

10 MARKET UPDATE

New openings, product launches, awards, events and industry news to keep you up to speed with HoReCa sector



42 CLOUD KITCHEN

F&B Sector Cooks up a New Recipe to Beat High Rentals

Why it makes sense for F&B brands to hitch their star to the cloud kitchen wagon.



44 COFFEE SOLUTIONS

Digitizing the coffee business

F&B operations with the digital tools can help get the most out of your coffee business. Think: optimized processes, reduced service costs, increased turnover and, of course, excellent coffee in every cup.



46 NRAI

Advocacy Issues Before NRAI; Anurag Katriar takes over as President of NRAI; Interview with Karan Kapur of K Hospitality Corp.

22 COVER STORY

Pizza & Pasta: A Global Culinary and Cultural Staple

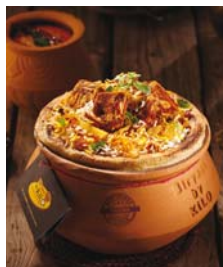
Pasta and pizza are the world's favorite fast food today. Even in India, we eat it everywhere – at home, in restaurants, on street corners. How did these dishes – so closely associated with Italy – become a staple of so many tables around the globe? The reason pasta and pizza have been so successful is because people like it in terms of them being a cultural phenomenon and not an industrial phenomenon.



50 CONCEPT

A farm-to-table ramen success story

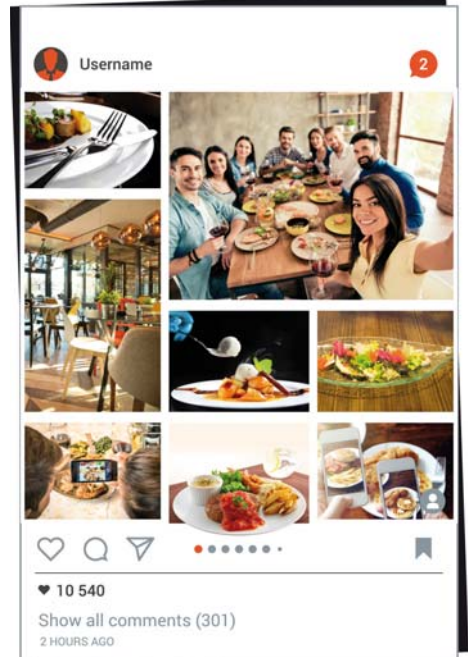
Paris is home to a one-of-a kind ramen institution – Kodawari – whose delicious French twist on traditional ramen recipes have won it international acclaim.



54 FOOD TECH & DELIVERY

Biryani by Kilo's sustainable approach

The founders of the premium online biryani chain speak about the fresh and sustainable concept of the brand, about promoting Khansama style of cooking, and the challenges of making customers understand its USP.



56 MARKETING

Restaurants opt for 'Instagram-friendly' interior design approach

In today's world, the sure shot way of promotion is through the new word of mouth – the word of social media.