC on its loaded signature wraps

Subway India has recently launched its new TVC campaign – 'load mat le, asli loaded signature wrap le' aimed at creating excitement among viewers about its newly launched Loaded Signature Wraps. The TVC is a unique and playful invitation to food lovers to indulge in Loaded Signature Wraps available in multigrain and spinach tortillas, aspiring to deliver double the flavour with double the filling. Talking about the TVC, Shuchi Monga, Head of Marketing, Subway, South Asia, said, "The TVC tells the story of an unsuccessful heist, where the insight for the campaign comes from the fact that today's competitive fast-paced life leads to a lot of stress and for a while one can escape from it by indulging into Loaded Signature Wrap." She further stated that the punch line, 'load mat le, asli loaded signature wrap le', marries the consumer insight with the core product benefit aptly.

To promote their new product, Subway India has built a 360-degree marketing campaign, led by the traditional as well as the digital media where bespoke creative derived from the main TVC will be played on TV. It will also

be featured online through YouTube and social media to create more excitement among viewers. The TVC (<https://www.youtube.com/watch?v=6DdJuTOf2BM>) has been produced by Happy Making Films and the creative agency is Dentsu Creative Impact. The TVC has been shot from a digital-first consumption perspective with the clear objective of getting high viewership.

In tune with the punch line for the newly launched Subway Loaded Signature Wraps, the brand hopes the new TVC will connect with audiences across age bands and will definitely inspire them to try the new variants, which would be added as a permanent menu item across all Subway India restaurants and would also be available on delivery platforms.

Subway began its operations in India in 2001 and currently operates a chain of more than 650 restaurants across 70 Indian cities. The brand leads the way in the quick service restaurant industry in terms of its product line-up which is traditionally deemed fresh and more nutritious. The Subway restaurant chain continues to evolve the dining experience, offering guests in more than 100 countries quality ingredients and robust flavor combinations with nearly 7 million made-to-order sandwiches created each day. The Subway brand provides a fresh alternative to traditional fast food, offering billions of sandwich, salad and wrap combinations to guest each day. All Subway restaurants are owned and operated by almost 21,000 franchise owners who employ hundreds of thousand people around the world, making Subway the world's largest small business network.



Chef Amrita Raichand appointed brand ambassador for Japanese brand Asahi Kasei

Asahi Kasei, a global Japanese leader in chemical and materials science products, has announced a partnership with celebrity chef Amrita Raichand who will be the brand ambassador for Asahi Kasei's consumer products in India. Talking about the partnership, Chef Amrita Raichand says: "I feel a 360 degrees approach is always best while promoting a brand you believe in and hence I'm glad that through this association I will be able to do justice in bringing forth the advantages of using these products to the end users."



Asahi Kasei manufactures three main food-related products, which are available in the Indian market – Asahi Kasei Premium Wrap, which can be used for wrapping food for preservation and can also be microwaved for heating the food; Asahi Kasei Frying Pan Foil, which can be used to cook food without using oil and preventing food from sticking to the pan with silicone coating on one side; and Asahi Kasei Cooking Sheet, whose silicon coating prevents food from sticking to the utensil and is heat resistant for its use in baking/cooking in oven and microwave.

Sonal Holland is Lucaris brand ambassador in India

Luxury crystal glassware brand Lucaris has picked Sonal Holland – India's only Master of Wine and the country's most qualified beverage professional – as its brand ambassador in India. Lucaris is Asia's first home-grown luxury brand of crystal glassware, which is taking on long-standing global crystal brands head-on with its impeccable quality and innovative designs. Commenting on her association with Lucaris, Sonal Holland said, "It is thrilling to be associated with Lucaris at a time when aspiring consumers seek products of intrinsic high quality driven by originality and innovation, with broad-minded enthusiasm for indigenous or near-to-home creations. Lucaris and I share the same passion and purpose, which is to encourage the growing set of discerning Indians and Asians to elevate their lifestyle around wine by adopting the use of better-quality glassware, as a whole new world of wine awaits them."



The Lucaris brand is growing dynamically by launching several new, high-quality crystal glassware collections and adding momentum to its distribution network, with the aim of making its presence felt across the hospitality and restaurant business' and addressing the high-end household demand for sophisticated drinking experiences.



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VIKAS KUMAR APPOINTED GENERAL MANAGER OF THE WESTIN PUSHKAR RESORT AND SPA

» Vikas Kumar has been appointed as the General Manager of The Westin Pushkar Resort and Spa – Westin Hotel's first resort property in India. Counting on his experience of over 18 years in the hospitality industry, which includes almost a decade spent with Marriott International Hotels, Vikas is responsible for all aspects of operations of the resort property, including guest and employee satisfaction, human resources, sales and revenue generation, etc.

As a talented professional, Vikas has gathered numerous awards and accolades to his name. One of the most prestigious awards won under his leadership has been the Brand Ambassador Award, Asia Pacific - Starwood Divisional Award in 2015, for Aloft Bengaluru Cessna Business Park. He was also credited for developing and implementing marketing plans and sales strategies that increased F&B revenue (per occupied retreat per day) by an average of \$35 above target for 10 consecutive months at W Retreat & Spa Maldives.

Vikas was earlier General Manager at Courtyard by Marriott Kochi Airport, where he was instrumental in converting the hotel to a 'Smoke

Free Compliant Hotel', which was also certified by the 'Global Wellness Council'. At JW Marriott Chandigarh, his active role in the conceptual development of 35 Brewhouse resulted in it being established as the first ever microbrewery of its kind in an Indian five-star hotel.

He commenced his professional journey as the F&B Supervisor at Ananda in the Himalayas and worked his way up many prestigious hospitality chains as part of the pre-opening phases like Aloft Bengaluru Cessna Business Park, Sheraton Bangalore Brigade Gateway and The Westin Hyderabad Mindspace. Before joining the ranks as General Manager, he was Director of F&B at W Retreat & Spa Maldives & Director of Operations at JW Marriott Chandigarh. Additionally, he has held various F&B designations at IHCL Hotels, Accor Hotels (Novotel Hyderabad), Intercontinental Hotel & Resort, Goa, and Sheraton Dammam Hotel & Towers, Dammam, Saudi Arabia.

Vikas's academic qualifications include a Masters Program in Business Administration from IIBM and a Diploma in Hotel Management & Catering Technology from IHMCT, Kovalam.

THE FAIRMONT JAIPUR APPOINTS RAJIV KAPOOR AS GENERAL MANAGER

» Fairmont Jaipur has appointed Rajiv Kapoor as its General Manager to helm the operations of the flagship property in the Pink City. Rajiv has a varied range of experience and an innate understanding of the hospitality and luxe segment, nationally and in global markets. He will set the direction to capture a wide range of the market from luxury travelers to independent travelers, MICE events to Indian wedding celebrations.

With 19 years of hospitality experience behind him, Rajiv has made a reputation for creating experiences that transform hospitality into a celebration for guests. Rajiv plans to create several new innovative product offerings at Fairmont Jaipur in the coming days with exciting promotions to attract a whole new customer base from the big cities of India and the international NRI market.

Rajiv considers team members to be his primary strength. He says, "My colleagues are the true pillars of hospitality, responsible for the humane touch to intangible services that cannot be replicated. Thus, to be a successful hotelier, it is imperative that we recognize and appreciate each of our colleagues and be involved in their professional growth that will pave the way for the service standards of Fairmont Jaipur."

Rajiv began his career as a Trainee at Grand Hyatt and subsequently climbed the ladder with various renowned hospitality brands such as The Westin Sohna Gurgaon Resort and Spa, Le Meridien Mumbai, Sheraton Surabaya Hotel & Towers, Indonesia. Prior to joining Fairmont Jaipur, he was the GM of The Westin Langkawi Resort & Spa and also Langkawi International Convention Center, which gave him an international perspective on several issues.



PRIDE PLAZA HOTEL AEROCITY APPOINTS VIKAS PANT AS EXECUTIVE CHEF



» Pride Plaza Hotel Aerocity, New Delhi, has appointed Vikas Pant as Executive Chef. With over 22 years of culinary management expertise, he brings the best of innovative practices to the hotels' diverse culinary scene. A seasoned F& B professional, he will helm the kitchen team and present a refreshing dining experience at the hotel's flagship restaurants, which includes a tranquil poolside barbecue, Angare, a global all-day restaurant, Café Pride, a Pan-Asian restaurant, Oriental Spice and a bakery & confectionery outlet, Mr. Confectioner.

Chef Vikas Pant has an impeccable taste for International and Indian cuisine along with a flair for syncing classical favorites with the latest

global trends. He is an expert in designing and picking international culinary classics and in coupling taste-enhancing drinks with meals. He is also tuned in to the latest trends in the culinary world and does frequent revamp of F&B offerings. He started his career with Hyatt Regency Delhi; he then moved on and became Executive Sous Chef at Crowne Plaza Gurgaon, Park Hyatt Goa Resort & Spa and Hilton New Delhi. He went on helm some of the finest restaurants at Radisson Blu Greater Noida and Hilton Garden Gurgaon. He has also played a crucial role in the pre-opening of many of these properties. Prior to joining Pride Plaza Hotel Aerocity, he was the Director of Culinary, The Suryaa, New Delhi.



YAMAN RAI IS FOOD AND BEVERAGE MANAGER OF COURTYARD BY MARRIOTT AND FAIRFIELD BY MARRIOTT BENGALURU

» Courtyard by Marriott and Fairfield by Marriott Bengaluru Outer Ring Road has appointed Yaman Rai as Food and Beverage Manager to oversee the food and beverage operations at the establishment. He brings over nine years of experience in the restaurant and hospitality industry to the role, has received various accolades along the way, and gained invaluable experience during his time at some of the most prominent hotels in India. Yaman started his career as a Hotel Operation Trainee at Grand Mercure Bengaluru in 2010 and then moved to ibis and Novotel Bengaluru Techpark as Team Leader. He was based at the dual branded Accor hotel until 2017 and worked in various capacities in Restaurants and Banquets.

He then moved to Pullman New Delhi Aerocity as Director of Outlets & Bar and was subsequently promoted as Director of Events. His most recent role was Assistant Director of Food and Beverage at The Grand New Delhi.

As F&B Manager, Yaman will bring his wealth of experience and skills to manage the restaurant operations with leadership and detail. 'I am incredibly excited to assume my role at Courtyard by Marriott and Fairfield by Marriott Bengaluru ORR, an establishment that is supremely successful and upholds a very notable reputation in the region,' he said. When away from work, Yaman enjoys singing, play writing and reading novels.





COURTYARD BY MARRIOTT AND FAIRFIELD BY MARRIOTT BENGALURU APPOINTS ABHIRUP BANDYOPADHYAY AS ROOMS DIVISION MANAGER

India's first dual branded hotel, Courtyard by Marriott and Fairfield by Marriott Bengaluru Outer Ring Road, has appointed Abhirup Bandyopadhyay as Rooms Division Manager. He brings over 10 years of experience in guest relations and hospitality industry to the role, has received various accolades over the years including being recognised as the Regional Winner for "EDGE – Excellence in Delivering Guest Experience" award from the Continent Office in 2018 when he was the Front Office Manager at Courtyard Raipur, for consistent excellence across all guest feedback platforms.

Abhirup started his career as a Management Trainee at Courtyard by Marriott Ahmedabad in

2009 and subsequently moved to Renaissance Mumbai Convention Centre Hotel and Lakeside Chalet Marriott Executive Apartments. During his stint overseas, he gathered varied experience ranging from pre-openings to working in some of the largest hotels in south Asia. Besides, Abhirup worked with Renaissance Hotel and in Kuala Lumpur, Malaysia till 2012 as Manager on Duty before moving back as the Assistant Front Office Manager at the Park Hyatt Chennai. His last role before joining Courtyard by Marriott and Fairfield by Marriott Bengaluru ORR was as Front Office Manager at Courtyard by Marriott Gurugram Downtown.



ANIKET DAS APPOINTED EXECUTIVE SOUS CHEF AT THE WESTIN MUMBAI GARDEN CITY

Aniket Das has been appointed as the Executive Sous Chef at The Westin Mumbai Garden City. A seasoned culinary professional with a 13 year career in the hospitality industry, Chef Aniket has a passion for cooking and a deep understanding of kitchen operations. In his new role, he will develop menus, oversee daily operations, supervise and train the team.

Prior to joining The Westin Mumbai Garden City, Aniket worked as the Executive Chef at Aloft Bengaluru and was previously the Head Chef at Fairfield by Marriott, Rajajinagar in Bengaluru. He has been associated with prominent properties like Moevenpick Hotel, Qatar, JW Marriott Pune and JW Marriott Mumbai. He has also been a part of the pre-

opening teams at Park Hyatt Hyderabad, Marriott Hotel Convention Center Pune, Courtyard by Marriott Hinjewadi and Four Seasons Hotel Mumbai.

Aniket has a Bachelor's degree in Hotel and Tourism Management Studies from Mumbai University. He was recently nominated for the Chef of the Year Award (Asia and South Asia) 2019 by Stellier Awards.

Chef Aniket is proficient in handling specialty restaurants and has a flair for a varied selection of cuisines such as Thai, Malaysian, Singaporean, Chinese, Burmese, Indian, Arabic, Oriental, Italian and Continental. Being the quintessential foodie, Aniket's interests also include exploring diverse cuisines, travelling, dancing and playing sports.



FOUR POINTS BY SHERATON MAHABALIPURAM RESORT & CONVENTION CENTER APPOINTS GIRISH KRISHNAN THE NEW HOTEL MANAGER

Four Points by Sheraton Mahabalipuram Resort & Convention Center has appointed Girish Krishnan as the new Hotel Manager. Girish started his journey as a commis chef with Rajputana Palace Sheraton and later moved to Oberoi hotels as a kitchen associate and went on to become executive chef with Marriott hotels. He has 26 years of experience behind him in some of the most eminent kitchens across the country and abroad.

Krishnan's style is keeping the food simple and fresh. A man of diverse cooking abilities, he is passionate about Indian cuisine. In his last assignment, he was Director, Food and Beverage for Courtyard Marriott Bhopal. "I am humbled to be

entrusted the responsibility to manage the overall operations of the hotel. I look forward to working with the team that already has built a reputation for curating experiences for guests, which has won over their confidence and trust. With the team's support and my overall experience, I am looking forward to elevating the hotel's offerings in the business, leisure and MICE categories," said Krishnan who loves to travel as it allows him to taste and explore food in different forms. He says it's incredible how the culture of food changes with the change of villages, cities and states. "What matters the most in life are good food, a comfortable stay and the service, which is an unforgettable experience," he says. ••



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Serving world's tastiest chicken for over 60 years

KFC has over 60 years of experience serving signature chicken to billions of customers across 125 countries. **Samir Menon, Managing Director, KFC India**, speaks to *FoodService* about how the brand continues to serve the world's tastiest chicken and its plans to expand and penetrate further into the Indian market.

Please explain the positioning of KFC India, its USP and special features when compared to the other QSR chains in the Indian market?

The biggest USP for KFC is that nobody makes chicken like KFC does. Our consumers love the signature craveable taste of our chicken, and their love for the brand has helped us grow over the years. We are known for making the world's tastiest chicken and shall continue to focus on what we do best. Our hot & crispy chicken continues to be a favourite; other offerings like zinger, smoky grilled, popcorn, etc. are also quite popular among the consumers.

What is your value-for-money proposition for diners and which are your key customer demographics?

We follow a standard menu pricing across all our restaurants in India. Our menu offerings are structured to meet the needs of all segments of consumers and their differentiated demands. The brand has several offerings for its customers that includes both value and variety. We have launched special offers like

Wednesday Special offer, 5-in-1 Meal Box, Ultimate Savings Bucket etc., to help consumers make smart choices and enjoy unmatched abundance. Our menu also includes pocket-friendly meals like the Super Saver range @ Rs. 99. The intent is to come up with great offerings that can be enjoyed by friends, families and groups, at various price points.

What's the culinary portfolio at your chain?

We have introduced interesting formats and flavors for our consumers, while focusing on our core offering - the fresh, crispy, juicy chicken. Our menu includes hot & crispy, chicken popcorn, strips, wings, burgers and more. We are expanding the portfolio from chicken buckets to other favorites like snack, rice bowls, etc.

Which are your best-selling products and what have been your key innovations?

Our best-sellers remains Hot & Crispy chicken. We continually undertake innovations on our core offerings to come up with newer formats and flavours. Some of the products that we introduced earlier are: chizza with crispy toppings, yummy molten cheese, signature pizza sauce but no crust; only with chicken as the base; Double Down - the all chicken, no bun burger, and the grilled layer with smoky red. These interesting variants keep our consumers delighted.

level of food safety to our customers. We source Grade-A chicken locally in India from the highest quality and reputed suppliers like Venky's and Godrej, who meet international safety norms. Additionally, from the suppliers' farm to the customer, KFC chicken goes through 34 quality checks. Hence, what you bite into is nothing but the best!

Please describe how and in what forms you are deploying technology to make your business more efficient and customer friendly?

We want to bring our consumers closer to our finger lickin' good chicken and make the ordering experience easier and faster for them. Keeping this in mind, we have incorporated through Alexa, Facebook messenger, etc. With this alliance of food and technology, the idea is to make the ordering experience more personalized for the consumers-especially for millennials who are always looking out for newer tech-innovations.

Tell us about the challenges of your business?

The Food industry is cyclical and it depends on the trends and consumer's interest. With more and more players foraying into the food business, and newer formats like stealth kitchens becoming popular, every brand is making efforts to retain their edge. Right from food quality, service, retail space to offering a differentiated

OVERVIEW OF KFC

- **Parent company:**
Yum! Brands
- **Brand/s name:**
KFC India
- **Headquarters:**
Louisville, Kentucky, United States
- **Launch dates of first outlet in India:**
1995
- **Year to start franchising:**
Since 2002
- **Number of outlets and locations in India:**
380+ across Metros, tier 2 & 3 towns
- **Retail format/s:**
Highstreet restaurants, Food courts, Airport & railway restaurants
- **Dish/food/beverage specialty:**
Hot & Crispy chicken



With healthy eating picking up, how are you bringing these trends in your menu offerings?

Chicken remains at the core of our brand proposition. But that does not imply we alienate our vegetarian consumers. We have veg variants across most of our menu categories of snacks, burgers and rice bowls.

Which markets are you looking to expand into?

The quarter ending March 2019 marked the tenth consecutive quarter of positive system sales growth for us, with a 26% system sales growth for India and area countries. In order to fuel growth and widen brand's reach, we will continue to tap Tier 3&4 cities through a mix of both equity and franchise-owned stores.

What is your criteria for selection of suppliers and vendors for your chain?

We are firmly committed to providing the highest

experience beyond the food, brands have to ensure they remain relevant to their consumers. Focusing on our core values while inducing global innovations & flavours, and keeping our consumers engaged with the brand, is the way for the brand to overcoming these challenges.

Tell us of your brand's key achievements?

With over 60 years of rich experience of serving signature chicken, billions of customers across 125 countries in the world have become loyal customers of the brand. This is also evident from the q-o-q positive system sales growth in India. This continued momentum attests to our three-pronged strategy: Building our core business through exciting innovations in the category; Strengthening affordability by offering value, variety and unmatched abundance to our consumers, with special offers; and Expanding access through offline & online mediums - new store openings and delivery. ●●

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Shaken & Stirred: Mocktails are the toast of town

Mocktails were once mainly considered as a sweet drink or thirst quencher but people today are experimental in trying out new flavors and recipes by bartenders across the world. Today, mocktails are as creative, delicious and flavorful as any alcoholic mixed drink and one of the biggest trends in the beverage industry in recent years.

by Sanjay Kumar

“Eating fruits and vegetables was always considered good and beneficial for a nutritious lifestyle. But who would have thought that drinking them can be even more fun and delicious,” observes **30-year-old Head Mixologist at Massive Restaurants Pvt. Ltd. Manish Chauhan**. His words echo the underlying trend today in the hospitality beverage industry, where customers are looking out for a variety of innovative and quirky drinks that are non-alcoholic but both fun and delicious to have.

Keeping this beverage trend under consideration, restaurants and bars are coming up with varieties of fruit or veggie-based and non-alcoholic drinks called ‘Mocktails’. “Mocktails are one of the biggest trends in the beverage industry in recent years, and they’re tastier than ever before. The growing popularity for mocktails is in sync with the health and wellness trend becoming mainstream. Considering the customer’s changing habits, it is perhaps the ideal time for the alcohol-free market to introduce varieties of mocktails,” aver top mixologists, bartenders and bar managers in the industry.

Alcohol-free drinks are catching the attention of restaurants and chefs as the segment is showing promise. In the hospitality beverages category, mocktails are the hotshot rising stars of today and tomorrow. So, while cocktails are still in demand and will continue to hold a considerable sway over a significant number of consumers gunning for fun beverages, those who feel inspired to go cold on alcohol altogether are finding their ranks swelling impressively.

So much so that it has become fairly common today for bartenders to splice their popular cocktail offerings with typically healthy ingredients like turmeric or mushroom infusions. In doing so, they are only catering to the

rising tide of emerging consumer choice: a growing number of people are either giving up on alcohol altogether, or at the very least, cutting back on their consumption. As per market research, the non-alcoholic beverage industry in India stood at US 2.5 billion in 2015 and the market is estimated to grow at a CAGR of over 17% between 2016 and 2020.

Younger generations, in particular, are more inclined to choose booze-free beverages over alcohol. In fact, 45% of millennials say that they would quit drinking to improve their health, and young women are currently the biggest consumers of mocktails. This might not be solely motivated by health concerns: millennials don’t have as much disposable income as older generations, and let’s face it, going out for drinks all the time can really eat into your budget. But, on the whole, it seems that people are genuinely becoming more and more aware of an increased risk of disease in the polluting world we live in.

And, as a way to fight back the increasing odds against health, people are gravitating towards more personalized diets, which may not leave much room for alcohol in the first place. People who are committed to keto or paleo diets may not want to consume any refined sugar and limit their carb intake. Those who are eating a gluten-free diet will have to say goodbye to most beers. And even vegans have their concerns when it comes to alcohol consumption: not all beer, wine, and spirits are vegan, so sometimes, cutting them out is simpler than researching which varieties are processed (or include) animal products.

Overall, the effects of alcohol are far from health promoting. It’s dehydrating, it leaves you stumbling and feeling dizzy, it lowers your inhibitions until you do things you regret, it makes you



nauseous, and if you drink too much, you could end up vomiting or passing out. So, at restaurants and pubs all across the country, classy non-alcoholic drinks with fancy ingredients like ginger and coconut milk and rosemary are becoming all the rage. The taste and flavor range from sweet, tart and frothy, and mocktails have all the components of a cocktail, except for alcohol.

And a new generation of hip teetotalers is freely guzzling overly-complicated booze-free concoctions and choosing to socialize and mingle, clear-eyed and sober. As a result, at restaurants and pubs all across the country, classy non-alcoholic drinks with fancy ingredients like ginger and coconut milk and rosemary are all the rage. At home, you can blend or infuse a healthy and delicious holiday mocktail by using whole ingredients like fruits, natural sweeteners, herbs, bitters or fermented







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foods. Instead of detracting from our health, these beverages will add to it.

With many mocktail-making options available on hand, bartenders are not just mixing fruit juice and sparkling water and calling it a day. Rather, they are going for fresh berries and herbs for infusions and garnishes, premium flavored waters, and high quality, organic spices and other ingredients that will appeal to the health conscious consumer. And the best part? You can drink as many as you want without dreading a hangover the next day. No more going home and chugging water, waking up feeling sick and tired, and hoping that someone else remembers exactly what you did last night. You can treat yourself and have a fun night out without paying for it the following morning.

Moreover, Mocktails are not just super fun, they are also super tasty. Made with fresh ingredients — fresh herbs, from-the-farm fruits and vegetables, house-made jams, fruit purées, home-squeezed juice and infused syrups — today's mocktails are as creative, delicious and flavorful as most any alcoholic mixed drink. Far from being sickly sweet or bland and underwhelming, mocktails today have become more sophisticated with spices, herbs, flowers and syrups becoming essential ingredients in the drink.

Thirty-eight-year old bar consultant and mixologist Eluther Gomes, who has experience working at some of the top bars and restaurants in Mumbai and is currently the brand ambassador for FSIPL Beverages, a leading food and beverage solutions provider for HoReCa segment in India with a legacy of over 75 years, says: "When creating a mocktail menu, the important factors to be kept in mind are: latest trends, seasonal taste, ambience of the venue, and the requirement of the individual asking to create a specific oriented menu personalized for the outlet."

Mocktails were once mainly considered as a sweet drink or thirst quencher but people today are experimental in trying out new flavors and recipes by bartenders across the globe. "The flavor that needs to be used should be distinctive as per the required balance and the taste needs to be created for the individual palate. Today's consumers – belonging to different ages – want to try out unique combinations created by bartenders, baristas, and mixologists. Spices, herbs, fruits, and roots are all used in mocktails



today. Marimbula syrups; cinnamon; cardamom; All spice; cloves; star anise; rosemary; basil; thyme; and dill are some of my favorite ingredients for creating mocktails. On the whole when it comes to creating my mocktails, I go for whatever ingredient that delights my eye and palate," notes Gomes.

According to mixologists, any of the restaurant's cocktails can be made into a mocktail. For example, Southside Fizz, a classic gin drink, can be turned into a mocktail by deleting the gin and adding lime juice, simple syrup, mint, club soda and a few slices of cucumber. It's served in a highball glass with a straw and fresh mint. Another concoction that is fairly common on the mocktail menu is Rum Punch – a mixture of pineapple and orange juice with some simple syrup



and lime juice garnished with mint and a slice of orange.

With the exploding popularity of mocktails, mixologists today are expected to know how to make a good one and to tailor a drink to any diner's taste. So, just as mixologists work to come up with a cocktail, they also work on a mocktail. What was once viewed as a half-hearted cocktail fraud is now coming into its own. Bartenders and restaurateurs are now taking similarly serious approaches to non-alcoholic options as drinking and establishments are expanding their emphasis on high-quality ingredients and techniques as guests make the decision to drink less or no alcohol.

As the world of Mixology continues to expand, the drinks menu is featuring an increasing array of mocktails options: Lavender Lemonade, Cucumber Mint Smash, Cherry Bomb, Strawberry Basil Mule, Grapefruit Mint Spritzer, and many more. You could add cinnamon to a vanilla milkshake, sliced fruit into water or blend up bananas with your orange juice...the possibilities are endless and depend on how brave you feel! Bartenders and mixologists are crafting unique inventions that use ingredients like kombucha and coconut water to amp things up. No wonder that mocktails are making their way into menus across India by blending various ingredients into refreshing booze-free drinks.

Customers who are looking for the same crisp and complex notes of wine and beer without any alcohol content are appreciating and falling in love with these drinks. "The constant expansion of the mocktail segment is making

restaurants work on intricate layers of flavors, attractive colors, quirky names and inventive presentations, which are making the customers go crazy for the product and making mocktails so consumer friendly. Mocktails are making their way into menus across India, blending various ingredients into refreshing booze-free drinks. The use of fresh and local seasonal fruits and veggies for creating mocktails are making these drinks consumer friendly and pocket friendly,” says **27-year old mixologist Mahendar Mahy, Corporate Bar Manager at the Molecule Air Bar in Gurgaon.**



Mocktails are also providing unique experiences along with the taste to a non-drinker who loves to have a blast outside as well as at home. From sweet-and-spicy teas to lemonade infused with botanicals, mocktails continue to expand in flavors, ingredients, and even preparation and provide a tasty alternative for those who don't want to imbibe. “The constant expansion of mocktail segment is making restaurants work on intricate layers of flavors, attractive colors, quirky names and inventive presentations, which are making the customers go crazy for the product. The beverage is all about freshness, quality, seasonality and creativity,” says **38-year-old Sonali Mullick, Head of Operations and Mixologist at Hitchki & Bayroute, Mumbai.** The change in the drinking habits of people has created a lot of buzz in the industry, which has allowed bartenders to experiment with the syrups and other flavorings to satisfy the customers.

seasonal fruits to only come up with a great refreshing, nonalcoholic drink but also make something that's also complex and expands seasonal flavors. This is done by showcasing fresh fruits and juices and also by pushing the boundaries of seasonal flavors and going beyond the ordinary to lychee, blood orange, and prickly pear.

Presentation is also important and some mocktails are best served in a flute that endows them with all the dignity of a vintage drink. The presentation and flavor of the drink adds to the experience of the customers and mixologists are creating innovative riffs to make their mocktails into a more memorable experience. Made with a variety of different spices, fruits, vegetables, herbs, juices, and more, mocktails can be just as exciting as their boozy counterparts. And the best part is, you can serve them as they are and keep a bottle or two of spirits around for any guests who'd like them spiked—that way, everyone wins.

Going ahead, the Mocktail sector is forecasted to become more dynamic as an offshoot category of its own and drive the momentum in the market. Up until recently, finding good-quality non-alcoholic adult beverages at the grocery store was nearly impossible. But now companies are emerging whose brands make and selling pre-bottled, non-alcoholic drinks that are elegant and adult-friendly. Take, for instance, Dabur India, which recently launched their first ever ready-to-drink packaged fruit-based mocktails under Real, creating a buzz in the Indian market. The brand claimed to be the first for crafting ready-made mocktails by professional mixologists providing the same experience people have at restaurants. It clearly shows that the mocktail segment is experiencing more demand than ever, which will certainly define the future of the beverage industry.

In the pages ahead, we share with you the thoughts and view of leading mixologists and bar consultants across the country on the growing use and scope of fruits and veggie-based mocktail drinks in the HoReCa sector.

**EVERY TASTE HAS A STORY
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ELUTHER GOMES

Age: 38 years

Occupation: Service

Current Designation: Brand Ambassador - FSIPL Beverages

City Working At: Mumbai

Earlier Stints: Over 20 years of working experience in the hotel industry until now; As a Bar Consultant, handled the beverage portfolio of Marimbula and Tanoura before joining FSIPL (Food Service India Private Ltd); Worked as Operations Manager at The Daily Bar and Kitchen in Bandra, Mumbai; Been a part of the Food and Beverage department with The Grand Hyatt, The Taj, Marriott, Ramee Group of hotels; Overseas stints in the Middle East as well as exposure of working on a cruise liner.

Expertise and Specialization: In bar set-up; Menu designing for different outlets; Inventory and bar display; Conducting trainings and bar operations.

Achievements: Won the all India Belvedere Challenge Competition 2015 at the Asia Pacific Final Held in Sydney, Australia in June 2015; Won the 1st All India CorralejoTeqnic Mixology Challenge to become the 1st CorralejoTeqnician in India 2012 held at The Park, New Delhi; Certified as the top three Mixologists at the All India Bacardi Legacy National Competition 2012; Won the All India Bartending Competition with Ballantines Whisky organized by Ambrosia 2010.

Favorite mocktail: I like something that is easy to drink and has a balance of unique flavors. If I were to select an ideal mocktail for the rainy months of July and August, I would go for a delightful drink that is warm, cozy, and offers a relaxed lounge feeling for the evening – a drink like a Hot Toddy, Sangria, an innovative Herby, or a Floral drink would be perfect. If a guest were to come to me and say “I don’t know what I want, just make me something interesting”, I would think that it’s the best thing to have happened because I would then have my options open to create a unique drink.

Top mocktail flavors: My choice of flavors and ingredients when creating a mocktail really depends on the palate of the consumer and the trending concepts.

Favorite destinations for mocktails: The Daily Bar and Kitchen, Bandra, Mumbai; Trofima, Dadar, Mumbai; and Hitchki, BKC, Mumbai.

Essential ingredients in your mocktails: Spices, herbs, fruits, and roots are all used in mocktails today. Marimbula syrups; Cinnamon; Cardamom; All Spice; Cloves; Star Anise; Rosemary; Basil; Thyme; and Dill are some of my favorite ingredients for creating mocktails. On the whole, when it comes to creating my mocktails, I go for whatever ingredient that delights my eye and palate.

Your approach to creating mocktails: When creating a mocktail menu, the important factors to be kept in mind are: latest trends, seasonal taste, ambience of the venue, and the requirement of the individual asking to create a specific oriented menu personalized for the outlet. People are experimental in trying out new flavors and recipes by bartenders across the globe. The flavor that needs to be used should be

distinctive as per the required balance and the taste needs to be created for the individual palate. Today’s consumers – belonging to different ages – want to try out unique combinations created by bartenders, baristas, and mixologists.

Seasonal factor in the making of mocktails: A good bartender need not worry about the season; he should be able to create drinks as per his level of creativity.

Inspiration for your mocktail creation: With over 20 years of experience, I have experimented with all sorts of palates, flavors and tastes. I love to create the balance of drink in my head and deliver the same when creating the mocktail.

The more popular and in-demand drinks in trend: There are quite a few trending concepts like using molecular mixology and such ingredients as dry ice, wood smoke, caviar, bobas, spaghetti, and foams.



Your most memorable innovation twist: Creating a drink using Marimbula honeydew syrup, dates, curry leaves, lemon juice, maple syrup, apple infused tea, and rosemary bitters.

How to make a standout mocktail: Focus on taste, balance, profile, and presentation of the drink.

Role of tools and accessories: Bar equipment and glassware play a very important role in creating the drinks. Today, people are Insta-friendly and want to upload their drinks on social media and even give the details of the drink if it looks exciting.

How can HoReCa suppliers make the segment more vibrant and exciting?

To make the mocktail segment more exciting on the hospitality circuit, bars and restaurants should use the tools of advertising and social media. Word of mouth promotion and a change of menu every six months are also important considerations.

MY MOST INSPIRED MOCKTAIL CREATION

- **Name of the Recipe:** The Fresh Start
- **Ingredients:** Marimbula Honeydew Syrup, Dates, Curry Leaves, Lemon Juice, Maple Syrup, Apple Infused Tea, Rosemary Bitters
- **Preparation Method:** Muddled, Shaken
- **Prep Time:** 4 mins.

MOCKTAILS SHOULD BE HEALTHY AND HAVE LESSER CALORIES



NAVJOT SINGH

Age: 25 years

Current Designation: Head Mixologist, Pra Pra Prank, Gurugram

Earlier Stints/Gigs At: Novele, New Delhi; The Clock Tower, Gurugram

Favorite destinations for mocktails: In Gurgaon, I would name Prankster, Café Delhi Heights and Whisky Samba as my favorites. The interesting thing about them is they offer unique flavours and use lots of fresh fruits and less of syrups.

Essential ingredients in your mocktails: Rosemary, passion fruit, peach, vanilla are the essential ingredients while the top flavours are mint, pineapple, watermelon, and cinnamon.

Your approach to creating mocktails: As we have to cater to different tastes and palates, we don't want a person who is a non-drinker in the group to feel less cheerful. He /She should also have something to cheer about. So, when designing a menu, we take care of the flavours, use less of sugar or a supplement of sugar because people are calorie-conscious these days. So, we want to offer those flavors that are locally available and people can connect with the ingredients easily. We try to source local and easily available ingredients with a good shelf life and which can connect to the palate of the guest besides being appealing to the eye.

Seasonal factor in the making of mocktails: Every season has its own

special ingredients with new flavors and they play a major role in menu engineering.

Top trends in mocktails: Earlier, bartenders were using just one or two ingredients. But now, we are experimenting with several ingredients and making mocktails more eye-appealing and tasty. We also take care that the mocktails should be healthy and have lesser calories.



Your most memorable innovation twist: One of my inventive creations is mocktail made with rose and kewra water with apple juice, apricot jam, virgin pomegranate and cranberry bellinis.

How to make a standout mocktail: An exceptional mocktail should instantly connect to the palate; it should be a refreshing drink made with fresh fruits and have edible garnish to make the drink truly eye-appealing.

How can HoReCa suppliers make the beverage segment more vibrant? Suppliers can help to expand the segment by ensuring that they source and deliver premium quality of products.

Favorite mocktail: Curry Leaf Mango Mojito or a Watermelon Cooler. My favorites for the months of July and August, which is the season for mangoes, watermelons and litchi, are drinks made from these fruits – Watermelon and Cardamom Cooler and Litchi Delight. When a guest says 'make me something interesting', I go to the kitchen to see what spices we have. I remember, once I made a peanut butter and grapefruit martini and the guest just loved it.

Top mocktail flavors: I love cinnamon, kaffir lime, rose water and kewra water.

MY MOST INSPIRED MOCKTAIL CREATION

- **Name of the mocktail:** Mango and Curry Leaf Mojito
- **Ingredients:** Curry Leaf, Mango Puree, Lime Juice, Honey, and Soda
- **Prep Time:** 2 minutes

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FERMENTED MOCKTAILS BRING OUT STRONG FLAVORS



GARRIMELLA VENKAT (GARRY)

Age: 32 years

Occupation: Mixologist at TYGR & KODE, Mumbai

City Working At: Mumbai

Favorite mocktail: Fermented mocktails, as they have a unique ability to bring out strong flavors from the ingredient. Try a fermented cherry tomato, which is a tiny ball packed with concentrated flavors. For the months of July and August, my favorites are Malabar Tea collins and Indian Spiced Toddy. My all season favorites are Pommo Basil and Kaffir Pineapple.

Your top mocktail flavors: Sweet Lime and sage, Dill & Tonic, Litchi & Lemongrass, Orange & Mint

Favorite destinations for mocktails: The Virgin Mary Bar – Dublin; Redemption Bar – Shoreditch, London; Laki Kane – London. All these bars have elements on their menu that help them stand apart from their competition. For instance, Laki Kane have their home-made sugar cane syrup, which allows them to use it as a unique sweetener to their drinks.

Essential ingredients in your mocktails: I particularly use the 3Cs a lot – Cardamom, Cinnamon and Clove.

Your approach to creating mocktails: The one major factor before creating any mocktail is to consider the seasonal ingredients, the choice of the customer and the creative instinct. With the rise of mocktails culture in the food and beverage industry, an important factor is to bring new innovations in mocktails. The designing of mocktails is totally dependent on the relatability and connectivity with the drink.

Seasonal factor in the making of mocktails: A rough guideline I follow for various seasons are: Summer: Tropical fruit-based mocktails and punch; Monsoon: Tea and coffee-based mocktails; Winter: Hot beverages like toddy and Indian Spiced mocktails go well in the cold weather.

Inspiration for your mocktail creation: Ideas can strike anytime but, yes, the most fruitful ones come from co-workers when we are discussing mocktails and the trends in the industry. At times, I just wander in some local markets, where I can go see the products that can inspire me.

MY MOST INSPIRED MOCKTAIL CREATION

- **Name of the Recipe:** Pomo Basil (TYGR)
 - **Ingredients:** Fresh Pomegranates; Pomegranates Juice; Lime Juice; Basil Leaf; Honey
 - **Preparation Method:** Shaken and double strained.
 - **Prep Time:** 3 Min.
-
- **Name of the Recipe:** Watermelon Basil Cooler (KODE)
 - **Ingredients:** Watermelon Chucks; Basil Leaf; Watermelon Syrup; Lime Juice; Soda
 - **Garnish:** Watermelon cone and fresh basil leaf
 - **Preparation Method:** Muddled & shaken; Topped with soda
 - **Prep Time:** 4 Min.

Top trends: The consumer today is well travelled and is looking for more techniques behind the bar. Fermenting the likes of raw mango, cherry tomatoes, to name a few, are doing well in the market today.

Your most memorable innovation twist: A mocktail made of litchi juice, basil and lime topped with marshmallow foam.

Role of glassware, bar equipment, tools and accessories: A bar has to be like a well-oiled machine, which has to dispense 5 well-decorated mocktails in fewer than 3 minutes. Here, your equipment is very important. The glassware, like I said before, has the ability to create an experience by itself; in the Instagrammable world, the glassware plays a vital role.

Evolution of mocktails over the years: The whole concept of mixology developed when consumers used juices and chasers to drink secretly during the prohibition. Today, we have a heavily researched science like molecular gastronomy being practised behind the bar. Bartenders today are putting all their efforts to create homemade syrups, tepache and pickling. Consumers today prefer healthy mocktails, which is why we are seeing protein-driven drinks. Teetotallers are looking for a fresh alternative and mocktails are bridging that gap.



!!! A GOOD MOCKTAIL BUT BAD GLASSWARE IS A NIGHTMARE !!!



ADITYA WANWARI

Age: 25 years

Occupation: Restaurateur, DJ

Current Designation: Director of Shor, Mumbai

Earlier Stints/Gigs At: LMNOPQ, SHOR, Kale & Kaffe, Scribble Stories, Hopscotch (Consultant), Mirabella Bar & Kitchen (Consultant), Two & A Half Kitchen (Catering Company)

Favorite mocktail: I have been enjoying kaffir lime a lot. So, I prefer any mocktail based on it. When a customer asks for something interesting, then my choice is Thangabali, made with Martini Glass Salted Rim, Curry Leaves infused in orange juice, and Lime juice.

Favorite destinations for mocktails: Gunpowder, in Goa, serves brilliant mocktails; they're fresh and 100% natural. Dhishoom, in London, makes lovely mocktails infused with Indian ingredients.

Essential ingredients in your mocktails:

Homemade syrups and fresh fruits and herbs - kaffir lime, ginger, basil, English cucumber.

Your approach to creating mocktails:

For making a good mocktail/ cocktail, use the minimum amount of ingredients. Keeping it simple is a better option. I avoid using syrups and prefer infusions and enhancing flavours with fresh natural products. With this, I can control the amount of sweetness.

Inspiration for your mocktail creation:

I am inspired the most when I travel.

Your most memorable innovation twist:

My most memorable innovation has been a mocktail made out of kalakhatta crushed ice, coke, chaat masala, lime, and malta orange garnish.

How to make a standout mocktail:

The glassware and the garnishing makes for an outstanding mocktail. Nowadays, mixologists are using dehydrated lemon, etc, as garnish and they look wonderful.

Role of tools and accessories:

Glassware is equally important to sell a mocktail. A good mocktail but bad glassware is a nightmare. Drinks taste much better when the right kind of glassware is used.

Evolution of mocktails over the years:

Mixologists are using natural fresh ingredients and home-made syrups to have control over the level of sweetness/ sourness of the syrup. One can rarely go wrong with an old fashioned glass.

MY MOST INSPIRED MOCKTAIL CREATION

→ **Name of the Recipe:** Thangabali

→ **Ingredients:** Martini Glass, Salted Rim, Curry Leaves infused Orange juice, Lime juice

→ **Preparation Method:** Rim the martini glass with salt. Add fresh curry leaves with orange juice and refrigerate it for a couple of hours so as to soak its flavor in the curry leaves. Once flavor is infused, add the juice + ice + lime in a shaker. Serve in martini glass.

How can HoReCa suppliers make the beverage segment more vibrant?

By keeping fresh and natural syrups, and sugar content low. It doesn't matter if the shelf life is less, as long as it's fresh and preservative-free. Mixologists can belt out more flavorful drinks and the guests would prefer them over overly processed sugary mocktails.



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JUDGE A BARTENDER BY THE SIMPLICITY OF HIS MOCKTAIL



JOBIN JOSE

Age: 24 years

Occupation: Works at Bengaluru at Marriott Hotel Whitefield

Current Designation: F&B Associate

Favorite mocktail: Fresh lime soda for its sheer simplicity. For the monsoon months, I prefer a drink that gives a good fruity flavour, is a bit on the juicy side and gives you a kick of freshness with the extract of ginger. This monsoon drink can be made with two ingredients: Pineapple juice and passion fruit. My drink for all seasons is Virgin Mojito or a Roman Raspberry, which is quite a filling drink, thick, heavy and healthy, and especially suitable for business travellers. To a guest who says "just make me something interesting", I would offer something as per his/her mood. In case the guest is happy, I would offer a tropical mocktail like a Virgin Mojito or Mid-summer Dream. In case he is tired, I would offer an Iced Tea or Roman Raspberry. If the guest seems upset, I would offer mocktails that are unique in garnishes like Virgin Mary and Lantern.

Favorite destinations for mocktails: Delhi or Agra. These places use versatile ingredients like raw mango to make aam panna or condensed milk to make Thandai. As far as country destinations are concerned, China or Singapore make mocktails out of tea like Chamomile tea and Jasmine tea. Since every tea has its own set of unique flavour and smell, these mocktails turn out to be quite distinctive than others.

Essential ingredients in your mocktails:

Spices- Cinnamon, clove, nutmeg

Syrups- Flavored syrups from coconut, ginger, mojito, and mint

Herbs- Thyme and rosemary add zing to your mocktail, whether muddled, minced or just used as a garnish.

Locally procured- Kokum

Your approach to creating mocktails:

When designing a mocktail, we ensure that it is a refreshing drink that really packs a punch of flavors. Make simple, whimsical, interesting twists on classics by respecting the base spirit and using the rest of the ingredients to highlight it rather than cover it up. I want people to drink mocktails that are both approachable and tasty. At the same time, I ensure that it provides necessary and vital nutrients to the body, which makes it healthy too.

The three major factors for consideration when crafting a mocktail menu are: Taste of the mocktail, which

should be refreshing and light; Use of ingredients; Color consistency.

Seasonal factor in the making of

mocktails: We craft drinks based on the fruit of the season. Use mango for summers and kiwi and avocado for winters. Also, to give a personalized experience to the guest, we offer "Mocktails of the season".

Inspiration for your mocktail creation:

Social media keeps me updated on the latest trends and that inspires me to come up with exciting mocktail creations.

Top trends in mocktails: Current mocktails go beyond the syrups of classic recipes and offer a wide range of flavors. These innovative recipes can be the perfect accompaniment for a dinner or simply enjoyed by themselves. For example, a lemon-lavender mocktail, although it lacks a catchy name, draws on lavender-infused syrup, fresh lemon juice and a touch of grenadine to create a nuanced flavor.

Your memorable innovation twist: One of my most memorable experiences was when a guest ordered a Bloody Mary. But since he was a Spanish, he didn't want too much of tomatoes. At that point, unfortunately, the bar didn't have much options to substitute or complement tomatoes. I was only left with an option of trying new combinations. Guava juice was the only thing available at the bar. I adapted the same recipe of Virgin Mary and added some Indian spices with guava juice. It turned out to be an absolute hit and the guest's favorite. The drink was put on the menu under the name of "The Lantern".

Role of tools and accessories: Modern equipment add flexibility in the method of preparation. Glassware shapes your drink and adds a visual appeal.

Evolution of mocktails over the years:

Modern mocktails tend to have a sense of sophistication and use a variety of ingredients to cover a spectrum of flavors. Unlike the traditional beverages, that were always located in something familiar and natural like, lime, orange, fruits, curd, and herbs of some kind. However, mocktails are more of an invention than derivation. They might have origins in something natural but their eventual destination is always some imagined landscape.



MY MOST INSPIRED MOCKTAIL CREATION

→ **Name of the Recipe:** Breeze by the beach

→ **Ingredients:**

- Pineapple Juice - 120ml
- Coconut Cream - 30 ml
- Orange nectar - 30ml
- Ginger extract - 10-15 ml
- Blue curacao
- Pineapple slice for garnishing

→ **Preparation Method:**

- Take a shaker
- Add ice, pineapple juice, coconut cream, orange juice, splash of blue curacao
- Shake well with the help of the shaker
- Serve it in a margarita glass
- Garnish with the slice of pineapple

→ **Prep Time:** 3 minutes

||| CURATE DRINKS BY SENSING THE GUEST'S PREFERENCE AND TASTE PATTERN |||



VISHAL GUPTA

Age: 28 years

Occupation: Star Mixologist

Current Designation: Asst. Restaurant Manager and Head Mixologist at Marriott, Mussoorie

City Working At: Mussoorie

Earlier Stints/Gigs At: Ananda, in the Himalayas

seasonal herbs top my preference list. Natural spices like cinnamon, cardamom, along with herbs like rosemary form the backbone of my mocktail creation.

Favorite destinations for mocktails: I enjoy having mocktails at Trout Grill and Bar at JW Marriott Mussoorie; Pasha in JW Pune and at my home.

Your approach to creating mocktails:

Use fresh and natural ingredients, which can be locally sourced and are sustainable. Another important aspect to keep in mind when curating drinks is the ability to sense the guests' preferences and taste patterns. There are a variety of factors that influence a mocktail: season, location, availability of ingredients and the ongoing trends in the industry.

Seasonal factor in the making of mocktails: The season dictates ingredients, availability, travel flow, and the mood of the consumer to avail of a specific kind of mocktail.

MY MOST INSPIRED MOCKTAIL CREATION

→ **Name of the Recipe:** Earl Grey Iced Tea

→ **Ingredients:** Earl Grey tea decoction, sugar syrup, lemon juice and mint syrup

→ **Preparation Method:** Built-up

→ **Prep Time:** 3 mins.

The more popular and in-demand drinks in trend:

Punches and Ice-teas are trending in the summer months.

Your most memorable innovation twist:

Earl Grey tea mocktail, which I create by giving an innovation twist – using freshly plucked organic mint.

How to make a standout mocktail:

Freshly sourced ingredients and the right technique is of essence.

Role of glassware, bar equipment, tools and accessories:

The right glassware for presentation and preparation is of utmost importance.

Evolution of mocktails:

Consumers are moving towards energetic drinks and healthier alternatives. Dietary requirements is a key aspect to understand when making mocktails.

How can HoReCa suppliers make the beverage segment more vibrant?

Mocktails have always been consumer friendly but less promoted and advertised. But with the ongoing shift towards innovative mocktails, they are taking equal space compared to alcoholic drinks.

Favorite mocktail: The Mussoorie Delight is my personal favorite. A perennial delight is the Earl Grey tea decoction – it has a light ingredient source that makes its way to the best-seller list throughout the year. The Mussoorie Delight and Mountain View concoctions are a good fit for the months of July and August as well. Earl Grey Ice Tea is a drink for all the customers who are a bit confused about making a choice.

Your top mocktail flavors and ingredients: Whole spices, fruits and



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!!! CREATING MOCKTAILS IS ALWAYS ABOUT GOING BACK TO THE ROOTS !!!



MANISH CHAUHAN

Age: 30 years

Occupation: Hotelier

Current Designation: Head Mixologist, Massive Restaurants Pvt. Ltd., Gurgaon

Work Experience: Pan-India

Favorite mocktail: A mix of iced tea and lemonade is my favorite. The exact ratio and the type of tea is open to interpretation and local tastes. For the monsoon months, I prefer Roseberry-Smash, which is a combination of blueberries, rosemary leaf, lime juice, honey syrup and topped up with sparkling water. To a guest who asks me to just make something interesting, I would try to fix a very refreshing drink – litchi panna desire. It is a combination of litchi juice, aam panna and kaffir lime and it goes well with every palate.

Top mocktail flavors and ingredients:

Rosemary, passion fruit, peach and vanilla are my top flavor picks. I love to use cinnamon, cloves, black pepper along with passion fruit and peach, which goes very well in drinks.

Favorite destinations for mocktails:

Dead Rabbit in New York – the way they serve the drinks is classy and simple; Employees Only – It is my dream to work with this bar. Their way of creating drinks is exceptionally unique. They even make their own home-made syrups; Buddha Bar in Dubai – It has got a unique style of serving.

Your approach to creating mocktails:

Whenever I think of creating a mocktail menu, it is always about going back to the roots. These drinks should create a sense of nostalgia when sipping the drink. There are several ways in which you can mix up the juices, sodas, herbs and syrups – to create interesting beverages that will entice your taste buds and refresh your senses. I have created a lot of mocktails that are low in calories and will keep you hydrated with a refreshing taste.

The main factor that influences a drink is the ingredient used in it. When creating a mocktail, you should always use the main ingredient that is easily sourceable across the globe. This ensures that you can re-create the same drink all over the world.

Seasonal factor in the making of mocktails:

We make sure that the ingredients for use are available all through the year. For example, in Virgin Mojito, you can have lemon and mint, which are not restricted to any season. If you are using unique ingredients, then you have to change your menu according to the season's ingredients availability.

Inspiration for your mocktail creation:

Inspiration comes from travelling to different places. I travel a lot and try to use local ingredients of that particular city in the drinks that I create.

Top trends in mocktails: Keeping abreast of the trends all over the world, restaurants are coming up with drinks that are fruit or veggie-based, and non-alcoholic drinks. The beverages today are all about freshness, quality, seasonality, and creativity.

MY MOST INSPIRED MOCKTAIL CREATION

- **Name of the mocktail:** Farzi OK
- **Ingredients:** California oranges, kaffir lime, hint of vanilla, lime juice top with orange juice
- **Preparation Method:** California oranges 4-5 pieces along with kaffir lime leaf muddled together dash of vanilla, fresh lime juice and then top it up with orange juice
- **Prep Time:** 2 minutes



Mocktails are undergoing a makeover at many restaurants and getting as much attention as cocktails and wines. We are trying to make sure that mocktails can satisfy a customer's non-alcoholic preferences. This new attention to mocktails is allowing the industry to experiment with a new range of ingredients as well.

The most trending mocktails these days is the Virgin Mojito. Bartenders are experimenting with this beverage by tweaking the basic recipe.

Your most memorable innovation twist:

There are people who are like 'I don't drink alcohol, but that's no reason to not have any fun drinks!' We really just mostly drink water here, but I thought it would be fun to make a fun drink with some of the pomegranate juice. And I'm glad that I did it because it is really a delicious drink and would be great for a holiday dinner or for a celebration – and both kids and adults would love it.

Role of glassware, bar equipment, tools and accessories:

A bar should have at least the basic equipment: a double jigger, 2-piece glass & stainless shaker set, a lemon slicing knife, bottle opener, cocktail strainer, stirrer and tongs.

Evolution of the mocktail segment:

Considering the customer's changing habits, it is perhaps the ideal time for the alcohol-free market to introduce a variety of mocktails. Alcohol-free drinks are catching the attention of consumers across the world. As a result, mocktails are experiencing high demand with the times, among customers. The change in the drinking habits of people has created a lot of buzz in the industry, which has allowed bartenders/mixologists/bar chefs to experiment with syrups and other flavorings to satisfy the customers.

MAKING MOCKTAILS IS LIKE CREATING ART AND WATCHING IT COME TO LIFE



SONALI MULLICK

Age: 38 years

Occupation: F&B Operations and Mixologist at Hitchki & Bayroute

Current Designation: Head of Operations and Mixologist at Hitchki & Bayroute, Mumbai

Earlier Stints/Gigs At: Worked at a 5-star hotel in Mumbai as an ARM; Went to Muscat for work and doing an advanced course; Returned as Corporate Bar Manager with a chain of Restaurants in Mumbai & Pune; Also worked at Le Meridien, Taj and Oberoi.

Favorite mocktail: I always go for something made from fresh ingredients and not syrups and it needs to have a subtle refreshing flavor to it. My favorite for the rainy months of July and August is none other than a *garma garam chai*, for which I have created my own recipe called "Bhatt Saab ki Chai". The preparation involves shaking all ingredients – Masala Chai + Candy Floss into a shaker with ice and double straining into a decanter. Take a Martini glass and place the Candy Floss. Pour the concoction from decanter into the Martini glass over the Floss and enjoy your chai differently.

Top mocktail flavors and ingredients: I have experimented with many ingredients like lemongrass, Red Bull, rasagulla, chikki and even boondi and my favorite is chyawanprash & hajmola.

To name a few ingredients, which are being currently used: Spices: Cinnamon,

Saffron, Star Anise, etc.; Syrups: We don't use syrups but, yes, we do use fresh concentrated pulp like mango, strawberry, and guava, etc.; Herbs: Thyme, Rosemary, Basil, Nutmeg, etc.

Favorite destinations for mocktails: Masti, in Dubai, has a range of innovative drinks to choose from; Gong, in Pune, is impeccable in presentation; Chili's, in Mumbai, is popular for its serving style.

Your approach to creating mocktails: Making mocktails is like creating art and watching it come to life. It needs to have an appropriate amount of ingredients for the drink to be perfect. If we are able to understand the psyche of our customers, then getting the flavor and depth of the drink becomes an easy task.

The number one aspect when creating a mocktail is that it has to be innovative. It needs to be so unique that the person who drinks it experiences that exotic concoction for the first time. I feel one should have an eye on detailing and never stop experimenting as that is the crux of being an expert mixologist.

Seasonal factor in mocktails: We like to keep up with seasonal and current trends to satiate all the taste buds of our customers. Be it infusing mango during the mango season in summer drinks or making a fusion with classic drinks for Hitchki. For Bayroute, we wanted to give a Middle Eastern vibe with our drinks throughout the season and we have made sure that patrons get the authentic seasonal taste of the Middle East.

Inspiration for your mocktail creation: I have been very fortunate when I got to



MY MOST INSPIRED MOCKTAIL CREATION

- **Name of the mocktail:** Masala Soda and Curry Mustard Laban – both hot sellers at Hitchki.
- **Ingredients for Masala Soda:** Jal Jeera, Roasted Cumin, Pudina, Lime, Rock Salt, Sea Salt, Sugar, Thumps Up or Soda.
- **Ingredients for Curry Mustard Laban:** Thick Yoghurt, Roasted Curry Leaves, Kasundi and Salt.
- **Preparation Method:**
- **Masala Soda:** Muddle Pudina and add all ingredients apart from Aerated / Soda. Add ice, Lime Juice, Sugar & hard shake. Turn the mix into a tall glass and add the chilled Thumps Up / Soda. Garnish with an Orange Slice and serve.
- **Curry Mustard Laban:** Blend all ingredients and serve. Garnish with tempered whole Mustard.
- **Prep Time:** 3 mins, if everything is kept handy for both recipes.

work with Shatbhi Ma'am. Thanks to her, my foundation of Mixology was built. As I always wanted to be in a creative field, innovative ideas kept popping up with the desire to always invent something new. I get inspired from people the way they drink at bars and that's where the idea to experiment comes from.

Popular mocktail trends: Hitchki drinks like 'He-Man', 'Snow White' and 'Kuch Khatti Kuch Meethi' have always been everybody's favorite. We have experimented with the classics and added a Bollywood touch to it.

Earlier, people used to not experiment much with their mocktails and only tried the classics. But keeping up with new culinary trends, mixologists are leaving the customers spellbound with the variety of innovative and quirky drinks to offer.

Most memorable innovation twist: For Hitchki, we have created a unique drink 'Poke on the go' where we experimented with cantaloupe, fresh papaya and mint and it worked wonders! For Bayroute, we wanted to give the exotic Middle Eastern flavor, so we created a drink 'Aleppo Chilli Guava' where we mixed Aleppo Chilli and rock salt shaken with ripe guava and lime with broken ice, and it turned out to be just perfect.

YOUNG WOMEN ARE CURRENTLY THE BIGGEST CONSUMERS OF MOCKTAILS



AMIT SHARMA

Age: 40 years

Current Designation: Food & Beverage Manager at Jaypee Greens Golf & Spa Resort, Greater Noida

Earlier Stints/Gigs At: JW Marriott; Westin; Taj; The Park; Radisson Blu.



Favorite mocktail:

In general, I prefer anything with berries. My favorite mocktails for the monsoon season are Rosemary Blueberry-Smash, Passion Fruit, and Thyme mocktail. Mock Sangaria is my favorite for all seasons and occasions. To a guest who says "just make me something interesting," I would offer Raspberry Lemonade Virgin Mojito.

Top mocktail flavors and ingredients:

My top flavors are: berries, cinnamon, homemade purees and nutmeg. Cinnamon, cloves, star anise, rosemary, thyme, lemongrass, celery, home-made syrups, berries, and local, seasonal and organic fruits are my preferred ingredients.

Favorite destinations for mocktails:

Matrix at Jaypee Greens Golf & Spa Resort; Tapas at Jaypee Vasant Continental; and Marshal's Lounge at Jaypee Mussoorie.

Your approach to creating mocktails:

Fresh ingredients play a major role with our creations, techniques and execution. Moreover, having the mindset of sustainability these days is the key. How can we incorporate our mocktail ingredients such as home-made purees,

fresh fruits/ herbs syrup, sodas, and such into a mocktail? It's an all-round factor rather than just throwing random ingredients into a pot or shaker and hope for something magical to happen.

We always ensure that there is no repetition in terms of ingredients, color, taste and appearance. Also, we use healthy home-grown herbs, fruits, and spices so as to provide unique flavors.

Seasonal factor in mocktails: Mocktails are seen as a refreshing summer drink with exotic tropical fruits. But even during the winter months, one can make smoothies spiced with cinnamon and nutmeg for a warm winter evening.

Inspiration for your mocktail creation:

My passion for being creative comes from the guests' acknowledgement. That motivates me and my team to experiment with new ideas and keep crafting innovative mocktails.

Popular mocktail trends: Keeping the health conscious people in mind, mixologists are experimenting with the taste as well as flavors. This is one of the reasons that mocktails have come a long way from just being a classic fruit or juice-based refreshment. Today, they have evolved to a point where they have at least 4-5 different elements and flavors to add taste, texture and punch.

MY MOST INSPIRED MOCKTAIL CREATION

- **Name of the mocktail:** Grape and Lavender Bliss
- **Ingredients:** 5 to 6 rosemary leaves; 3 to 4 white grapes (halved); 15 ml simple syrup; 1/4 teaspoon lavender flower petals; 1/2 teaspoon lemon peel; 60 ml lemonade; 90 ml dry sparkling lavender soda; 1 lemon wheel; 1 sprig of rosemary
- **Preparation Method:** Gather the ingredients; Muddle rosemary leaves with the cut grapes, simple syrup, lavender flower petals, and grated lemon peel at the bottom of a mixing glass; Add lemonade, and then shake well with ice; Strain into a cocktail glass; Top with lavender soda, and garnish with a lemon wheel and a sprig of rosemary.
- **Prep Time:** 3 minutes

Mocktails have moved into the direction of being healthy anti-oxidants and detox options.

The whole Mixology craze has been shaken by people wanting to consume less and be more knowledgeable about what they drink. New flavors and presentations have been added and worked upon. Authentic flavors and international flavors are combined and drinks are now a fusion of these ingredients. Of course, social media also



plays a large role and people can be seen trying new fancy mocktails. People enjoy seeing what is being served and tend to flock to places to try new things based on recommendations.

Most memorable innovation twist:

I created a drink called Kali, way back in 2008. I created this mocktail for summers with roasted cumin, home-made ginger syrup, rock salt, sugar syrup, and topped with lemonade.

Role of tools and accessories: How a drink looks is the first stage of its making an impression on the drinker. And so, the importance of the visual aspect is not to be discounted. However, more often than not, a glass's primary function is practical in nature with two main aims: firstly, maintaining the temperature of a drink and, secondly, to accentuate its aromatic qualities. Similarly, bar equipment and tool/accessories make a huge impact on the final product. My go-to tools for creating the drinks are: strainer, muddler, and shaker.

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GOOD PHILOSOPHY, ADVANCED TECHNIQUES MAKE A MOCKTAIL STAND OUT



BHAVYA VERMA

Age: 23 years

Occupation: Mixologist

Current Designation: Assistant Manager - F&B, Courtyard by Marriott in Bengaluru Outer Ring Road

City Working At: Bengaluru

Earlier Stints/Gigs At: Pullman New Delhi Aerocity



Favorite mocktail: I prefer a simple lemonade infused with oranges or a rose infused seltzer. I personally believe that any beverage we consume during July and August when most of India experiences a hot and humid monsoon season, must have antioxidant properties. Antioxidants boost immunity in the body. A pomegranate and rosemary cooler or a turmeric colada are the best choice for the season. Perennial mocktails can be a simple Virgin Pina Colada or a Virgin Mary to suit all moods round the year.

Top mocktail flavors and ingredients: I use a lot of herbs like rosemary, dill and mint along with spices like cinnamon and kokum, in conjunction with fresh fruits.

Favorite destinations for mocktails: The Social has been a personal favorite as it brings the kind of quirky mixology to the consumers.

Together, at 12th, in Le Meridien, Gurgaon, is a wonderful example of elegance and simplicity and driving forward a very beautiful and versatile beverage philosophy.

BG's Poolside Bar and Grill has a beverage philosophy that brings together local ingredients with an element of quirk curated for the city of Bangalore.

Your approach to creating mocktails: I believe in having sustainable, fresh, local and simple produce mixed together for making a drink. The drink should not only be delicious but also beneficial to both the mind and body. Certain factors that I consider when planning a mocktail menu are: market trends, demand of the guest, availability of ingredients and nutritional value of the drink.

Seasonal factor in mocktails: The season plays a big role in terms of my personal creativity. To me, beverages have always been something that complements the mood and climate of the geographic origins. Hence, seasons influence my creative direction, choice of ingredients and the overall mood of the beverage.

Inspiration for your mocktail creation: I rely on music as a source of inspiration. It just adds a secondary sensory element to refer to when crafting a recipe. I like to compare the flavors of my drinks with instruments in a band wherein everything comes together in layers to create a symphony.

Top mocktail trends: The consumer is looking for drinks that are increasingly local and nutritionally fortified. The Green Day, recently included in the menu at BG's, has fresh lychees with mint, yoghurt and spices combined together. I particularly like passion fruit and rhubarb mojito.

Your most memorable innovation twist: The most unusual mocktail I've ever



made was a drink that had ingredients like mango pickles, jaggery, and soda. It was a very good example of recycling food into unusually exciting drinks.

How to make a standout mocktail: A good philosophy and advanced techniques can really make a mocktail stand out. Most bars just shake their ingredients together and call it a mocktail. However, if real thought is put into the drink, it definitely stands out.

MY MOST INSPIRED MOCKTAIL CREATION

- **Name of the Recipe:** Pomm Be Merry
- **Prep Time:** 5-7 Minutes
- **Ingredients:** Fresh Pomegranate, rosemary, lemon juice, grenadine syrup
- **Preparation Method:** Crush seeds from one pomegranate in a shaker tin. Add 4-5 sprigs of rosemary; add the juice of one lemon, add 15ml of grenadine and shake over ice; fine strain into a coupe glass garnish with a sprig of rosemary lit on fire.

Role of tools and accessories: The glassware used is almost as important as the ingredients that go in it. Proper glassware and the correct tools can turn an average drink into a masterpiece.

Evolution of mocktails over the years: With the rise of social media, mocktails are not just drinks any more. Mocktails need to be an 'Instagram-able' masterpiece that is first approved by the virtual world before it is drunk. Beverages of the world have evolved to cater to consumers' visual needs with garnishes and ingredients becoming more exotic and quirky. There is an increased focus on the usage of fresh and home-made syrups along with a storytelling element to each drink.

How can HoReCa suppliers make the beverage segment more vibrant?

Mocktails are adding depth to a usually overlooked non-alcoholic beverage industry. The segment has been usually dominated by proprietary drinks or juices. We need better positioning to make mocktails more consumer-friendly.

ONE NEEDS TO KEEP AN EYE FOR THE LATEST IN MOCKTAIL INNOVATION



DIPESH SINHA

Age: 35 Years

Current Designation: Asst. Food and Beverage Manager at Sahara Star, Mumbai

Earlier Stints/Gigs At: Fairmont, Leela, Marriott, Westin

Favorite mocktail: It depends on which part of India I am in. If I am in Mumbai or Goa, I would prefer a nice Grapefruit and Rosemary Spritzer. If I am somewhere in northern India, I'll sip through a Baked Pineapple Sharbat. But one drink that is my all-time favorite is Deep Sin. It's a mix of Blue Curacao, Ginger Ale, Ginger Extract, Simple Syrup, and Lime Juice and Perrier.

In general, when it comes to my choice of mocktails, I prefer something that is refreshing and less sweet. To a guest who says 'just give me something interesting to drink', I would offer Apple Tea Cooler. It's a mix of Chamomile tea and fresh apple juice spiked up with herbs.

Top mocktail flavors and ingredients:

Fruits like grapefruit and passion fruit give the right punch to mocktails. Though I use more than 30 spices for mocktails, some like rosemary, thyme, cinnamon, lavender, eucalyptus, star anise, are on top of my priority list.

Favorite destinations for mocktails:

I would always prefer to go to Hotel Sahara Star in Mumbai whenever I crave for or try out a new drink. The barmen there have developed home-made syrups and bitters, a dash of which adds the pinch of perfection to any drink.

Your approach to creating mocktails:

Creating mocktails is fun but one needs to always keep an eye for the latest in mocktail innovation. There are so many alternations and possible combinations to go for until the time you create the final product. Only, after the drink has been perfected, we commit and feature it in our menu, which is designed keeping in mind all the possible variations of different mocktails. There are numerous recipes we create just by ensuring the perfect balance amongst the ingredients.

Seasonal factor in mocktails: It is our continuous endeavor to serve something unique, which becomes talk of the town. Our menus are updated very frequently and a key point for consideration is the season. For example, a refreshing tall drink in summers and an aromatic warm mix during winters keep the ball rolling.

Inspiration for your mocktail creation:

It's all about having liquid passion. I read a lot and look for readily available local items. To keep creating new drinks, I always listen to the guests because it is very important to know and understand what the customer wants.

Top mocktail trends: Concoctions with seasonal fruits, flavored sparkling water, and healthy drinks are what people prefer. They have come far beyond the age-old style of ordering Virgin Mary and Virgin Mojito.



As people nowadays are very health conscious, the demand is for natural ingredients. People prefer sugar-free concoctions. Mocktails prepared with vegetable juice is something that will become people's favorite very soon.

Most memorable innovation twist:

Treasure Chest mocktail is a drink that comes in a chest and is my most innovative twist. It is a passion fruit based mocktail and is served with smoke in a treasure chest.

Role of tools and accessories:

It has been rightly said that food is eaten first with the eyes. The success of any mocktail truly depends on its presentation, which can be accomplished only with the right set of tools and accessories.

MY MOST INSPIRED MOCKTAIL CREATION

- **Name of the mocktail:** Deep Sin
- **Ingredients:** Blue Curacao, Ginger Soda, Ginger Extract, Simple Syrup, Lime Juice, Perrier
- **Preparation Method:** Shake all ingredients together with ice except Perrier and strain in the glass. Serve with dry ice for a mesmerizing effect.
- **Prep Time:** 5 minutes

Evolution of mocktails: The beverage industry is ever changing. Drinks that were favorites 10 years ago are no longer so. We have entered an age of creativity and are using natural recipes to create the drinks. However, we still fancy recipes with a twist to the traditional non-alcoholic drinks like Aam Panna. In the past couple of years, many mocktail places have popped up and are doing competitive business. There is an inclination towards designing and creating non-alcoholic and healthy drinks. However, in order to make it more consumer friendly, we need to market mocktails with locally-grown ingredients.

How can HoReCa suppliers make the segment more vibrant and exciting?

The availability of fresh ingredients from International markets is a key factor. Great emphasis should also be given to the year-round availability of ingredients at a reasonable price.

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INGREDIENTS DEFINE THE FLAVOR INTENSITY IN MOCKTAILS



RAJASEKAR

Age: 22 years

Occupation: Mixologist

Current Designation: Bartender at Renaissance Hotel, Bengaluru

City Working At: Bengaluru

Earlier Stints/Gigs At: Whiskey bar



Favorite mocktail: A beverage turns into a delicacy when it is prepared using fresh produce from the locality. Raw mango like Neelam and Alphonso of Karnataka are good for an aam panna inspired mocktail. For a guest who does not know what he/she wants, I would generally offer my signature mocktail – Southern Aroma – to someone who would like something interesting. It is unique with local aroma, and refreshing.

Favorite destinations for mocktails:

I would vote for a mocktail called "Clear Head Martini," made from fresh pomegranate at Courtyard by Marriott, Nazaara; Another favorite is named "All-rounder", made from all the freshly squeezed citrus fruit juice at Fava bar.

MY MOST INSPIRED MOCKTAIL CREATION

- **Name of the Recipe:** Southern Aroma
- **Ingredients:** Chef's rasam soup, tamarind, tomato, hand pressed lime juice, jaggery and curry leaves.
- **Preparation Method:** shaken
- **Prep Time:** 03 minutes

Your top mocktail ingredients and flavors:

For me, some essential ingredients for a mocktail are fresh chilli, curry leaves, coriander and kaffir leaves. The mocktail should be refreshing not sweet. I also prefer local home-made chilli syrup, curry leaves and cinnamon, which are some of the must-have ingredients for my mocktails.

Your approach to creating mocktails:

When planning a menu, some of the key aspects to be considered are: complimenting flavors, local indigenous ingredients, seasonality of the ingredients and the weather conditions. The intensity of the flavor and overall appeal of the mocktail or beverage is completely dependent on the ingredients used. The freshness of ingredients and the care taken to preserve or prepare the house-made concoctions and syrups definitely impact the final product.

Seasonal factor in the making of mocktails:

The seasons of the year play a major role when it comes to ingredients. Especially, seasonal fruits are used frequently in the preparation of beverages and the temperature highly influences the beverages.

Inspiration for your mocktail creation:

I am always inspired by the local and seasonal fruits. I admire my bar manager Hitesh Kalita, who always comes up with a unique recipe for a mocktail.

The more popular and in-demand drinks in trend:

Using culinary ingredients like spices and vegetables make a drink more popular and in demand. It is also good for health.

Your most memorable innovation twist:

My most memorable innovative mocktail has been Kappi Martini. It is a combination of Karnataka Coorg coffee decoction along with hazel nut flavor syrup.

Role of glassware, bar equipment, tools and accessories:

Glassware makes a drink more presentable and attractive. A customer is first tempted by the appearance and then gets hooked to the flavors of the drink. Choosing the right glassware is equally important to sell the drink.

Evolution of mocktails over the years:

Over the years, mocktails and beverages have evolved a lot. It is not only about fresh or canned fruit juices anymore; the value and depth of flavor and presentation has risen tremendously, and so has the quality of glassware, indigenous ingredients and theatricality. So liquid nitrogen, smoking guns and, much more, have become a common paraphernalia in bars today.

/// PLAN YOUR MOCKTAIL MENU BASED ON FRESH AND SEASONAL INGREDIENTS ///



MAHENDAR MAHY

Age: 27 years

Occupation: Bar Perfectionist

Current Designation: Corporate Bar Manager at Molecule Air Bar, Gurgaon

City working at: Gurgaon

Favorite mocktail: I like to make "Origin of Plum." When everyone today is looking to the West for searching newer and more expensive fruits, I prefer our local fruit plum. I also prefer to go for all-season fruits like apple, banana, etc., which I use for creating my all time favorite mocktail "Apple Mint & Tea." It has fresh apple chunks with mint leaves and tea to balance the sweet and sour flavors.

Top mocktail flavors: There are five to six flavors used for creating a mocktail. I love to make sweet & sour mocktails that are neither too sweet nor sour.

Favorite destinations for mocktails:

The Drunken Botanist at Cyber Hub, Gurgaon; Molecule Air Bar in Gurgaon and Viet:nom at Cyber Hub in Gurgaon. These restaurants' cuisine and theme are Nature-based and they use local and fresh ingredients. Also, their selection and presentation of cocktails and mocktails are mouth watering and very eye catching.

Essential ingredients in your mocktails:

I look for seasonal and local ingredients, which are easily available at a low cost, and help us to serve mocktails that do not burn a hole in the pocket. I use a range of spices based on their quality –

for example, I use cloves in winter and cardamom in summer. Apart from home made syrups and shrubs, I use herbs like mint, lemon grass, curry leaves, basil leaves, and kaffir leaves for making refreshing mocktails.

Your approach to creating mocktails:

Unlike beer and wine, which are paired with food, cocktails and mocktails are to be enjoyed on their own. So, they have to be fully formed creations in their own right and they don't have to be matched or paired with other things going in our mouth. But you can apply the same rules to mocktails as you would to dining – in terms of taste, flavor, texture and looks.

When designing cocktails & mocktails, I think about the sensory experience. I imagine the drinker, alone in a bubble, with just her thoughts and the drink. It's like I'm trying to formulate a little daydream. It is necessary to understand the likes and dislikes of your guests. Then, I try to anticipate if there are special needs, health issues and even religion issues. After taking into account these considerations, I finally suggest the best drink according to his/her mood, the season and timing – whether it's evening or lunch time.

MY MOST INSPIRED MOCKTAIL CREATION

- **Name of the mocktail:** origin of plum
- **Ingredients:** fresh plum pulp 2 bar spoon
Orange juice 60 ml
Plum shrub 60 ml
Carbonated water 120 ml
- **Preparation method:** shaken
- **Prep. time :** 05 mins.

Seasonal factor in the making of mocktails:

A mocktail or cocktail mostly consist of a combination of fruits, herbs and veggies. Bars plan their menu based on the availability of fresh and natural ingredients. Each season has its own specialities: like summer has different fruits and veggies, which are different from those in winter. So bars and restaurants plan their mocktail menu based on fresh ingredients, which are locally and seasonally available. These ingredients should be easy to store and can be sustainably brought at a low price in their specific seasons.



Inspiration for your mocktail creation:

I participate in many competitions and read many inspiring articles related to our food and beverages industry.

Top trends in mocktails:

Since 2018, the beverages industry has seen a major spike in the demand for mocktails and cocktails. One major reason behind this development is the increase in our purchasing power and the emergence of millennials as a major consumer base. Gone are the days when exotic fruits and veggies shipped from another part of the world were the most sought-after. As one of the top food and beverage industry trends, healthy dining is the rage today, which is built on the premise that eating local and sustainable produce is best for the body and the environment. This trend has given new opportunities to local farmers, increased their bargaining power, and introduced food items that have minimal chemicals and hormones, and reduced the overall transportation charges.

Your most memorable innovation twist:

I have created a mocktail using an unusual combination and it is called "The Gold Medalist." I created it by twisting the recipe of Virgin Pina Colada and using banana, strawberry crush and pineapple juice along with curd to balance the sweetness of my mocktail.

How to make a standout mocktail:

There are many aspects and features that go into the making of a standout mocktail. The most important feature to keep in mind is the choice of ingredients for creating different mocktails. Then, one needs to look at the choice of garnishes and glassware besides the methods of preparation and the final presentation of a mocktail.

THEMED MOCKTAILS ARE PREFERRED TO STANDARD DRINKS ON THE MENU



UDIT BATRA

Current Designation: Cluster Head NCR and F&B Director at SMAAASH Entertainment, Gurgaon

City Working At: Gurgaon

Earlier Stints/Gigs At: F&B Supervisor- Taj Hotels Resorts & Palaces, Hyderabad (2008); F&B Supervisor- The Park Hotels, Hyderabad (2009); Beverage Manager- Alila Hotels, Goa (2012); Asst. F&B Manager- The Park Hotels, Goa (2014); Asst. F&B Manager- The Deltin, Daman (2015);

Favorite mocktail: My favorite mocktail is any drink with fresh fruits. Since it's the monsoon season, so most of the mocktails are fruit-based like plum, cherries, and strawberries, which are perfect for this season. However, Basil Lemon Blush is a hit all the year round. I would offer wasabi

based drinks to a guest who says, "I don't know what I want, just make me something interesting."

Top mocktail flavors and ingredients: Red Velvet, Caramel Popcorn, Rose Syrup, and Basil Leaves are my top flavors. For ingredients, I will go with fresh mint, basil, fruits, roasted cumin and dry mango powder.

Favorite destinations for mocktails: My favorites are: Pali Bhavan, Mumbai; House of Nomad - Taj Lands End, Mumbai; Tease, Gurgaon.

Your approach to creating mocktails: Creating and designing mocktails is an art. Offering mocktails in the menu creates a more inclusive environment.

Seasonal factor in mocktails: With new-age mixologists and seasonal beverages trends in the market, the mocktails section fit themselves in the menu very well. Halloween-themed mocktails, monsoon drinks, summer mocktails, winter mocktails are things that attract the crowd rather than the normal standard mocktails on the menu.

Inspiration for mocktail creation: Regular visits to the best beverage-serving places to see what the competitors are doing; keep doing innovations in my work; and referring to some old school beverage books.

Top trends in mocktail: The more popular and in-demand mocktails include Fancy wasabi, Apple lemonade, Meth soda, and Sekanje Bin, which have been great hits amongst our patrons.

MY MOST INSPIRED MOCKTAIL CREATION

→ **Name of the Recipe:** Watermelon Mojito

→ **Ingredients**

- 1/2 cup of watermelon puree
- 20 mint leaves
- Sugar (optional)
- Crushed ice
- 2 tablespoons fresh squeezed lime juice
- 60 ml bacardi white rum (if you want this as a cocktail)
- Club soda

→ **Preparation Method:** Blend seedless watermelon cut pieces (about 1 cup) in a blender & strain into glass and set aside. Rub the rims of two glasses with mint leaf and dip in sugar to coat (optional). Fill both glasses with crushed ice. Tear 20 mint leaves and add the same to the two glasses. To each glass, add watermelon puree + add 60ml white rum (if you want to have a cocktail option, otherwise ignore), and then add 1 tablespoon lime juice. Top with club soda and stir to combine, finally garnish with extra mint leaves. If you prefer a sweeter version of the drink, crush & muddle mint leaves with 1 tablespoon sugar before adding to glasses.

Your most memorable innovation twist: It's the combination of red velvet and blueberry in one drink.

How to make a standout mocktail: Focus on presentation, garnish, consistency of the drink and, of course, taste.

Evolution of mocktails: Customers who are looking for the same crisp and complex notes of wine and beer without any alcohol content are appreciating and falling in love with mocktails. The involvement won't stop since we keep our drinks in step with the trends and strive to provide our clientele with something new and delectable to look forward to.

How can HoReCa suppliers make the beverage segment more vibrant? They should keep coming up with new ingredients, menu recipes and the latest syrups and crushes.





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ALWAYS KEEP THE DRINK SIMPLE USING FRESH AND LOCAL INGREDIENTS



VIJESH MODI

Age: 25 years

Occupation: Hospitality Professional

Current Designation: Senior Sous Chef at The Deltin, Daman



Favorite Drink: My favorite drink has always been the Mandarin Mojito. But for the monsoon months, Tropical Spritzer is my go-to drink. It is refreshing and full of flavors and a perfect drink to enjoy the monsoon in Daman. To a guest who says, "just make me something interesting," I would always offer Tropical Spritzer – it never fails to refresh and cheer.

Favorite destinations for mocktails: My favorite for mocktails has always been the Coffee Culture at Vapi, Mumbai.

Essential ingredients in your drinks: Cinnamon; Rosemary; Rock Salt; Coconut Water and home-made Syrups.

Your approach to creating smoothies and mocktails: My philosophy is to always keep the drink simple, using fresh and local ingredients. Certain factors that I consider while preparing cocktails are: clientele; location; availability of ingredients.

Role of seasonal factor: It's always best to have fruits and vegetables, which are grown in the ideal climate and ideal soil. It ensures that the fruit or vegetable is at its nutritious best. Every fruit has a best season and some fruits are just available in

some seasons – mango and custard apple in the summers, for example.

Importance of tools and accessories: It adds to every aspect of the drink. It gives an visual advantage and also a correct glass enhance the experience.

Your go-to tools for making mocktails: Measure, strainer and shaker are my go-to tools to prepare mocktails

Inspiration for your drinks' creation:
Top trends: Ginger Beer mocktails and healthy infusions are quite in demand and bartenders love to develop drinks with such ingredients. Drinks that are fully natural and with zero artificial sugars or preservatives are also very popular.

Your most memorable innovation twist: A shake with fruit and polo mint on my menu is certainly one of the best.

How to make a standout drink: Focus on visual appeal and ingredients. Ensure functionality. Everything can taste good but if you can make the beverage taste good as well as have it positively affecting our body, then it is what will stay and succeed in the long term.

Evolution of smoothies and mocktails: Indian Culture is full of gastronomic delights regionally and on a global level. We have the heritage of taste and innovation in our culture and we are also evolving. What matters is how we

MY MOST INSPIRED MOCKTAIL CREATION

- **Name of the Recipe:** Tropical Spritzer
- **Ingredients:** Tropical fruits, Homemade Coconut Water Spritzer.
- **Prep Time:** 5 minutes

pursue and develop the taste for the same. Promoting mocktails in family dinners and gatherings, developing the taste for it, marketing it in right manner, and making it bar friendly to those who avoid alcohol, are few things to do. It is certainly a segment to look at.

Top trends in hospitality beverages: We are focusing on promoting mocktails for family dinners and social gatherings. We are trying to make it into a lifestyle choice and trying to develop the taste for it through our marketing efforts.



MOCKTAILS SHOULD ACTIVATE ALL OUR FIVE SENSES ON DRINKING



ABHISHEK ROY

Age: 29 years

Occupation: Hospitality

Current Designation: Director of Food and Beverage at Sheraton Grand in Bengaluru Whitefield and Convention Center

City Working At: Bengaluru

Favorite mocktail: My favorite mocktails are: Pineapple Detox, an Indian Spicy curated mocktail; Kingpin, which offers a great sense of refreshment; and Cucumber Cooler, which has a hint of cardamom. The months of July and August are associated with the rainy season when guests prefer spiced mocktails as they go very well with the climate and clouds. However, I consider Tea

Blossom Cooler as an all season and all occasions mocktail. It has rose tea with a mint infusion.

For a guest who says "I don't know what I want, just make me something interesting", Ginger Passion is the perfect answer. It is a fresh pineapple juice mixed with sweet and sour and passion fruit puree. The fresh ginger is muddled, shaken and strained, and garnished with pineapple foam.

Your top mocktail flavors: Any fresh fruity mocktail that has a hint of citrus in it. Fresh fruit pulps, herbs, spices and fresh garnishes are my top choices.

Essential ingredients in your mocktails: My choice of essential spices range from cinnamon, cardamom, cloves and star anise; they are widely used along with basil, rosemary and mint.

Your approach to creating mocktails: The philosophy to create mocktails is simple – build a healthy mocktail using the right base with a right blend of juice, nectar, tea and seltzer water. There are six factors that I consider when creating a mocktail: quality standards, nutritional concerns, commercial, institutional, accuracy and the cost.

Seasonal factor in the making of mocktails: The season has always been an influence on the mocktails. A bartender always prefer fresh ingredients for a mocktail and seasonal fruits are the best option one can use.

MY MOST INSPIRED MOCKTAIL CREATION

- **Name of the Recipe:** Blackberry Gamble
- **Ingredients:** Fresh black berry, fresh lemon juice, Indian spices, black salt, tonic water
- **Preparation Method:** Muddled
- **Prep Time:** 2 minutes

Inspiration for mocktail creation: The source of inspiration and ideas are always flowing through social media.

The more popular and in-demand drinks in trend: The fresh fruit mocktails are always eye appealing and are appreciated well in the market. Some of them are fresh Strawberry Cooler, Kiwi Mojito and rose in bloom Ice Tea.

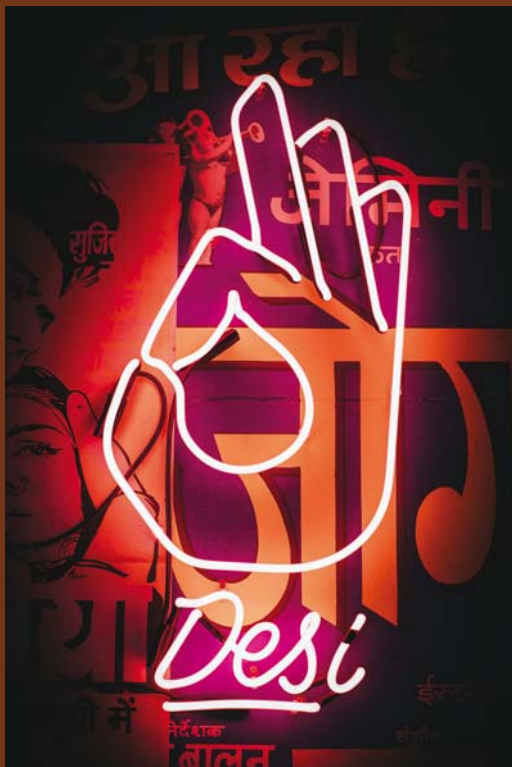
Your most memorable innovation twist: A mocktail named "Blackberry Gamble" has been my most memorable innovation twist in a mocktail so far. It has a twist of muddled blackberry, Indian spices, pinch of salt, lime juice and is topped up with tonic water. The garnish is fresh blackberry and is served in a hurricane glass.

How to make a standout mocktail: The mocktail should be created in such a way that all the 5 senses are activated on drinking it and one should be looking forward to experience it.

Role of tools and accessories: The design of glassware is comparable to the business card of any company. The right glassware can promote a drink or product by its presentation; it can highlight current trends and attract a more sophisticated crowd that appreciates the art of Mixology. Utilizing the right equipment, tools and accessories also support or enhance a product's experience. Sometimes, a creation becomes exclusive to an establishment – a signature mocktail for which the bar is recognised.

Evolution of mocktails: Mocktails are a vital part of the bar menu. People want to enjoy the ambiance of a bar without getting intoxicated. Nowadays, options aren't limited to only juices and syrups. Bartenders are innovating and are creating recipes with fancy names.





▲ Vintage artefacts collected on journeys throughout India decorate the guestroom walls and tables. ©Gilles Draps



▲ Mission Masala's menu surprises with unique and unexpected combinations, and original presentations. ©Gilles Draps

Explosive flavours

Ready for a trip to India? Golden Palm winner Mission Masala will take you there. Vibrant and intoxicating, the casual-dining concept was carefully devised by career changers Pavan Bajwa and Tim Van Den Heuvel to tickle all senses. Among foodies around Belgium, their food trucks have long reached cult status.

by Katrin Wissmann

The success story of Mission Masala actually began with a food truck: the 'Curry Cruiser' started roaming the food festivals of Belgium in 2015 – and became an immediate hit with the audiences. Just like friends (and friends of friends), whose taste buds had once made contact with the addictive flavours of Pavan's Indian family cooking, other foodies craved for more. A second food truck – Bombay BBQ – followed in 2016, adding new recipes to the growing menu of authentic Indian dishes with a modern twist – enough to start thinking of a bricksand- mortar restaurant.

In February 2018, Mission Masala opened in Antwerp, Belgium. Inside the cosy 60 sq m restaurant, situated in a local neighbourhood, everything says 'India': Bollywood posters and striking murals, painted in the most vivid and bright colours, meet the eye upon entering the welcoming space. Vintage artefacts like letter boxes, signs, wooden drink crates, old enamel tiffins & chai sets, collected on journeys throughout India, decorate the guestroom walls and tables. A 'tea stall'-labelled thermo pot holding eight litres of hot tea spiced with ginger, cardamom and cinnamon sits on the counter, which separates the guestroom from a small open kitchen where busy chefs prepare customer favourites



▲ He's a Belgian DJ by trade, she's a fashion designer from London: Mission Masala founders Tim Van Den Heuvel and Pavan Bajwa (in front of their famous food truck). © Gilles Draps



▲ Inspired by the colourful art works of India that decorate buildings, walls or street vendor stalls, Pavan and Tim asked a painter to recreate the Indian street style on their restaurant walls and food trucks. The Mission Masala logo featuring two tigers was designed by Olivier Smets. ©Gilles Draps

like Boom Ting Butter Chicken, Sticky Goan Ribs or one of the three Bombay BBQ burgers from scratch. A curated playlist with funk, soul, hip-hop and reggae tunes sets a cosy vibe.

Amongst this backdrop reminiscent of the bustling backstreets of Mumbai or Delhi, the food still takes centre stage: "We look at Indian food through a new lens," Tim explains their culinary approach. Starting from Pavan's family classics, the couple – supported by chef friend Toon de Bock – have developed a menu that surprises with unique and unexpected combinations, and original presentations, adding punch and flavour to each menu item. "We're also not afraid to import ideas and concepts from other cuisines and give them an Indian twist."

There's an abundance of Indian spices to play around with: turmeric, cumin, fennel, mace, cassia bark and carom seeds, to name a few, or fresh ingredients like ginger, garlic, coriander or curry leaves – the possibilities of combination are endless and "the mix of dry and fresh ingredients is extremely powerful," reveals Pavan. Mission Masala sources most spices from the UK, which get direct deliveries from India. All fresh foods come from local suppliers.

The composition of the various ingredients is carefully planned: "Every dish has to be visually impressive followed by an explosion of flavours with each mouthful," explains Pavan. Take for example the vegetarian Puri Bombs: "Crunchy shells filled with spicy potato and three different sauces: a cooling yoghurt, a sweet tamarind and a fresh green coriander sauce. The sauces are not pre-mixed but once you pop them in your mouth, all the flavours bounce against the textures of chopped onions, crunchy sev (chickpea crisps) and fresh pomegranate seeds."

Apart from the mouthfeel, the visual impression is equally well-planned: "we focus a lot on colour on a plate and love bringing a visual palette", state the concept founders. Countless posts on Instagram & Co. prove that their guests appreciate the restaurateurs' efforts. Usually, a whole range of food-loaded stoneware, stainless-steel plates, tiffin boxes, enamel bowls and wooden trays occupies the

table once an order is served. All meals are meant for sharing. "Indians naturally don't eat single dishes and food is definitely not plated per person," emphasizes Tim. "So, by spreading different ideas across multiple plates, we allow guests to taste everything without committing to a single dish." An intensity of smells, colours and flavours characterises the dining experience at Mission Masala. But the audience is discerning, says Pavan: "In order to keep our customers engaged, we must bring continuous newness and excitement." India, with its diverse regional cuisines and specialities, serves as a continuous source of inspiration: "We travel there once a year, covering a little part of it on every trip", says Tim. "Each region has something different to offer and it's educational for us also to learn beyond the domestic kitchen of the region where Pavan's family comes from."

The couple gladly share their travel experiences on social media. The people, the places, the food, the atmosphere, all is captured in vivid images posted on Facebook and Instagram. "Our audience love to follow us on our journeys, they engage with so much passion," reports Pavan and adds: "Social media is our platform to communicate with our guests and let them know what we're working on, whether it's new recipes, drinks or just something funny happening at the restaurant."

Come spring, Indian food lovers also get ready to start following the food trucks to festivals around Belgium and Holland. While the Curry Cruiser features typical street snacks like Samosa Chaat to new inventions of Pappadoms topped with lamb curry as well as a selection of classic curries like Butter Chicken and Chana Masala, the Bombay BBQ truck brings to life the flavours of the Indian Tandoor kitchen: the chargrilled tandoori chicken topped with custom-made sauces (e.g. chilli masala mango mayo) and served in a bun is an original burger alternative bursting with flavours. "We would love to see this idea roll out on to a street with heavy footfall and get Bombay BBQ Indian grill dishes out as easy on-the-go food," says Tim. "The Tandoor menu is vast, and we've only scratched the surface so there's plenty of potential with this project."

And what about Mission Masala? According to Pavan, all recipes are standardised to ensure that customers will find their favourite dishes tasting and looking the same each time. Perfect preconditions for multiplication... "It would be a dream to see Mission Masala grow and expand into various cities across Belgium and beyond," agrees Pavan. "While some elements would be standardised as our DNA, we also have the 'luxury' of choosing what to focus on, whether it's the Bombay BBQ menu alone, or a Mission bar with an expansion of our drinks menu that could be enjoyed with a mini complimentary small eats menu. The possibilities are endless. However, we still have a lot to learn about our own business and are very conscious of taking it step by step." ●●

TOP 3 FOOD

Boom Ting Butter Chicken: Chargrilled tandoori chicken in a creamy cashew nut spiced tomato gravy € 13

Sticky Goan Ribs: 12hr slow cooked premium pork ribs, chargrilled and coated in a sticky chili tamarind & jaggery glaze € 15

Puri bombs: Puffed crispy balls filled with potatoes & split green lentils, a trio of sauces: coriander, tamarind & sweet yoghurt, finished with fresh onions, coriander & sev (chickpea crisps) € 7

TOP 3 BEVERAGES

Cobra: Premium smooth beer appealing to both ale & lager drinkers € 3.50

Dark & Desi: Indian take on a Dark 'n' Stormy with Rum, lime & ginger beer € 10

G & Tea: Earl grey infused gin, served with elderflower & sweet vermouth € 10

▼ The beverage menu offers an Indian take on cocktail classics (e.g. the Tamarind Margarita), imported 'desi' drinks, and all-time favourites like Mango Lassi and Masala Chai. ©Gilles Draps



MISSION MASALA

- **Founders:** Pavan Bajwa and Tim Van Den Heuvel
- **Start:** 2018
- **Size:** 60 sq m incl. kitchen + 50 sq m terrace
- **Seats:** 34 inside/ approx. 50 outside
- **Employees:** 4 full-time, 1 part-time + students
- **No. of customers:** approx. 68/day in the winter; up to 200 in the summer
- **Cheque:** € 35
- **Food trucks:** Curry Cruiser (since 2015); Bombay BBQ (2016)



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UNPLUGGED

Courtyard



Exuding Goan vibes in a corporate hub

Dinesh Arora, Founder and Managing Director, Eastman Colour Restaurants, speaks to *FoodService India* about the brand's market positioning and its other dining hallmarks and why he thinks the café has the trappings to emerge as a successful dining destination in Gurgaon's corporate and industrial hub.

What is the customer and value proposition of your brand for the guests?

Unplugged Courtyard's new outlet in Gurgaon has an alfresco setting that brings out the Goan theme to the capital and gives its customers a unique experience in experiential dining. It has a walk-through lined with a cluster of balmy trees in a courtyard spread over 15,000 square feet, located in the heart of Gurgaon's Udyog Vihar. The décor at the café is comfortable and chic. With over 375 covers, it also boasts of a terrace area, a secret garden and a quirky bus as a prop. The café has a progressive approach to world cuisine – a place to indulge your palate with interesting mixes of heady drinks in a perfect setting buzzing alive with entertainment, live enthralling performances, and groovy music.

What is the market positioning your brand is looking to create?

We aim to position it as a youthful brand, which caters to music, food and drinks and serves the interests of the community. Located amidst the corporate hub of Udyog Vihar, it is a perfect and soothing place to de-stress after a tiring day.

Please offer a detailed lowdown of your establishment's:

Menu offerings: The menu allows you to choose from delicious treats and dishes like the tawa chicken and chur chur roti with eggs and coconut

gravy, sukha bhuna ghosh karare parantha slider, kasundi jhinga, house bbq pork ribs, tandoori potli kebab, and more. From lobsters to rajasthali lal mass, atta signature to tawa tarkari, Chinese, far West, Asian, Indian, Italian and Continental, the café serves it all on the menu.

Price: Dishes at Unplugged Courtyard are decently priced. A meal for two can be enjoyed for Rs. 2,500/- with alcohol at the café. Our signature cocktails are also reasonably priced, keeping in mind the ingredients, as well as the positioning we're targeting in the market.

Format: Unplugged Courtyard is the biggest courtyard in Gurgaon. Inspired by the concept of experiential dining with great food, drinks and music, it is the city's new fun location.

Concept: It is a first of its kind courtyard concept. Unplugged is a tastefully designed café and cocktail bar with a trendy and enticing look.

Average ticket size of bill: Rs. 1,500 for a meal for two without drinks.

Facilities and amenities on offer: Unplugged Courtyard hosts events, pop-up, music and live performances. It has themed sections and serves world cuisine with a progressive twist on the plate and trendy and classy cocktails.

What innovations have you introduced in your food and beverage operations?

The food at Unplugged is curated by Chef Akshay Bhardwaj. He has an exceptional take on modern



day comfort food. Unplugged serves such exotic dishes on the menu that one has never heard of before, from spicy grilled chicken kaleji with mini paranthas to pulled chicken, from paneer khurchan with anjeer chutney to kasundi jhinga, pork ribs, and more. A read through the menu here is an experience in itself. You have on the menu stuffed duck kulcha with apricot chutney, chicken dalcha with tamarind and mint, tandoori potli kebab, bar bar chicken, salmon tikka, moong dal fritters, shahi seekh, dimsums, burgers, pastas and, pizzas – the café satisfies all the cravings of its customers. With a lavish and detailed ingredient list and a plethora of options, Unplugged Courtyard is a foodie's unanswered prayer and a blessing in disguise for the corporate professionals .

What do you think of the market potential of your outlet in a crowded market?

Unlike other outlets that are located in a crowded market, our brand is located in the Industrial area of Udyog Vihar near the Oberoi hotel. We definitely enjoy the merits of sitting in an industrial area and being part of the corporate hub. Our target audience includes all the corporates who are looking forward to spending a relaxing time for themselves after an exhausting day at work. As far as the market potential is concerned, we definitely connect with the working vibes of the industrial area and hence consider the location perfect for our brand.

What is your marketing and sales strategy and which are the tools you are using to promote the brand?

We keenly observe the trends in the market to keep up with the pace of industry. We try to create an overall brand visibility considering the avenues and potential customers of the



UNPLUGGED COURTYARD AT A GLANCE

- **Parent company:** Eastman Colour Restaurants
- **Brand name:** Unplugged Courtyard, Gurugram
- **Headquarters:** New Delhi
- **Launch date:** 20th Dec. 2018 – Unplugged Courtyard, Gurugram
- **Retail format:** Café and Bar
- **Total retail area under operation:** 15,000 sq.ft.
- **Average ticket size of bill:** Rs 2,500 for meal of two (including alcohol)
- **Average footfalls per day:** Approximately 150 customers per day
- **Dish/food/beverage speciality:** Modern comfort world cuisine menu curated by Akshay Bhardwaj
- **Seats/ cover size:** 375

brand. It is equally important to connect with the customers – digitally as well as personally. Our team is involved in both online as well as offline marketing and sales strategies, using different tools – advertisements, public relations, campaigns, influencer activities, social media and media promotions. With a little more focus on social media and digital media marketing, we are trying to widen our horizons and reach out to the potential and loyal customers of the café.

How would you describe the challenges of opening a new restaurant in Delhi-NCR?

The challenges differ in different markets. Our first outlet in CP was located in a vicinity that could fetch a customer base of 500 in a day. However, the challenge of being a standalone outlet is different. Being the first courtyard in the Udyog Vihar area, the challenge is to drive footfall and also to create it. The biggest challenge was to create a first of its kind Goan-themed authentic place, which could drive and establish the connect with the audience and give them a solo reason to drive, specially to eat. We have been successfully overcoming all the challenges and are getting appreciated by the populace of Gurgaon and Delhi. People are coming from different locations to experience and enjoy the vibes at our restaurant.

How are you bringing technology to bear on your logistics, supply chain and innovation?

The world is changing with technology, and so is the food and beverages industry. At Unplugged Courtyard, we use it for a smooth and efficient functioning. Right from our internal team coordination to billing and payments, technology plays an important role. It helps us in cutting down costs, save time and also be digitally present at many places at the same time.

What are your plans and targets for the future?

We definitely plan on taking the brand to higher avenues and locations. We want everyone to experience the vibes of Unplugged Courtyard. ♦♦



Creating a market for Apple Ciders in India

Rohan Nihalani, Managing Director, Morgan Beverages Pvt. Ltd, speaks to *FoodService India* about how his company is involved in creating and building a large market in India for its International Cider brands, and his plans to bring more such products to the country.



“Our products are imported from international brands that have been brewing perfect ciders over generations now.”

Give a brief account of your company and its products.

At Morgan Beverages Pvt. Ltd., we import and distribute the finest of Apple Cider beverages from around the world. We strategically partner with selected quality suppliers from across the globe who have something unique to offer to the Indian market. I grew fond of Cider while studying in the U.K. and was very keen to share my passion with the Indian consumer at large; that’s why we currently cater to an exciting range of Apple Cider clients from the UK (Sheppy’s) and Australia (Three Oaks Cider Co.) and are continually expanding our horizons with each drink.

We have mainly three products in our portfolio – Three Oaks Crushed Apple Cider; Sheppy’s Classic Draught; and Sheppy’s 200 Special Edition Cider.

Which consumer segments and markets are your products/brands targeted at?

The Indian market is untapped in terms of Apple Ciders. Only well-travelled customers are aware of the product. Our brands target niche consumer segments but as an importer of Internationally produced Apple Cider brands, we are also trying to reach out to the consumers at large, so as to create a bigger market for Ciders in India.

As for the markets, we target both on-trade facilities as well as institutions (restaurants, bars, etc). Morgan Beverages has a strong base across Mumbai, and now it is looking at entering into new geographic markets like Delhi, Goa and Pune, to name a few. Not only that, we are also planning on introducing a variety of different international liquors, apart from ciders, to India.

How would you describe your products’ USP and differentiators?

Our Ciders are 100% vegan, naturally gluten-free and contain the nutrients of apples. So, we fit right into the consumer’s changing lifestyle. The F&B industry is transforming in response to the shifts in the consumer’s changing lifestyle and preferences. With the rising digital mediums, the consumer is now open to variety and is keen on trying new brands and exploring new tastes as well.

While a host of microbreweries in India have Apple Cider Beer on their menu, the taste, texture and ingredients used differ vastly from the classic



vegan apple cider that is produced internationally. Our products are directly imported from these international brands that have been brewing perfect ciders over generations now.

What is your strategy for increasing your retail outreach in the HoReCa segment?

Our main strategy focuses on making our product available at all restaurants, which have an audience that matches our product’s profile. Our secondary strategy also targets those institutions that cater to our prospective buyers. We are continually looking at increasing our product’s outreach with the help of a structured marketing plan, which includes events, sponsorships and offers.

How do you assess and evaluate the emerging new trends and developments that will shape and influence the consumption of your product category?

As the cider product category is new to the market and there aren’t any other international cider brands in India, we keep a check on how consumers respond to our ciders through our feedback mechanism. We then look at developing the brands under our portfolio, accordingly. For example, after we launched our first product – Sheppy’s Classic Draught – we saw that the majority of the audience was looking for something fizzier. That’s when we launched Three Oaks Cider, which is a perfect fit for the mass Indian palate.

Going ahead, what are your future business goals and targets?

Apart from creating a pan-India cider drinking market, I’m also looking at venturing into other beverage categories and new craft drinks similar to ciders in India. It’s definitely going to be an exciting journey for Morgan Beverages in the coming months. ●●





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


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“We’re Coolberg – a zero-alcohol beer brand – and proudly Indian”



Pankaj Aswani, Founder and CEO, Coolberg, speaks to *FoodService India* about how the brand has successfully introduced and created a market for a non-alcoholic drink that has the taste, texture and aroma of beer, and offers a trendy solution in the alternate beverage space.

We are working on building the category of non-alcoholic beer in India. And there is a vast playground for this category.

What is unique about your beer brand?

Brand Coolberg was launched in 2016 with the vision of catering to a new category of drink that is modern, trendy and aspirational. In a market where cola or fruit-flavoured fizzy drinks are prevalent, we provide an alternate beverage to what’s available in the market.

Dressed up in strong 300 ml glass bottles, with a packaging design that appeals to the eye, Coolberg’s 7 flavours are a treat for every taste. We take pride in getting our products right, with just the right amount of sweetness, brewed impeccably in a natural base of hops and malt, and a fizz that’s just enough to pleasantly tantalize your taste buds. This Coolberg experience will soon be available in a 250 ml can as well, which will help cater to a different target audience and consumption opportunity.

Though our products are alcohol-free, as far as taste is concerned, our Malt variant could pass off as real beer in a blind test, while our Java Malt variant would tease the taste buds with a lingering aftertaste of coffee. With 5 additional crafted flavours, we cater to every taste – Cranberry, Ginger, Strawberry, Peach, and Mint.

Which consumer segments and markets are you targeting?

Coolberg is targeted at the teetotalers and the occasional non-alcoholics looking for a pleasant respite from the currently available beverages in the non-alcoholic space. Our products cater to every taste – from the bittery bursts of malt to the zesty zing of ginger – and so we’re not targeting any specific gender. We have a pan-India presence and Coolberg is currently available in 70 cities across India.

What makes you so sure of your brand’s success?

The very essence of beer is the taste, texture and aroma. In the absence of alcohol, getting the brew to taste like beer is a challenge. With our flagship flavor – malt – we have been able to crack it and qualify as beer for the beer connoisseurs. Our other flavours are similarly crafted and have set a benchmark for taste and texture. What sets Coolberg apart is the quality, sure. But the larger differentiator for us is the pursuit of perfection.

What is your strategy for increasing the retail outreach in the HoReCa segment?

Our products are the right fit for HoReCa and provide a delightful consumer experience and blend well with different cuisines. The malt variant, for instance, would complement a loaded cheese burst pizza. Or a mint would go just right with a lavish biryani on a leisurely afternoon at a restaurant. In a way, Coolberg and great food add a mutual value to enhance the gastronomical delight that our consumers crave.

What new trends and developments will influence the consumption of your product?

Currently, the non-alcoholic beverage segment is devoid of choices for a beverage that straddles a premium imagery and an authentic taste. This void is very much palpable in the everyday life of our target audience. Going ahead, this gap is going to be more obvious than apparent, and we’re geared up to fill it.

Going ahead, what are your goals and targets?

We are working on building the category of non-alcoholic beer in India. Operating in this segment calls for an in-depth consumer understanding. And we believe that there is a vast playground for this category. Backed by our understanding of the consumer psyche and lifestyle, our product has a consumer-centric USP, that aims at adding value to their lifestyle quotient. Going ahead, we aim at adding more HoReCa partners and strengthening our distribution at a pan-India level. ●●



Harnessing on quality products



VIJAY KUMAR BUDHRAJA, MD & Chairman, Holyland Marketing Pvt. Ltd., spoke to *FoodService India* about how they have built a strong lineage of 25 years as a brand for its customers and how the products stand out in a competitive market.

“ We have been a professional brand since the past 25 years. Golden Crown products are tried, tested and approved by professionals. ”

Tell us about your company and its products.

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 130 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. Our product range includes Canned fruits and vegetables, Culinary and Table Sauces, Flavour Enhancers, Bakery ingredients, Spices, Herbs, Honey, Jams, Ketchups, many Imported products like Pastas, Olives, Coconut milk, Candied fruits, Milk Products etc.

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.

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.

How do you see your product category and / market segment evolving?

The market of processed foods is bound to grow in India. India is one of the biggest agro producers. We are seeing a shift in consumer behavior. Consumers are willing to try new products and various variants. The customers have also become more exploratory and prefer variety which has led to many different kind of cuisines. To enable restaurants to service that variety we try to ease procurement by bringing everything under one roof. At present we have ingredients for many cuisines like Indian, continental, Thai, Chinese, Italian, Mughlai and for bakeries and cafes.

What is your marketing strategy and sales strategy?

We believe that understanding customer requirements is the key to success. We have a close knit HoReCa community which helps us understand the commercial kitchen requirements. We not only focus on providing standardized and quality products but also focus on ensuring that our products are available at competitive rates across India. The same is achieved through our huge network of distributors. The company also owns and operates 5 depots to ensure seamless distribution across – making product procurement easy and hassle-free. ●●



India's First and Only Master of Wine

Master of Wine Sonal Holland is India's most accomplished wine professional. The first Indian to have been bestowed with this prestigious global title, she has won numerous awards in her incredible journey to become the only Master of Wine in a nation of over one billion people! She speaks to *FoodService India* about how she chanced into the world of wine, her pursuit of excellence, and all that it took to establish her reputation in her chosen line of work.



Tell us how you came into this profession?

My journey into the world of wine was unexpected. I was pursuing a corporate career with a multinational Fortune 500 company. Though I enjoyed wine, the thought of following this passion as a profession grew slowly on me. I began to see the opportunities that existed in the then nascent Indian wine industry and made a strategic shift in my career to explore this further. My singular aim then became to be the first Master of Wine from India.

Tell us of your journey to becoming India's first certified wine master?

As a rank outsider to the industry, I started off on the arduous journey to become India's first Master of Wine. This is the most prestigious title in the world of wines, awarded by the Institute of Masters of Wine in the UK. But to attempt this feat, I had to first embark on a few years of early studies, including the 2-year flagship Diploma in Wines from the London-based Wine & Spirit Education Trust (WSET). Thereafter, I applied to the Institute of Masters of Wine in London and was the first Indian to be accepted on the program.

But these accomplishments were not easy to come by. As a woman and an Indian, with little access to the global wine industry, I was perceived to be at a disadvantage to my global peers. However, with the unstinted support of my family, I persevered on this journey for six long years, which required an immense investment of time and finances, keeping me away from home for long stretches of time. This sacrifice weighed tremendously on my mind, but it strengthened my resolve too. Finally, in 2016, it became a reality. I joined an elite club of only 378 Masters of Wine across 30 countries, of which only 131 are women.

What did it take to establish your reputation in this profession?

Dedication to your craft or profession and a great work ethic speaks for itself. My resolve, since I first stepped into the country's AlcoBev industry, has

been to educate, enthuse and entertain consumers about drinking wine responsibly – demystifying it for a larger audience that perceive wines as esoteric and intimidating.

Even before earning the title of the first Master of Wine, I have been working tirelessly towards creating excellence and developing India's wine industry by introducing ground-breaking initiatives. The Sonal Holland Wine Academy, in association with the London based WSET, has completed a decade-long innings in providing world-class wine education to luxury hotels and the trade. Our consumer-based initiative – a Mumbai-based Wine Club – is an enthusiasts-only club that encourages the appreciation of wine through invigorating activities and events. The India Wine Awards have been conceived as an independent, authoritative and transparent award that recognize meritorious wines and enable informed consumer choices.

What is the most challenging part of your job?

As India's first and only Master of Wine, I aim to be a role model for young aspirants looking to make a career in beverages. It also gives me great joy to see women taking rapid strides in this field, which has traditionally been male-dominated. I use every opportunity to share my understanding of wine with others, influencing a huge number of people towards enjoying the drink, responsibly and in moderation. Nothing is more exhilarating than to meet like-minded students and professionals and enthusiasts who share a deep passion and enjoyment of wine.

How can experience and versatility help restaurants in creating customer loyalty?

A deep knowledge of wine regions, grape varieties, wine styles, quality levels and knowledge of the best producers that offer the best value and excitement in a particular region is a starting point to draw up a wine list that resonates with the diners. Today, wine forms a greater part of the entire dining experience and it needs to be holistically drawn out, to tie in

WINE PROGRAMS LIFT F&B EXPERIENCE AND RESTAURANT'S REVENUE

One of the most exciting developments in India is that the diner today is experimental and is craving for novel and unique experiences. This is evident from the global Michelin Star chefs putting the country on their maps for culinary prowess and curated beverage experiences offered by restaurants across India.

Discerning customers expects nothing less than a well-articulated and an authentic dining experience that surprises the visual and olfactory senses, while

pleasing the palate. What restaurants require today is a carefully curated wine list, which pairs wonderfully with the food, offering fabulous selections from across the world and superb value at every price-point. A good wine program will also take into consideration aspects like fine crystal glassware and staff / manager trainings to enhance the diners' overall experience. Wine has an opportunity to play an integral part in augmenting the dining experiences for the

guest and therefore must be taken up more seriously by the food and beverage establishments.

"For putting in place a fine wine program, you need to have some basic guidelines. I like to refer to the acronym 'GREAT' when describing an exciting wine program. It is one that offers Good quality wines at Reasonable prices; it offers unique Experiences whilst paying Attention to details and undertaking regular Training programs. Whilst all

other elements are self-explanatory, it is important to emphasize that attention to detail refers to, among others, the use of high-quality wine accessories like crystal stemware, decanters and other service equipment. This goes a long way in enhancing the overall dining experience and in making wine and food enjoyable," explains Sonal Holland.

A high quality wine program also increases revenues and profitability for a restaurant. "In

my previous role as Corporate Head – Wine and Beverage – at a well-known hotel chain, I designed and executed the wine lists for restaurants across the group, engaging wine-centric events for the guests, hosted exclusive dinners, and worked on revenue focused collaborations within the industry. During my tenure, the wine and beverages department observed a 22% to 25% increase in the revenue. This is a testament to the impact that a good wine program can have," says Holland.

with the narrative of the food. Of course, it goes without saying that it has to fit with the budget of the establishment. A good mix of boutique labels, premium iconic producers and some value wines that are rotated frequently are an asset to any restaurant. The sommelier or wine professional drawing up the menu brings in his personality, expertise and contacts to the table. Communicating this very nuanced approach to the customer helps foster loyalty, knowing that the diner is part of something special.

As a country, how can we create more informed wine professionals with the necessary skills?

Beverages that are crafted through human skill, knowledge and love are incomparable. And each wine is a labor of love. A grape has to be hand-picked at the exact time to be crafted into a perfect wine. The wine maker is an alchemist, who has a deep understanding of the grape, the terroir and the way of nature, and thus wine is rightfully known as the drink of Gods.

In the past few years, more enthusiasts, students and professionals are sharpening their skills to get ahead in this field. Wine education, more on-ground activities with wine, and a continual dialogue with policy makers with a view to ease barriers to entry and production, increased investments in infrastructure and distribution will also help give a boost to the industry. Through the Sonal Holland Wine Academy, we are happy to be contributing to this revolution. We offer world-class, internationally recognized WSET-certified wine education to aspirants and beverage professionals working in the hospitality, airline and the restaurant business. We are currently ramping up our education efforts to cover more cities in India and are soon to launch Wine Ambassador programs for those looking for specialization in certain wine regions or countries.

How do you see the potential of wine in India?

As a wine professional, I believe it is a great time to be in India. The economy is growing strongly and people's aspirations for a discerned living

are growing exponentially. Wine sits well within a consumer's context of fine indulgences. In a country of over one billion people, with nearly half a billion above the legal drinking age, less than five million people consume wine, placing India among the lowest per capita consumption in the world. The opportunity available to us is mind boggling.

Do you think wine programs and promotions are set for a fresh lease of innovation?

Absolutely. I am hugely optimistic. The Indian wine industry has delivered a 14% compound annual growth from 2010, making it the fastest growing alcoholic drink in India.

The Millennial wine drinkers in India are keen to try new and different styles of wines on a regular basis as the beverage assumes a definitive place in their overall drinking repertoire. And the female wine drinker in India is on par with male drinkers in terms of how frequently they consume wine, propensity to spend on a wine and attitudes towards wine drinking.

Add to this potent mix the rising disposable incomes, rapid urbanization and changing lifestyles, and we expect growth to accelerate rapidly. The growth of home-grown wine labels and the availability of quality imported wines is spurring consumer interest in vino, leading to a shift in consumption. In this dynamic environment, restaurants and hotels need to draw up wine programs, which are increasingly unusual, taking interesting approaches to wine.

What are latest trends in your trade?

In India, wine is being viewed as a healthy, sophisticated beverage as compared to other alcoholic beverages, and this fact is influencing customer's consumption in the country. Also, premiumization of wines continues, while wine tourism to districts beyond Nasik is catching on. Globally, wine can be bought online; however in India, gourmet stores are changing the game by offering experiential shopping and access to high quality wines. ••



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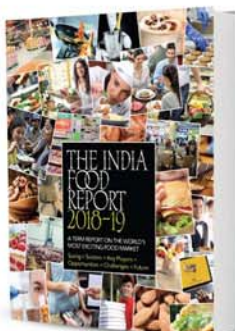
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