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VOLUME NINE • ISSUE FIVE

Trade Journal for the Hotel, Restaurant and Catering Industry

SEPTEMBER-OCTOBER 2019 • ₹100 India Edition



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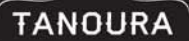
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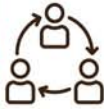


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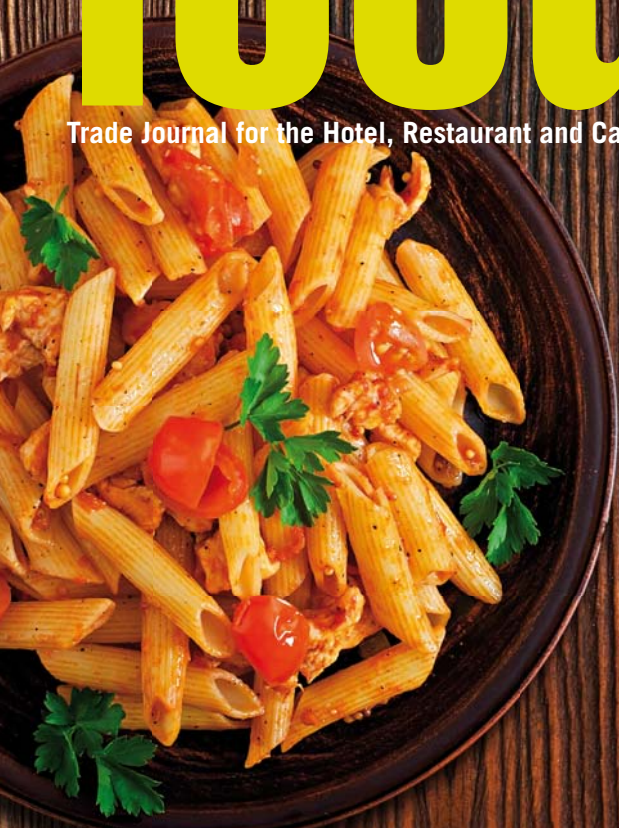
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Leading chefs across India weigh in on how these Italian dishes have become the world's favorite fast food today

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CLOUD KITCHENS

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Will dining out lose ground in our digital age? I don't think so, even though take-away and delivery services in particular are gaining ground. Delivery services provide a certain demographic with a fast and efficient food service, but I believe that restaurants also provide an experience for traditionalists and enthusiasts, who will continue to support the industry long into the future.

We shouldn't underestimate the overall dining experience afforded by a brick and mortar restaurant. We can see convenience and guests who are strapped for time being a major trend in the market today. So, offering an engaging dining experience today calls for always maintaining the ethos of 'never let your takeaway business interfere with your restaurant guests' experience'. After all, a restaurant can also provide a take-away and catering service, but not the other way round. Restaurants should therefore position themselves more as a household brand offering a premium family dinner experience.

In terms of foodstuff, demand for 'green' items are on the rise. Consumers today have become more conscious of mindfulness, health, well-being and environmental issues related to both food production and food consumption. In general, people are now asking more questions about their own eating behaviors and food choices. Restaurants should come forward to provide for a lot more healthy, vegetarian and vegan options, mostly because today's diners are gravitating towards this approach to cooking and eating. To meet this growing demand, restaurants need to become more mindful about sourcing products such as seasonal salads and local produce.

So, have a broad menu on offer but encourage the guests to choose greener options more often. And continue with your menu innovation to help guests make a 'greener' choice. Restaurants that strive to become a place where guests are assured of tasty and healthy treats and where they can be spoiled by motivated and engaged hospitality professionals, will prevail and survive in the digital world.

Amitabh Taneja

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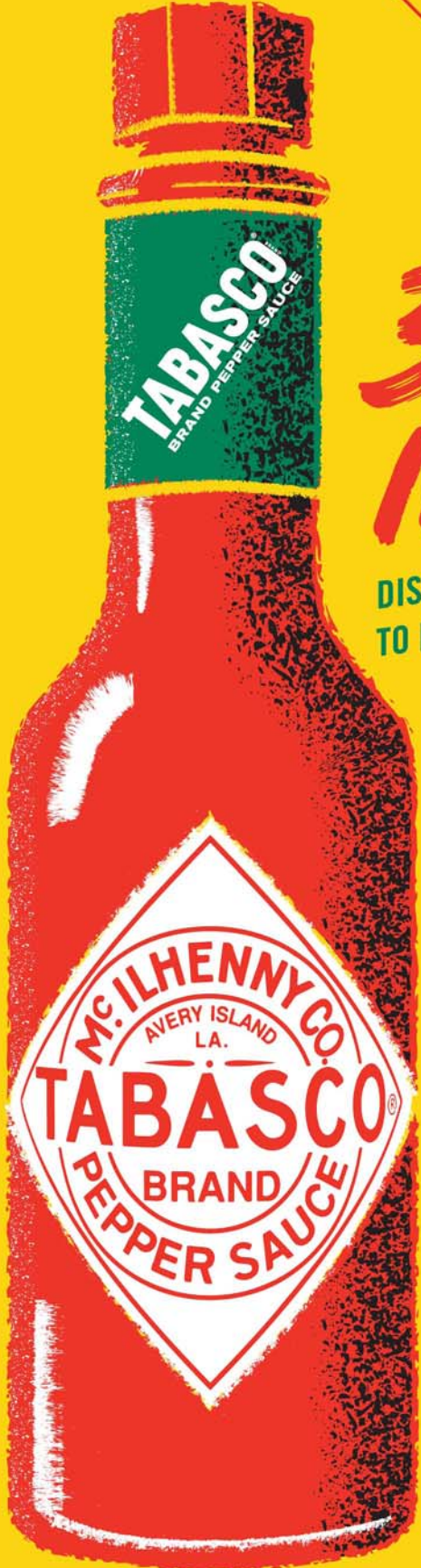
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VINEGAR

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Pizza & Pasta: A Global Culinary and Cultural Staple

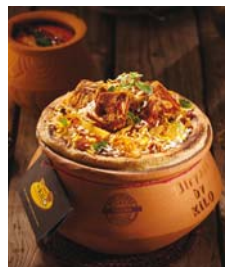
Pasta and pizza are the world's favorite fast food today. Even in India, we eat it everywhere – at home, in restaurants, on street corners. How did these dishes – so closely associated with Italy – become a staple of so many tables around the globe? The reason pasta and pizza have been so successful 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

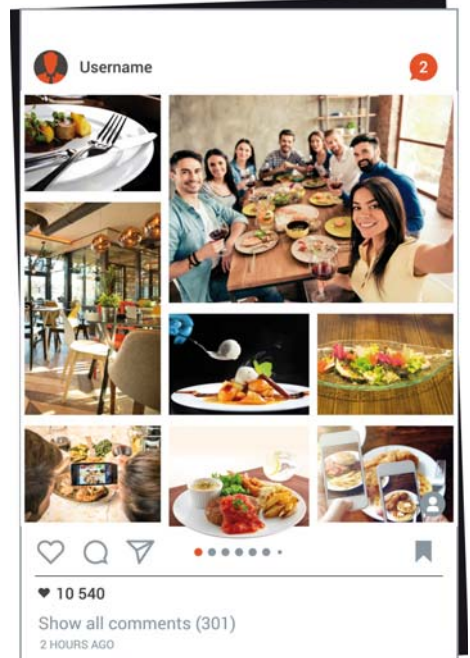
Paris is home to a one-of-a kind ramen institution – Kodawari – whose delicious French twist on traditional ramen recipes have won it international acclaim.



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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.



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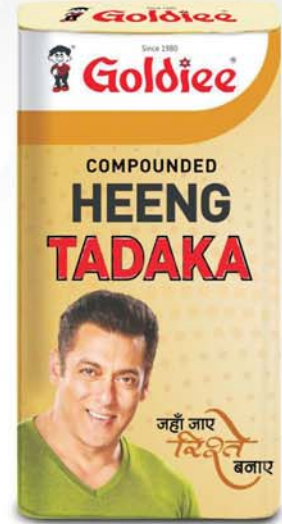
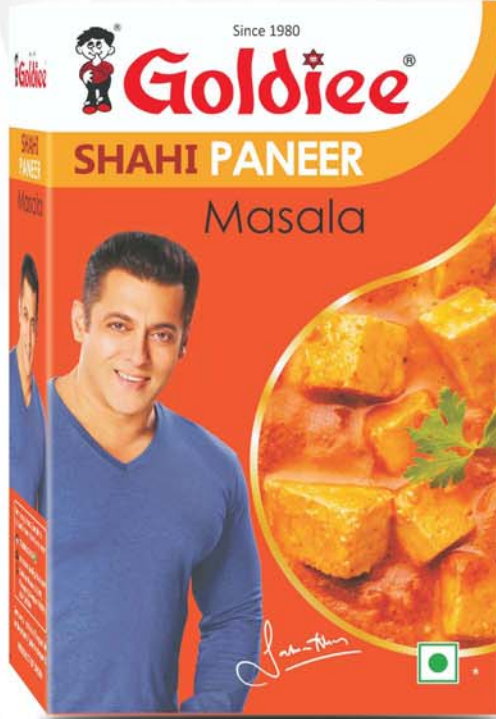
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MARKET UPDATE

What's new in the Food Service sector

NEW OPENING

The Marketplace in Delhi brings 11 mini restaurants under one roof

➤ “The Marketplace”, a new restaurant that opened in Kirti Nagar, west Delhi, boasts of being the first restaurant to have 11 mini restaurants under one roof. “From the chaat of Delhi 6 to the pasta of Rome’s streets, from the curries of north India to the burgers of America, from the best of Beijing’s Chinese to Lebanese shawarmas, from the steamy momos in Nepal to chilling cocktails, we have it all and more, with our own twists and twirls,” says owner Shivam Sehgal.

The 11 mini restaurants or food stations inside The Marketplace include: • Kung Fuud – Sushi the way they do! The delectable Sushi

Dynamite Roll is ready for you just the way you like it accompanied with your DIY meal bowls; • Yalla Yalla – The Lebanese food station, tempting you to crunch into its delicious dishes like the falafels and juicy shawarmas; • Brooklyn Bridge – Relish burgers and wood-fired pizzas with fries and nuggets bar; • Ciao Europa – At this station, get your own customized pasta. Choose from a variety of salads and cheese; • Hungry Monk – Ticking your taste buds with pan-fried dumplings, to schezuan veggies to Shanghai chicken, the Nepalese counter has it all; • Angeethi – Lip-smacking flavors include traditional biryanis with a modern twist,



galoutis and a range of curries and tandoor starters; • Utsav – Every month the counter rotates with different regional cuisine. Starting with “Gunpowder Utsav” and moving to the celebration of Punjab; • Supreme Chaat – This station includes golgappas and palak patta chaat; • Paan Banaras Wala –

Here, you can relish the best of paan varieties; • Shugga – Come and dig into Indian desserts, ice stone kulfi and bakery items. Taste the special rasmalai in unique chocolate and rose flavors; • Mrs. Sippy – Cocktails like the Gossip, High Heels and LBD are all available at this bar station.

Mannrangi in Mumbai opens doors to gourmands wanting India’s varied regional cuisine

➤ Mannrangi, the hottest new entrant to the Mumbai restaurant circuit, brings the true flavors of India’s varied regional cuisine to the table. Located right opposite Inorbit Mall, the restaurant’s welcoming space is an artist’s haven and it makes Indian cuisine that is fresh, light, wholesome and completely innovative.

Mannrangi offers three menus, viz. Thali Lunches (12PM – 3PM), Evening Naashta (4PM – 7PM) and Soulful Dinners (7PM – 11PM), coupled with a refreshing choice of cocktails. The expert chefs bring an international inspiration to a wide choice of Indian cuisines such as Malwani, Andhra, Rajasthani, Maharashtrian, Goan, Gujarati, Kerala, Awadhi and Punjabi, among others.

The Thali Lunches offer a different regional cuisine every day of the week, keeping the food exciting and varied. Evening Naashta offers Mumbai’s favourite snacks, from cutting chai and filter coffee to raasta sandwiches



and chaats. The Soulful Dinners are best enjoyed with the Mannrangi house music, as a choice of small plates and pre-plated entrees make way to your table. Be ready to dig right into Kashmiri Nadru Churma, Wai Wai Bhel, Subz ki Galouti, Andhra Chicken Chops, Patrani Machhi, Old Delhi Butter Chicken, Nalli Nehari Khaas, Subz Poriyal, Assamese Style Bamboo Shoot & Mushroom Steamed Rice and much more!

The innovative cocktail menu infuses Indian spices in drinks, creating exciting combinations like Rass-M-Mojito, Melonni, Imli Da Margarita, and Whisky Detox. Don’t forget to leave room for the most sensational desserts Baked Mishti Doi, Warm Shahi Tukda with Thandai Ice Cream, Masala Chai Spiced Chocolate Fondant, Moong Dal and Dried Fruit Halwa with Vanilla Ice Cream and Coconut Phirni.

Vikas Bhagat, Founder, Mannrangi, says: “The vibe at Mannrangi is modern, casual and cosy. It is designed as a hangout where people come for a good time. The music is relaxed, with Jazz dominating through the day. At nights, Mannrangi transforms to a party haven with pumping numbers and dim lights. The DJ’s beats go perfectly with our ‘chakhna’ menu to help diners unwind after a long day. Special event nights such as Bollywood, Hip Hop and Nights, will ensure that Mannrangi soon becomes the suburb’s go-to place for a unique night out experience”



The Westin Mumbai Garden City opens a new al fresco lounge

➤ The Westin Mumbai Garden City, in association with Te-A-Me, has launched its all new al fresco lounge. The new outdoor delicatessen is a space to celebrate, relax, rejuvenate or be creative in the rather confined spaces of Mumbai. The subtle nuances of the quirky flavors, zesty tea stalls and vibrant setting uplift the moods of guests as they sip on steamy brews and devour the sublime spread of delicacies. The refined open air venue offers tea mavericks mood-enhancing teas by Te-A-Me that combine a synchrony of herbs, fruit, flowers and come infused with the choicest black and green tea leaves. Additionally, an array of hot and cold brews – from coffees to milkshakes – is sure to appeal to the beverage connoisseurs.

Bayroute brings the Middle East gourmet experience to Lower Parel, Mumbai now

➤ Middle Eastern fine dine restaurant Bayroute has opened its fifth outlet at the swish Palladium Mall in Mumbai and is sure to add excitement to the Lower Parel neighborhood. This outlet is Bayroute’s largest yet, with its grand entrance and luxurious dining spaces. The tables are inspired from the bustling street cafes of Morocco where the most enticing cuisine from Lebanon, Morocco, Turkey, Greece, and Egypt is served on chic rose-gold cutlery sets. Prepared from the freshest ingredients and sourced right from the Middle Eastern souks, the expert chefs at Bayroute promise to whip up edible art on a platter.

Says **Arjun Raj Kher, Brand Head – Bayroute**, “The runaway success of our outlets in Cuffe Parade, Juhu, BKC, and Powai encouraged us to come to Mumbai’s business hub. Bayroute not only goes beyond standard hummus and falafels, it genuinely recreates the majestic Middle Eastern gourmet experience. We are thankful to our patrons all across Mumbai and hope that they will shower as much love on this outlet, as they have on others!”



Shibuii, a pan-Asian bistro and bar, brings the finest cuisines from the East to Mumbai

➤ Pan Asian restaurant Shibuii has opened in Bandra, Mumbai, with the promise of offering a fresh perspective on food and celebrating the finest traditions of the East. The 68-seater Asian bistro and bar is helmed by acclaimed culinary talent **Chef Milan Subba** who specializes in using European and Middle-Eastern modernized techniques to create a spectacular dining experience. The menu is a burst of Asian flavors with variety of Sushi, Dim Sums, Asian Curries and Chef’s Som Tam, which are available in 3 variations. The full-service bar includes signature cocktails like the not-to-be-missed Blue Pea Tini, Spiked Tea, and Cucumber Fennel Tini.

The restaurant balances the expectations of a high-end culinary experience, with the concept of affordable luxury. Drop in at Shibuii to experience Asian menu at its best and for a wonderful meal experience over lunch, dinner or brunch.



Pride Hotel Nagpur unveils Café Pride and Tangerine Lounge Bar

➤ Pride Hotel Nagpur has now unveiled Café Pride (the all-day Café) and Tangerine Lounge Bar. Pride Hotel Nagpur is one of the finest luxury hotels located in close proximity to various tourist destinations like Zero Mile Stone and Ambazari Garden making itself an outstanding 5 Star property in Maharashtra.

Café Pride, the all-day dining café, features an exquisite blend of a traditional and international menu in a casual atmosphere. The café also offers exciting breakfast buffets and other highlights. There is impressive lighting to put you in good mood. Soon, you are mesmerized by a see-through kitchen, which represents a multi-cultural cooking theater filled with heartwarming music. It’s an ideal place to meet your business associates.

Tangerine Lounge Bar has a stunning, lavishly-designed interior with an oriental-accented crystal chandelier. The Lounge & Bar is located at lobby level and is one of the best hangouts to interact with interesting people. This unique bar offers a luxurious ambience along with an exclusive choice of liquors, which makes it well worth a visit.

One can also go for the Dhaba experience at Puran da Dhaba, which has been recast in a futuristic avatar. It’s an all fun place that serves authentic Punjabi cuisine during dinner. This ethnic Indian restaurant reflects the traditional and rustic ambience. Treat yourself to a range of mouthwatering regional and tandoor dishes prepared to perfection by the master chef.

Pride Hotel is one of the finest luxury hotels providing modern and luxurious room for comfortable stay, tastefully designed banquet halls, multi-cuisine restaurants and bar, lavishing luxuries like Spa and Gymnasium and a Health Club.



Pind brings a unique rural culinary concept to Mumbai

Mumbai's first rural culinary restaurant – Pind – opened in the heart of Mumbai suburbs on 21st August. Pind is the newest offering by Priyank Singh and Rajender Bindra of BadaSaab Hospitality Pvt. Ltd (BSH) and will represent unique culinary styles from a variety of Indian villages so as to highlight their rich tradition, distinct flavors and traditional ways of cooking. "When you think of food from a Pind (meaning village), what comes to mind

most often is the traditional tandoori cooking prevalent in Punjab. When we travelled with Chef Prasad (our culinary consultant) across India, I realized that 'pind' is not only used colloquially across India, but also stands for a very sensitive and unified community sentiment. It personifies their festivals, customs and more importantly, a sense of loyalty to their kin. It is this heartfelt emotion we wish to bring forth through our restaurant, and hope that our patrons can reconnect with their roots through our food," feels **Priyank Singh & Rajinder Bindra, Founders, Bada Saab Hospitality.**

Showcasing rural India's best local cuisines, Pind offers a wide spread of dishes influenced by Indian traditions and festivities. "Pind serves a little, historic gem from every region and state. I feel that we are an age-agnostic restaurant as today's millennials will appreciate the truly comfort food served here, where the creative boundaries are not for the sake of being inventive,"

mentions **Chef Pradeep Tejwani,** culinary consultant for Pind Andheri.

Pind believes 'old habits die hard' as it gives you a colorful rural casual dining feel whilst serving desi, epicurean favorites such as • Shorbas: Adraki Dal, Palak Sang Annanas, Paya Dum • Veg specialities: Kadak Roomali, Gandheri Paneer Bhatti Da, Sarson De Phool, Subz Te Akhroth Di Seekh, Paneer Mutter Phool Makhane, Beeji ke Hathonwala Baingan Bharta, Dal Haveli, Dadi de Dahi Bhalle • Non-Veg specialities: Gabhru Chicken Bhatti Da, Kutti Mirch Walli Cheesy Tangdi, Murgh Gilafi Seekh, Adrak Te Dhania Chaap, Jhelumi Macchi Tikka, Pind De Murgh Gooler, Murgh Beliram, Mutton Haldighati, Tamaterwali Macchi, and Mutton Puran Singh. To satiate your sweet tooth, the restaurant offers various dessert options such as Aam Papad Jugalbandi, Paan Supari Makhana Malai, Motichoor Kheer, Badshao (three hulwas on a bed of kesar rabri), Shahi Tukda Sandwich and more.



EVENT

ICF's Annual Chef Awards takes giant strides in honoring culinary talent

A decade and a half ago, Indian Culinary Forum (ICF) decided and designed the country's biggest culinary awards — Annual Chef Awards — to recognize and honor the efforts and achievements of chefs. This year, the marquee event will complete 16 glorious years and the milestone will be celebrated on the occasion of International Chefs' Day on October 21 at hotel Le Meridien, New Delhi. The Annual Chef Awards along with the Chef Summit promises to be the biggest celebration of food and those who make it delectable – the chefs.

In the lead up to the scintillating show, several competitions in 10 different categories will see a participation of over 100 contestants from starred hotels and standalone restaurants. Since the Trade Tests/ culinary competition selection process takes 5 days, the competition will be held at RIG Institute of Hospitality & Management, Greater Noida, as well as the Academy of Pastry Arts, Gurugram, prior to the gala night.

Contestants will be judged by chefs and hotel industry stalwarts certified by the World Association of Chefs Societies (WACS). Noted Malaysian Chef Peter Chan will preside as the Chairperson of the jury in this year's competitions, while Chef Sireesh Saxena will be the organizing secretary.


Informing about the award categories, **Anil Bhandari, Chairman of ICF Organizing Committee,** says: "We instituted Chef Awards in the year 2004 to recognize and honour chefs for their contribution to the hospitality industry and society at large. Our top award categories include Lifetime Achievement Award, Golden Hat Chef Award, Silver Hat Chef Award, Pastry Chef of the Year Award, Lady Chef of the Year Award, and Food Critic/Writer Award."

Chef Davinder Kumar, President of ICF, says: "We have been organizing the Annual Chef Awards since the last 15 years with the objective to offer fellow chefs a professional platform to showcase, exhibit, hone their culinary skills and raise the Indian Culinary Art at par with international standards."



Chef Vivek Sagar, General Secretary of ICF, says: "The aim of Chef Award is to recognize and promote culinary excellence among the fraternity of chefs and encourage youngsters to join the industry. The platform helps chefs keep themselves updated with modern techniques that are used in kitchens across the world. This year, ICF has tied up with Tourism and Hospitality Skill Council as Skill Partner to promote and contribute to the Government's Skill India Mission by providing the right platform."

India International Hospitality Expo showcases the best from the global hospitality industry

 The second edition of India International Hospitality Expo was held at the sprawling 25,000 square metres of expo space at the India Expo Centre & Mart, Greater Noida Expressway, from 7-10 August. Billed as the biggest and most comprehensive sourcing hub for hospitality, retail, F&B, food processing, baking, housekeeping, architects, design enthusiasts, etc, the four-day one-of-its-kind hospitality event witnessed an astounding line up of trade discussions, knowledge sessions, gastronomic demonstrations, master classes, awards night, and more. The event saw an unparalleled patronage from industry stalwarts, government institutions and state ministries who came together at one platform with the vision to make hospitality industry a catalyst for economic growth and to address the successful growth of the hospitality sector.

Exhibitors, students, and audience from pan-India attended the event, which also had speakers from across the world and MSME company owners from the North-East showcasing their work as part of "Make in India" initiative. This year, the event hosted more than 650 exhibitors from the world over across broad categories of: Food & Kitchen Equipment; Food & Beverage; Furniture, Furnishing, Lifestyle & Décor; Technology; and Design & Architecture. Global brands also launched their latest products as part of IHE platform.

Chef Manjit Gill, President IFCA; Chef Devender Kumar, President, ICF; Sunil Sethi, President, FDCI; Hari Dadoo, Fair President and Hemant Sud, Chairman, Delhi Chapter IIID, contributed to making the IHE a bigger and successful event this year. With the support from top industry bodies like Indian Angel Network HOTREMAI, ARCHII, PPF, HPMF, AWSOME, FSAI, AIFPA, GHPT, ICF, IFCA, PHA and FSSAI, the show achieved a new culinary height this year.

IHE had a robust conference program with top hospitality professionals as speakers: **Himmat Anand, Founder, Tree of Life resorts; Anil Chadha, VP, Operation, ITC Hotels; Priya Paul, Chairperson, Park Hotels; Ajay Bakaya, MD, Sarovar Hotels; Rattan Keswani, Joint MD, Lemon Tree Hotels; and Sunjae Sharma, VP Ops India for Hyatt.** A series of Masterclasses were held by world-renowned chefs from India and abroad, including the likes of **Asma Khan, Hemant Oberoi, Manjit Gill, Devendra Kumar, Willi Willson, KN Vinod, Ranveer Brar and Gunjan Goela.** Other highlights included a wine sommelier training by a renowned Italian sommelier Luca Carmignani; a hospitality-inspired fashion show and an FSSAI conclave on Food Safety. The event also saw a host of competitions in the food arena, including the Young Chef Culinary Competition being held under the aegis of ICF and IHE Mixology Challenge by ScopeBev and ICF.



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Sonal Holland announces third edition of India Wine Awards

 The India Wine Awards, the country's most authoritative wine competition, will return for its third edition on October 5, 2019 at The Leela, Mumbai. This highly-anticipated annual event that brings together luminaries from India's wine and food & beverage industries will showcase and celebrate award-winning wines across multiple categories. Since its inaugural edition in 2017, India Wine Awards has firmly established itself as the ultimate guide to the best Indian and international wines available in the country. An initiative powered by **Sonal Holland, India's only Master of Wine and Chairperson of India Wine Awards**, this first-of-its-kind event stands committed to introducing more consumers to wine and to strengthening India's reputation on the global wine map.

Integrity, authenticity, credibility and relevance remain the four cornerstones of India Wine Awards. Essential to this process is inviting the industry's best and most relevant palates as judges. This year once again, the panel includes a formidable team of India's most eminent wine palates,

leaders of hospitality, and key wine and food media professionals for the 2019 India Wine Awards wine-tasting competition. Chairperson of the jury, **Sonal Holland MW**, will be joined by eminent General Managers of luxury hotels including **Parveen Chander - Taj Lands' End; Taljinder Singh - The Taj Mahal Palace Mumbai; Sanjay Sethi of Chalet Hotels; Dietmar Kielnhofer - JW Marriott Sahar; and Abhishek Basu - Leela Mumbai**. The jury panel will also comprise noteworthy restaurateurs like **Ashish Dev Kapur of Wine Rack and celebrity chef Rahul Akerkar of Qualia**; talented sommeliers like **Harish Achrekar, Abhas Saxena, Lalit Rane and Prateek Angre**; senior wine writers such as **Ruma Singh, Subhash Arora, Alok Chandra**. Senior members of media including **Namrata Zakaria from Mumbai Mirror and Smitha Menon from Condé Nast Traveler** will be joining the panel as special invitee judges.

A key feature of India Wine Awards this year will be the Food & Wine Pairing Competition. India Wine Awards is the only competition in the country that features a unique food and wine



pairing section, where nominated wines are paired with food to judge their compatibility. This year, the organizers have identified six dishes from across Indian, Asian and European cuisine, which are considered the most popular amongst diners in India. The categories for pairing are as follows: Japanese - Best Wine pairing with Sushi (choice of vegetarian and non-vegetarian); Chinese - Best Wine pairing with Kung Pao Chicken; Italian - Best Wine pairing with Pizza; Indian - Best Wine pairing with Haleem (lamb mince delicacy); Thai - Best Wine pairing with Thai Green Curry; Dessert - Best Wine pairing with Chocolate (dark and milk).

India Wine Awards is the most authoritative competition in the country led by India's most qualified and foremost wine professionals. All wines entered in the competition will be tasted blind and scored by a panel of 18 distinguished wine experts and heads of hospitality, chaired by **Sonal Holland MW**.

HPMF to host its 9th Annual Convention and Awards at Grand Hyatt Kochi



 The Hospitality Purchasing Manager's Forum (HPMF) - a consortium of purchasing managers from the hospitality industry representing star hotels, catering companies, stand-alone restaurant chains, retail chains and airlines - will celebrate its 9th Anniversary along with the Convention and Awards from 10th to 13th of October at Grand Hyatt, Kochi, Kerala. "The theme of the event is the unique concept of 'Vasudhaiva

Kutumbakam', which means 'The World Is One Family,'" informed **Nitin Shanker Nagrale, Founder and General Secretary - HPMF**.

The delegates and all other participants will experience the magical world of Kerala through cultural Shows, cuisine, visits to historical places, exotic display of produce from Kerala and ancient sports. Besides the spectacular shows, intense discussions, presentation from industry experts and highly acclaimed Corporate Speakers will address the gathering. Eminent hospitality honchos, sports persons, and well known corporate leaders have been invited to the event as chief guests and guests of honor. As always, well organized B2B meets will be the highlight of the convention too, with over 40 vendors attending the event.

The annual Procurement Excellence Awards, the first of its kind, conceived and rolled out in 2012 and now in its 7th year, will be the star of the event, looked forward to eagerly by the delegates. The honor and prestige associated with the awards are tremendous, as is the spectacular show that is a part of the event.

The major highlights of the convention are: **Intensive Two Day Conference:** The delegates mingle with the brightest minds that are constantly disrupting the status quo in the hospitality, airlines and F&B industry. They are exposed to success stories and prepare the groundwork for their and their organization's growth. They get industry Intelligence, the latest trends

in hospitality procurement, buyer preferences and path-breaking innovations from market leaders.

Worldwide 250+ Delegate Participation: Countries participating will India, Nepal, Bhutan, Sri Lanka, Bangladesh and UAE.

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Promoting the nightlife industry through The India Nightlife Convention & Awards

The 4th Edition of The India Nightlife Convention & Awards (INCA), an initiative by Kickstart Entertainment & NRAI, rolled out with its Season Opening Party at Dragonfly Experience, Mumbai, on 30th August. The inauguration of the 4th Edition of INCA, which also marked Day 1 of its Annual Convention was held at The St. Regis, Mumbai on 18th September. INCA brings together and celebrates the thought leaders of the nightlife industry across the country.

This year's INCA Convention encapsulated the ways and means towards the creation of a progressive and distinctive nightlife culture in India. The convention saw panel discussions on the dynamic and evolving nightlife culture by highlighting their prime points, journey, accomplishments and path breaking initiatives that should be introduced. The various workshops and panel discussions were held over two days and were curated to touch upon the innovative policies of this evolving industry, which contributes heavily to the nation's economy.

Aman Anand, Director, Kickstart Entertainment, said, "Even though we are now in our 4th edition of INCA, it's still equally exciting and even more gratifying to continue to receive tremendous support & participation from the nightlife industry. We have always strived to keep raising the bar each year, and this year with the support from Heineken and Chivas, we have not only achieved that and beyond, but also



Capturing the Right Beat L-R DJ Aqeel, Priyank Sukhija, DJ Akhtar, Aman Anand, Arjun Shah, DJ Akbar, DJ Clement, Aayushman Sinha, Ketan Dossa at INCA 2019

have some more engaging ideas for the next year. We had a great line-up of international speakers – Anya Sapozhnikova, Co- Founder & Creative Director, House of Yes; Michiel Tettero, Head of Music at Awakenings; Mirik Milan and Lutz Leichsenring – Founders of Creative Footprint and Vibe Lab. I'm sure INCA 2019 has been a few notches higher than all our previous editions put together."

Rahul Singh, President of NRAI, remarked, "Nightlife is an integral part of any country's cultural landscape and we are proud to present our philosophy in INCA's 4th edition." Riyaz Amlani, Co-Founder of INCA and CEO & MD, Impresario Entertainment & Hospitality Pvt. Ltd. said, "Nightlife is demographic agnostic and thereby highly inclusive, making it a big propeller for change."

Masterclass and a fine dine experience with MasterChef Australia Winner Diana Chan

MasterChef Australia 2017 winner Diana Chan was on a recent tour to India from 4-8 September as part of a CRED experience to share her expertise and inherent knowledge of the culinary arts. Diana visited Mumbai, Hyderabad, Delhi and Bangalore where she conducted a two-hour long Masterclass for the food connoisseurs and chefs followed by a fine dining experience and a personalized interaction with the audience.

The Masterclass in each city was attended by 150 people whereas 120 guests participated in the fine dine experience, the menu of which was exclusively curated by Diana herself. A lavish four-course meal paired with wine from beverage partner Pernod Ricard, and a rendezvous with the MasterChef was the highlight of the tour. Diana also demonstrated two of her dishes – Sweet Potato Churros and Pumpkin Raviolo.

Speaking about her tour to India, Diana Chan said, "It's exciting to travel across seas and know that people possess the same passion and love for food beyond boundaries and cultures. I feel privileged to be able to share my home cuisine on a global platform while also chancing on so many people who love and enjoy cooking as much as I do. I hope that it was an enriching experience for everyone who chose to be a part of it."

About MasterChef Diana touring in India for #CREDexperience, Abhay Pruthi, Lifestyle Partnerships – Head, CRED, said, "As Indians, food is a major part of who each of us are. It is a great medium to learn about different cultures and traditions, and we feel that Diana's visit to India is an important milestone in our discovery of food from different parts of the world. At CRED, we are always looking to provide our members with

experiences that aren't just exclusive, but an experience that they connect with, something that becomes a cherished memory. We are ecstatic to host Masterchef winner Diana Chan in India, and we know that this collaboration is going to be an enriching experience not just for our members, but for her as well."

Kiran Soans, CEO of Goldrush, shared his thoughts about MasterChef Diana's visit to India, "India's food landscape is evolving faster than ever and it's no longer only about taste but about a holistic culinary experience that includes quality produce, innovative techniques and pleasing aesthetics. In this scenario, premium luxury brands are extremely responsive to collaborations with celebrity chefs to create engagement activities for their existing and potential customers. Diana's visit to India will




certainly result in a number of such collaborations and we at Goldrush are anticipating them to be fruitful for her and the brands alike."

Following her win at the 9th season of MasterChef Australia, Diana Chan has found immense success in the culinary world and has worked with numerous brands designing menus, hosting events, inventing products, writing columns, et al. Her pop-up restaurant Chanteen in Melbourne has also received an overwhelming response.

MENU INNOVATION

Hyatt Centric MG Road Bangalore's new menu showcases an innovative take on the local cuisines

 Hyatt Centric MG Road Bangalore has introduced a new menu at their bespoke restaurant, The Bengaluru Brasserie. The multi-cuisine menu, curated by **Head Chef Manish Uniyal**, focuses on classic plates with a modern interpretation. The dishes are local to Karnataka and has a whole section dedicated to healthy and nutritious food. The dishes on the eclectic menu are created from fresh, locally sourced ingredients. The 'Native Inspired Plates' section features dishes like the healthy Millet Wrap, Kodava Fish Curry served with red rice, Kori Gassi or the Mangalorean chicken curry

served with set dosa, and the very popular Bisi Bele Bath and Pandi Curry.

For those looking for more classic options, the menu is packed with burgers, pizza,



wraps, sandwiches, pastas and risotto. The Asian fare section has unique dishes from across the continent like the Hainanese Chicken Rice from Singapore, the Thai Kaeng Karee and the popular Nasi Goreng from Indonesia. The 'Indian Affair' section features old acquaintances like the Dum Biryani, Mutton Roganjosh and Dal Makhani.

The menu also has a separate segment dedicated to healthy eating. The special wellness section has an array of dishes that are low on calories and tailored to suit varied palates. There are a variety of salads made from native and holistically grown produce, cold pressed

juices, smoothies and shakes rich in antioxidants that boost the body, mind and spirit. Comfort food like the Sorghum Khichdi and dishes like the Broiled Chicken with Olives and Pan-Seared Barramundi are healthy and pleasing to the taste palate.

Speaking about the new menu, Chef Uniyal says: "The menu offers a unique journey through south India and Asia, working with natural oils and locally grown fruits and vegetables. Focusing on holistic mind-body wellness, special wellness dishes are our endeavour to provide healthy meals that offer variety, vibrancy and great taste."



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Lee Kum Kee inks a partnership with Berco's to roll out new dining menu

To promote and celebrate Chinese culinary culture in South-East Asia, Lee Kum Kee, a century-old ethnic enterprise, partnered with Berco's, an oriental cuisine restaurant chain from India, to organize a Chef Engagement Program. The program aimed at engaging the chefs in India and demonstrating the usage of Lee Kum Kee products in enhancing the flavors of authentic oriental dishes. Berco's also announced the roll-out of a new menu over the course of the next two months, which would include specialized dishes inspired by the program and Lee Kum Kee products. This menu would be available only for diners during their dine-in experience.



Chef Chan Ki Hong – an experienced international F&B consultant chef and also a renowned celebrity chef – represented Lee Kum Kee at the event and prepared a host of dishes with **Chef Bose** from Berco's. Talking about his experience, Chef Chan said, "The authenticity of Chinese and other oriental cuisines have their base in the method of preparation and quality of the ingredients. With a heritage spanning over three decades, Lee Kum Kee sauces and condiments have gained worldwide repute and the trust of millions of customers as high-grade products. Through this program, we have successfully highlighted different oriental recipes based on our premium sauces and condiments. These recipes have been specially created for the Indian palate but without compromising on the originality of oriental flavors."

On inking the partnership with Lee Kum Kee, Berco's Chef Bose said: "We, at Berco's, have always been committed to delivering genuine experience of oriental dining to our customers across various outlets in the country for nearly four decades. Our partnership with Lee Kum Kee is yet another endeavor in the similar direction. During the course of the event, we have exchanged a great wealth of culinary knowledge, which will be utilized for creating a new, specialized menu that will be rolled out in another couple of months. We look forward to delighting our customers with exciting new dishes that are created to deliver unparalleled gastronomic experience."

PRODUCT LAUNCH

Tablez opens 2nd outlet of Cold Stone Creamery in Mumbai

Tablez, a leading organized retail group, has opened a new outlet of Cold Stone Creamery – the iconic American ice cream brand – at Oberoi Mall in Mumbai. This is the 23rd store of Cold Stone Creamery in India and the 2nd in Mumbai after a great response from the earlier launched outlet at Oshiwara. The brand plans to expand its horizons to Viviana Mall, Thane and few more outlets by the end of the financial year in the city.

Completing 31 years this year and with a presence in over 30 countries worldwide, Cold Stone Creamery is a force to reckon within the ice-cream industry. A pioneer in hand-crafted ice-cream with delicious ingredients, Cold Stone Creamery has been a trend-setter and is well known for its innovations, especially in crafting the creamiest and 100 percent

vegetarian ice-cream products. Ice cream lovers in Mumbai will experience the newly launched black currant, strawberry and sweet yogurt flavours this monsoon at the store.

Speaking on the launch, **Adeeb Ahamed, Managing Director, Tablez**, said: "It is a great pleasure to expand in Mumbai after receiving a warm welcome from our first

outlet at Oshiwara launched earlier this year. We believe that Cold Stone Creamery experience will address the rising expectations of our customers by providing them with the latest ice-cream flavors and trends."

Cold Stone Creamery offers a perfect blend of Indian elegance and international standards with its amazing in-store experience. It helps

customers indulge in a wide spectrum of innovative flavors of ice-cream. Cold Stone Creamery's trained crew guides the customer through different aspects of the experience, right from choosing the flavors and suggesting the mix-ins to giving the 'Ultimate ice-cream experience'. Crew members at Cold Stone Creamery are well trained in not just serving ice-cream, but they also break into songs, dance and juggling the ice-cream to entertain the guests.

Cold Stone Creamery offers "Signature Creations" – masterpieces in ice-cream and the bestsellers across the world, along with "Create Your Own" concepts where ice-cream is customized for each guest by combining a variety of mix-ins. The store also offers signature ice-cream cakes, shakes, smoothies and sorbets.



Asahi Kasei brings to Indian kitchens the Japanese way to store, cook and bake

 Asahi Kasei – a global giant in chemicals and material science with a turnover of \$18.5 billion and with customers in more than 100 countries – has debuted the Indian market with 3 offerings: Premium Wrap, Frying Pan Foil and Cooking Sheet. These products have been in use in Japan for 50 years now, a testament to their utility and quality. The kitchen accessories are a boon for health-conscious homemakers, working women and anyone else on the go. They are extremely convenient to use and save on time that can be used to pursue other interests.

Luve Oberoi, Marketing Manager, Asahi Kasei, says: “Asahi Kasei enters the market at a very opportune time as Indians are becoming increasingly receptive to innovative products especially in cooking and baking. Since our target audience is the general working class ladies and housewives in India, we have appointed celebrity Chef Amrita Raichand as the brand

ambassador for our products in India. Her focus on promoting a healthy lifestyle complements the values we endorse as a company. The experience and expertise she brings to the table is invaluable.”

The Premium Wrap comes with PVDC cling film, which is far superior to PVC or PE cling film. It keeps food fresh for a longer time and prevents moisture and smells from seeping through. It is ideal for storing raw vegetables, fruits, poultry, seafood, roti dough without any fear of discoloration or oxidization and thus eliminates any wastage of food. The Premium Wrap is available in the market at a price point of INR 250/- and on an average it can last for a month.

The Frying Pan Foil enables you to simply place a sheet of foil on the pan and start cooking. It is coated with silicone on one side, which prevents food from sticking to the foil. There is no need to use oil, which limits any additional calorie intake. Zero oil usage removes the hassle of cleaning the



pan afterwards, which saves time. It is available in the market for INR 249/-.

The Cooking Sheet can be used for baking in the microwave oven and traditional ovens as well. There is no need to grease the baking pan or tray as it is coated with silicone on both the sides and hence there is no need to wash them after use. The price point of the cooking sheet is INR 179/-.

The three kitchen supplements are available in an attractive package and render ease of use with a smart blade and carton box. The products are available in stores in Delhi, Mumbai, Pune, Bangalore, Kolkata, Hyderabad, Chennai and also online at Amazon and Bigbasket.


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Chandon launches its Brut variant for the festive season

Brand Chandon, which has its own Chandon India Limited Edition, will launch an exclusive new pack for its Brut variant as its special offering to Diwali and the end of year festive season. Swathed in the stunning combination of playful turquoise and sophisticated metallic gold, the design motifs of its Brut variant – which will be marketed as the Party Starter bottle for 2019 – are inspired by India’s royal history, majestic grandeur and stunning palaces that scale the length and breadth of this magnificent country. Turquoise is emblematic of good luck, serenity, love, while gold symbolizes illumination, courage, passion, and wisdom, a chosen pair to expertly embody the joyous, magnanimous spirit of Chandon India.

Chandon’s limited edition festive end-of-year bottle will retail for Rs.1,650 and will be available at select retail outlets and F&B partners across Mumbai, Delhi, Bengaluru, Gurgaon, Rajasthan, Chandigarh, Punjab and Kolkata, from October 2019.



Kent OTG helps bring out the chef within you

“Kent Smart chef appliances” has introduced Kent OTG-30L, an exceptional cooking appliance that ups the smartness quotient of your kitchen as it allows you to bake, boil, grill and roast food items. You can cook large quantity sumptuous food that matches the taste of the best of restaurants. The biggest USP of the new appliance is its keep warm function. Reheating the food can alter its taste and heating your food in the microwave can take away its original nutrients. The water molecules rotate rapidly in the microwave and in the food in high frequencies, which causes molecular friction to heat up food. This also changes the molecular structure in food, and as a consequence diminishes the nutrient content in the food. So to overcome this issue, Kent OTG is a perfect

alternative for consumers seeking healthier and convenient option for everyday cooking.

To offer the best cooking experience, the product is packed with other important features. Its multifunction knobs are extremely user friendly, which allows the user to cook variety and helps to control the temperature and time. Moreover the 1500 Watt heavy duty product boasts of easy to use rotisserie and convection modes for customized cooking, which can serve up to eight people at a go. Also, this extremely



durable stainless-steel sleek appliance comprises easy to maintain and clean accessories such as baking tray, tongs, crumb tray, rotisserie spit set and grill rack that makes the OTG versatile.

Commenting on the new product, **Mahesh Gupta, Chairman, Kent RO Systems Ltd.**, said: “Kent OTG is a wonder product as it allows you to bake, boil, grill and roast any ingredient of your choice. This product meets the user’s needs for an appliance that lets you explore new recipes while you cook. Its features such as control the temperature, rotisserie and convection modes lets you make dishes that beat the taste of a good restaurant!”

This high capacity and multi-functional OTG is priced at INR 7,950 and available at all Kent outlets and online on www.kent.co.in.

Low-calorie, high-protein NOTO ice cream launched in six exciting flavors

NOTO – founded by the husband-wife duo **Ashni Sheth and Varun Sheth** – that aims to disrupt misconceptions surrounding calories and taste with its brand concept has rounded up some of the top picks that satiate the ice cream cravings without

derailing a healthy diet. With a selection of six flavors – Dark Chocolate, Caramel Sea Salt, Spicy Guava, French Vanilla, Mangoes & Cream and Mocha Choco Chip – there’s something for everyone. With each tub including only 75-95 calories, 3 grams of fat, 75% less sugar than regular ice creams, a healthy helping of prebiotic fibres which is also keto friendly, this is just the ideal treat you can have multiple times a week.

NOTO is priced competitively at Rs. 95 for 125 ml tubs and Rs. 350 for 500 ml tubs. The product is available at the following retail stores across the city: Society Stores Lokhandwala and Santacruz; Noble Chemist Juhu and King’s Circle; Neelam Foodland, Bandra; W Foodiez Bandra; W Universal Pharmacy; Bombay Central Rajat stores;

Malabar Hill Kenorita supermarket; Nepean sea Road Welcome Stores; Malabar Hill Shah Provisions; Malabar Hill Eatela, Prabhadevi.

“This generation is exceedingly mindful of what’s on their plate. Diets are no longer a fad but a lifestyle. People want to eat right to feel good. We give them just that. Most people associate healthy products with bland taste and lack of flavors. This is an important insight from our survey, as we want people to know that we have done everything possible to make sure taste is not compromised just because it’s a healthy product. We’ve gone out of our way to ensure NOTO tastes just as creamy and delicious as your regular tub of indulgent ice cream,” say the husband-wife duo Ashni Sheth and Varun Sheth.





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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.

by Sanjay Kumar



Italian food is world's most popular, according to a global survey of the world's favorite foods. An international YouGov study asked more than 25,000 people across 24 countries which of 34 national cuisines they had tried and whether they liked or disliked them. The figures revealed that pizza and pasta were among some of the most popular dishes in the world, with Italian cuisine receiving an average popularity score of 84 per cent across all the countries surveyed. Considering pizza and pasta exist in the realm of Italian food fare, it's not hard to imagine this as a conclusion. The market research firm found that 99 percent of Italians love Italian food, and over 90 percent of Spaniards, French, Swedes, and Brits favored Italian food above any other foreign cuisine. Italian cuisine received an average popularity score of 84 per cent across the 24 nations studied.

How did pasta and pizza – dishes so closely associated with Italy – become a staple of so many tables around the globe? Global sales figures reflect the world's love affair with pasta and pizza. According to market intelligence agency Euromonitor, the world pizza market is estimated to reach \$144.68 billion this year with the US as the largest pizza market at \$45.73 billion.

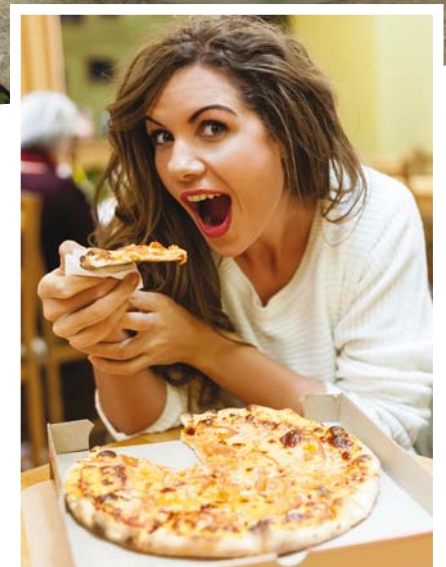
According to a research by MARC Group, the global pasta market is forecast to reach a value of over 14 billion dollars by 2023. Europe remains the largest region in the world for consumption of pasta, accounting for nearly 50% of the total consumption, the research firm said.

Another market research agency, Statista predicts the pasta market volume worth US\$20,664 million in 2019, with maximum revenue from China at US\$20,664 million. Worldwide, pasta sales have trended upwards since 2016 with Google searches for "pasta" climbing

since 2015. Pizza is trending too, with a CAGR of 1.6% through 2020 in Europe and an estimated 1 in 8 Americans eating pizza each day. Other Italian foods, such as olive oil, mozzarella and sun-dried tomatoes, never lost their appeal, with the popularity of the Mediterranean diet and Italian flavors providing testament to that.

As a result of their universal popularity, 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. According to a survey, some 47 million diners visited an Italian restaurant in 2017 for trying dishes like pasta and pizza and other new dishes. From being an unfamiliar food segment in our industry until a couple of decades ago, Italian food today has a marked presence in the market. "If you look back more even two decades ago, both pizza and pasta have had humble beginnings in India with margarita and capsicum cheese pizza in vegetarian and chicken cheese pizza in non-vegetarian being the only options available until many years later. But because they appealed to the masses, these fewer options didn't matter to people and pizza and pasta became people's favorite," says **Ishijot Surri, Executive Chef of Miniya-Turk**, a Turkish & Italian restaurant in Mumbai.

Earlier, people in India were just familiar about the native pizza and pasta flavors and tastes. But with globalization in the food industry, things changed drastically: Italian food products are now a popular segment towards which people are really inclined and Italian has become the second favorite International cuisine in the country. "Today, the options are countless with people open to experimentation. While an eggplant or pineapple pizza might be



a hit in native Italy, one wouldn't have understood the taste that it brings out when combined with cheese had the modern customer not gone ahead and experimented with the taste buds. The MNCs first introduced pizza and pasta in the country, but local companies soon jumped on the bandwagon seeing the popularity and, ever since, in addition to MNCs, more local players are also successfully present in this particular food segment," avers Surri.

Localized variations have helped to expand the likability horizon of pizza and pasta and hence they are patronized across age groups. These dishes also

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DI NATURAL VEGETABLE

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COVER STORY: PIZZA & PASTA

feature on the top of the list of party food as they are easily available, mess free and can be eaten anywhere. So, even though not everyone is lucky to tuck into a bacon-arugula sheet-pan pizza or pizza frittata and not many of us know the difference between farfalle, fettuccine and fusilli, many people have enjoyed digging into a margherita pizza or BBQ chicken pizza and slurped over a bowl of spaghetti bolognese or a plate of lasagne. Over the past few decades, technological advances have allowed pasta and pizza to be produced on a big scale. But the technology revolution has been able to do that for many other things as well. Most importantly, the reason pasta and pizza have been particularly successful is because people like it in terms of them being a cultural phenomenon and not an industrial phenomenon.

Easy to Prepare and Versatile

One of the most important things that Italian food has is its ability of versatility. Whether it's a normal occasion or a

romantic date, Italian cuisines find their way easily onto the tables. "Italian gastronomy carries with it the power of emotional moments, happiness and celebration around the table," says celebrated **chef Ranveer Brar who is also the first Indian brand ambassador of Barilla** – the No.1 pasta brand in the world and a world leader of ready-to-use sauces. Emphasizing the versatility of pasta and pizza, **Somprup Chanda, Director of Food & Beverage, Indore Marriott Hotel**, says: "Today, a pizza or pasta can be made in many different ways – from recipes that use organic, healthy dough to those that seek out quality or local ingredients. The idea is to inspire consumers to go beyond the classic and traditional recipes and try new innovative ways that are good and – wouldn't you know – low in fat too." Agrees **Saurabh Luthra, Founder of Romeo Lane cafe in Delhi**: "From authentic Italian pizzas with fresh tomatoes, basil and cheese to the fusion versions from Indian to Chinese, Mexican

and more, pizza and pasta adapt to many shapes, flavors and tastes easily."

People like simple, staple foods and Italian cuisine, especially pasta and pizza, has these qualities in a heaping measure. Italian food has been a global success because of their informal, relaxed style as they come at a very pocket friendly price. In India, pasta and pizza have finally found their customers with many becoming habitual consumers of these dishes. "Owing to their popularity, they also double up as comfort food when people look at eating something fancy and yet healthy. Healthy, because their popularity has made the food service industry take extra efforts to use healthy ingredients like wheat instead of refined flour to cater to consumers who would otherwise shy away from these products. Further, to address the questions on health benefits and nutrition associated with pizza and pasta, many restaurants have started to use whole wheat flour or gluten-free flour so that the product is savored by all," says Surri.

EXPLORE THE PASTA UNIVERSE IN INDIA WITH BARILLA AND CHEF RANVEER BRAR

Italian pasta brand Barilla – one of the major food groups in Italy operating in the business of pasta, sauces for pasta and bakery products – has partnered with popular Indian celebrity chef Ranveer Brar. As a part of the partnership, chef Brar will share his knowledge and expertise through a series of videos to enhance consumer experience by demystifying this loved ingredient and introduce food lovers to the world of Pasta. The No.1 pasta brand in the world and a world leader of ready-to-use sauces chose chef Ranveer Brar to be Barilla's partner in India with a view to strengthen the pasta culture in India and share precious tips for cooking up perfect pasta meals.

Being recognized worldwide as a symbol of quality and tradition with credibility among Italians and all pasta lovers, it was clear to Barilla that chef Ranveer Brar – with his

sheer talent and charisma – could help to bridge the food gap between India and Italy, two countries with an amazing food culture. Chef Ranveer's association with Barilla is aimed at co-promoting Italian gastronomy in India and celebrating the power of emotional moments, happiness and celebration around the table, which also happens to be the core belief of Barilla.

As a part of this association, Barilla will mount video campaigns, which will run on YouTube and Facebook. The videos featuring chef Ranveer Brar are inspired by the typical dilemmas faced by consumers when they cook pasta; right from the basics of pasta cooking to pasta as a healthy meal for families. The

aim is to share educative and gastronomic content, to enable consumers to experience new culinary adventures. Speaking on his exciting partnership with Barilla as its first Indian brand ambassador, chef Ranveer Brar said: "Italian food has always been extremely close to my heart, right from the time when I trained under Antonio Carluccio, to open the Italian restaurant 'Il Camino' in Goa. Barilla has always been the gold standard when it comes to Italian ingredients. I'm extremely happy to work with Barilla in making the goodness of pasta reach every Indian household."

Barilla, founded in 1877 in Parma, Italy, is today run



by the fourth generation members of its founding family. The company's products are intended for daily consumption and oriented to offer a proper diet through nutritionally balanced products. Barilla owns 42 production facilities (14 in Italy and 28 outside Italy) and exports to more than 100 countries across the world, including India. Respecting its principles and traditional values since its foundation, Barilla makes huge investments in research, innovation, technology and communication and has become one of the most respected food companies in the world – a symbol of a true Italian experience.



Once regarded as calory-heavy and shorn of healthy benefits, pizza and pasta are increasingly having a healthy makeover. "Pizza and pasta are also a great source of nutrients and provide a good source of daily intake of proteins, i.e., fat, saturated fat, fibre, calcium and lycopene; however, this is an aspect that we have to educate the older generation," says **Chef Vishal Atreya, Managing Partner, The Pump House, Bengaluru**. Such health-related initiatives by the foodservice industry are spurring the growth of pasta and pizza sales. The initiatives are also thanks to the fact that consumers have intuited that pizza and pasta dishes can be part of a healthy diet. One way people are doing so is by opting to eat a range of healthy ingredients — from olive oil to whole grain pasta and sun-ripened produce.

Although people have been attracted to the taste of Italian cuisine for centuries, they're now recognizing it for its health benefits, too. "At Indore Marriott, thin crust pizzas are the highest selling with a huge demand because these are not available at most places and are usually freshly baked. Also calzone pizzas are gaining popularity these days as they can load in a huge amount of stuffing and have been newly introduced to the Indian food market. As far as pasta is concerned, penne, fusilli, farfalle and spaghetti are always in high demand. Apart from these, other types of stuffed pastas have also gained popularity. Ravioli, agnolotti, and capeleti have also been seeing an enormous popularity," notes Chanda.

People have become experimental and the young generation believes in making pizza and pasta a comfort food, which is resulting in more visits to such restaurants. This trend is prompting more innovation and new trends to enter the menus to serve the regular and

repeat clients. Italian cuisine in India is now more varied than being about just a plain cheese pizza or pasta and this trend is visible more often on the menus. Innovative pastas such as Ametriciana and homemade stuffed Olivetti can be seen on the menu. Pizzas such as calzone, meatball pizzas have also found popularity with Indian customers.

Put simply, the popularity of Italian food and that of pasta and pizza comes down to taste and nutrition. Though good on their own, it's the way the ingredients in Italian dishes are combined that really sets the food apart. "Balanced", "light", "fresh" and "simple" are all commonly used to describe Italian cuisine mainly because the ingredients and preparation methods are minimal, time-tested and designed to showcase natural flavors.

How Brands and Manufacturers Can Drive the Pizza-Pasta Market

Whether cooking pizza and pasta at home or ordering off a menu, consumers like that they can easily recognize exactly what they're eating. Food brands and manufacturers can appeal to this desire for simple foods by shortening ingredient lists and cleaning up labels, including through the use of clean label preservation. This may include the addition of top-quality ingredients — something that could earn a front- or back-of-pack callout — as well as the use of natural flavors to produce an authentic savory taste.

Ingredients that supply good taste to Italian cuisine are often packed with vitamins and nutrients. Olive oil was perhaps the first healthy fat recognized



by consumers, and the large quantities of fresh produce that go into sauces and spreads can make even indulgent items healthy. Aligning with the consumer trend of "eating the rainbow" as a way of guaranteeing good nutrition, many Italian dishes are now multicolored, owing to the range of fresh, minimally processed ingredients. Going ahead, one thing that's for sure is: Consumers will continue to seek out such ingredients in the name of good health.

Brands and manufacturers can also enhance brand recognition by adding positive claims on front of pack that include the name of ingredients positively related to health, such as olive oil. Attributes such as "simple", "fresh" and "natural" can be emphasized to showcase the nutrition of the diet. There may be increased consumer appeal in products that are formulated to include fewer ingredients viewed as unhealthy and more ingredients perceived as being more healthy, such as organic and non-GMO offerings.

In the pages ahead, we share with you the thoughts and views of leading chefs, restaurateurs, and F&B professionals across the country on the growing popularity and scope of innovation in pizza and pasta for the foodservice sector.

Bringing the world ingredients to your kitchen



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PIZZA AND PASTA NOW COME IN MANY LOCALIZED VARIATIONS

Why pizza and pasta are popular with the consumers: Indians enjoy food and are open to any cuisine – Regional, National and International-like Continental, Chinese and Italian. Talking about Italian food, pizza and pasta are the most popular products that enjoy great customer demand in India's foodservice industry. Customized according to Indian tastes like paneer tikka pizza, chicken tikka pizza, malai boti pizza, Chettinad pizza or makhani pasta, these localized variations have helped to expand the likability horizon of pizza and pasta and hence they are patronized across age groups. They also feature on the top of the list of party food as they are easily available, are mess free and can be eaten anywhere.

Pasta is a healthy and tasty option as it is made available in wheat and other organic ingredients. Also, the presence of tomato, cheese and the addition of an array of vegetables like bell peppers, mushrooms, olives, etc, in these dishes have helped children get used to eating and liking many veggies.

Fast foods competing with pizza and pasta: Indians' penchant for food encourages them to experiment; hence, in addition to our own cuisine, we have embraced a whole lot of International foods, some of which have been Indianized to match our taste palates. North Indian food like chat, including Sev Puri, Bhel Puri, Dahi Papdi Chat, Ragda Pattice, Chole Bature; South Indian delicacies like Dosa, Uttapam, Medu Vada, Idli; Arabian delicacies like Shawarma; American food like Subs, Burgers, a variety of vegetarian and non-vegetarian sandwiches, French fries; Mexican Nachos and Sizzlers; and our good old Chinese Noodles, Fried Rice, and Momos as well as Indianised Chinese with Paneer Chilli and Chinese Bhel are some of the most sought after

fast foods consumed across age groups at QSRs and casual dining outlets.

Potential of pizza/ pasta products when compared with other fast foods: India is among the fastest growing countries of the world with enviable demographics of a large young population base and increasing income levels. Hence, there are great prospects for overall consumption growth, and the segment of pizza and pasta is no exception. The fast foods industry is not a stable or a shrinking pie where each product has to fight for market share. The pie itself will expand for decades from now, albeit for minor aberrations in between. The reach of pizza and pasta is nowhere close to saturation in the Indian market, with a promise for a healthy growth in the coming years.

Health, natural and organic trends in pizza and pasta: Pizza and pasta are a favorite food for many but so much consumption of multi-purpose flour as the main ingredient for making the dough is a turn off. Even in the case of pasta, the penne, spaghetti, fusilli or macaroni are largely made of refined flour. With increasing health awareness, people are starting to avoid fast foods. However, fast foods is a huge market but ignoring the health demands of people can eventually lead the market to sink, which is a risk that the food service industry cannot afford to take.

Taking a step forward towards healthy living and addressing the consumer concerns, companies have started positioning their products in such a way that they are healthy food. The use of multigrain or whole wheat flour for making the dough, organic pasta shells, ghee or butter in place of margarine are some of the changes that have been incorporated.

Most popular products in the pizza-pasta range: Pizza has emerged as one of the

most sought-after food category over the past two decades among Indians of all age groups. From a basic margarita offering to more evolved and Indianized offerings like paneer-based pizzas to even more innovative options like burger pizza, the customer is spoiled for choice. Taking a step ahead and catering to a huge diverse population of the country, there are Jain pizzas available and, at the same time, halal chicken pizza. Similarly, there is no dearth of choices when ordering a pasta as it requires settling on the types of sauces and ingredients like lasagne, spaghetti, macaroni, cannelloni, ravioli, etc. While other fast foods like chaats, South Indian, Chinese cuisines, etc. compete with these Italian delicacies, pizza and pasta offerings occupy a truly special place in the minds of Indian customers.

Major ingredients in the preparation of pizza and pasta: What ginger, garlic and onions and wheat are for North Indian food, and tamarind, coconut and rice for South Indian food, the same is refined flour or multi-purpose flour for the dough to make the base and cheese and tomatoes for Italian food like pizza and pasta. While these form the key ingredients, the toppings for pizza – both vegetarian and non-vegetarian – are important. For pasta, the sauces that include are Marinara, Brown Butter Sauce, Alfredo, Ragu and Pesto, which can be tweaked according to tastes and the cuisine. However, we must remember that there has been considerable indigenization of Italian food over the years to suit the tastes of the Indian audience resulting in a more diversified ingredient basket for their making.

Role of toppings and other food ingredients in pizza and pasta preparations: Toppings play a major role in exuding the flavor that is expected of the dish when it comes to pizza and pasta. While, today the dough is also given much importance like using multi-grain flour for making the dough, toppings like tomato, bell papers, salami, pineapple, zucchini, mushrooms, and olives give distinct tastes that enrich the final taste of the cuisine. These, when put on a pizza base or stir fried and diced into a sauce of your taste, will provide mouth-watering tastes. Finally, a dash of herbs completes the dish.

While globally, pasta is bland and it is the toppings that give it the flavors, Indians love spices, and so in addition





to the toppings, there is a need for that extra spiciness. Using a lot of seasoning made of dry herbs like oregano, rosemary, basil, mixed with red chilies, garlic and salt act as taste enhancers and provide additional flavor.

Evolution of pizza and pasta over time:

If you see more than two decades back, both pizza and pasta have had humble beginnings in India with margarita and capsicum cheese pizza in vegetarian and chicken cheese pizza in non-vegetarian being the only options for a good few years. But because it appealed to the masses, the fewer options didn't matter to people and pizza became people's favorite. Today, the options are countless with people open to experimentation. While an eggplant or pineapple pizza might be a hit in native Italy, one wouldn't have understood the taste that it brings out when combined with cheese had the modern customer not gone ahead and experimented with our taste buds.

While MNCs first introduced pizza and pasta in the country, the local companies also soon jumped on the bandwagon seeing the popularity and, ever since, in addition to MNCs, more local players are also successfully present in this particular food segment.

So, over time, the good old pizza has undergone an evolution of sorts. Menus have expanded, varying sizes have emerged, toppings have got indigenized and, most importantly, the industry

has started catering to the affordable segment. Promos have started screaming "starting from Rs.49 only", "Meal Combo offer", "Friday frenzy with buy-one-get-one-free offer", etc. Meanwhile, the humble pasta has taken a more classy route in reaching out to the masses of India, primarily becoming a darling in the midst of a fine dine a-la-carte order.

Cuisine innovations in pizza and pasta:

Some of the cuisine innovations that have been done globally include mug pizza, meat-burst crust pizza, fried pizza, using edible gold on pizza, the pizza box pizza in which even the pizza box is made of pizza, the chocolate egg pizza, the taco pizza, etc. In pasta, there is the pasta cake that is a huge hit. A casserole made of pepperoni pizza (combination of pizza and pasta), fried lasagna, white chocolate flavored Mac and cheese, avocado pasta, fried spaghetti, fried egg with ravioli, and a combination of enchilada and Chinese noodles are other innovations that have been loved by people.

Keeping in mind the local tastes and preferences, there are possible innovations that can be put into play with pizza and pasta. While there are some who like the bland basic tomato cheese or tomato cheese and meatball pizza as is available in Naples, there are others who want that desi touch to the pizza. Kabab and paneer pizza, Chettinad pizza to touch the south Indian palate, oats pizza, mini bite pizza, uttapam pizza, pizza crackers, paneer chilli pizza, etc. are popular pizza innovations. In pasta, there is the masala pasta that is made almost like any Indian dish. While Indians are open to global food, we like our food with the spices and incorporating the same in pizza and pasta is always a hit formula.

Examples of cuisine innovations in other fast foods: Most Indian fast foods are amenable to cuisine innovation. Such examples include Chinese dosa, cheese



Localized variations of pizza and pasta, which are customized according to Indian tastes like paneer tikka pizza, chicken tikka pizza, malai boti pizza, Chettinad pizza or makhani pasta, have helped to expand the likability horizon of these dishes.

– Chef Ishijyot Surri
Executive Chef,
Miniya-Turk, a Turkish & Italian
Restaurant in Mumbai

dosa, Italian pav bhaji, Italian noodles, pani puri shots, paneer shashlik sizzlers, veg Manchurian Frankie, chocolate bread roll, etc.

Fast food concepts you like most: One must not forget that pizza companies were the true pioneers in food delivery in India and have set the gold standard on that front. They have shown to the world that it's not enough only to make delicious food, but the value is added when it is served on time. Like mentioned above, pizza pasta concepts are doing very good with the latest trends being the adoption of global flavors that have not yet been tasted, and Indianizing those flavors.

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CONSUMERS EXPECT INNOVATIVE AND CREATIVE PIZZA AND PASTA DISHES

Pizza and pasta offerings at your outlet: Foxtrot menu is the result of the first- ever chefs' collaboration from all brands in the Azure Hospitality portfolio. The focus is on hyperlocal cuisine and street food offerings, and the Foxtrot menu features comfort dishes in a unique avatar. These include some of our bestselling pizzas – the classic four cheese pizza and the fiery peri-peri chicken pizza. We also have something special for the Indian palate – tandoori tikka pizza. As for the different varieties of pasta, they include arrabbiata sauce, cheese sauce, and the all-time favorite AOP (Aglio Olivo e Peperoncino).

Best-selling and most popular pizza and pasta offerings: Our Greek chicken pizza with labneh and Arabic spices is the most popular dish. Garden fresh vegetable pizza, peri-peri chicken pizza, four cheese pizza with bacon and jalapeno and our tikka pizza are the other top-selling pizzas. In pasta section, our most popular offering is tagliatelle with broccoli and asparagus in Aglio Olivo e Peperoncino.

Fast foods competing with pizza and pasta: For street food lovers, we offer authentic aloo ragda chaat, pao bhaji with baby pao and chaupati bhel bar. Moreover, we have a wide range of kathi rolls for a quick bite.

Making pizza and pasta offerings more exciting: We use local Indian flavors to make pizzas appealing to our wide range of customers. We have added tikka, which is topped with our home-made kebab masala. However, in pasta, there is an option to select a variety of pasta and sauces.

We like to keep the food simple and unique without compromising on the flavors. We also like to ensure consistency in quality, presentation, quality of ingredients and the taste.

Evolution of pizza and pasta offerings: The market is very demanding and consumers expect us to constantly come up with innovations. We have experimented with and offer stuffed pasta and naan-base pizza and also those with different fusion toppings. But, as per my observation, a lot of



The market is very demanding and consumers expect us to constantly come up with innovations. We have experimented with and offer stuffed pasta and naan-base pizza and those with different fusion toppings.

– **Chef Sudhanshu Pandey**
Head Chef,
Foxtrot Hybrid Café - Coffee and
Cocktail Bar, Delhi-NCR

people still like to go more for the classic preparations.

Role of technology in the development of trendy pizza/ pasta concepts: Technology has become a very integral part of our lives. These advances have made an impact everywhere, and one of the places we're seeing more and more technology is in the food and beverage industry. Right from video-driven menus to the equipment for making home-made pasta, technology is impacting both back of the house and service patterns.

Most suitable eating occasion for pizza/ pasta: During lunch hours, most of the consumers at our outlet are corporate customers. Families usually come to dine in the evenings and during the weekends. However, I would say that our diners enjoy these recipes all day long.

Pizza-pasta as a snacking option versus full meal option: There are certain things in life that are liked the way they are. Similarly, from our experience, dishes like pasta and pizza should not be transitioned into a full meal option.





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THE USE OF INDIAN INGREDIENTS IN PIZZA AND PASTA IS GROWING

Why pizza and pasta are popular with the consumers: Products like pizza and pasta are quiet popular in the Indian food service industry, especially with kids and the youth. However, adults are becoming more health-conscious and avoiding fast foods. Pastas are still in demand but the choice of sauce is changing (sauces with cream and cheese are being ignored in favor of olive oil dressings, etc). The ease of availability and limited cooking time are the factors contributing to the popularity of pizza and pasta as well as other fast foods. Budget is a primary contributing factor for the high demand of pizza and pasta among teens and college goers.

Health, natural and organic trends in pizza and pasta: Today, health-conscious people are demanding whole wheat pastas, cooking in olive oil, use of low fat cheese, whole wheat pizza crust, buckwheat pizza, or multigrain pizza, all of which reflect the emerging health trends in this food category.

Fast foods competing with pizza and pasta: There's a variety of burgers, sandwiches, potato-based starters, and other fast food options primarily served in QSRs that compete with pizza and pasta. However, I see a decline in the consumption of such food by the corporate citizens of Bangalore.

Also, readymade and microwave pizza and pasta products do not have a lot of potential. As compared to the microwave products, DIY products have a lot of scope. Pasta with cream / cheese dressings and sauces is not in demand.



Customers now prefer the concept of "Make your own Pizza" instead of choosing the standard ingredients and items on the menu.

– Executive Chef Ajay Khanna
Aloft Bengaluru
Cessna Business Park

Consumers are considering healthier options of dressings and sauces like pesto and olive oil. India has a variety of street foods, which are proving very popular. Even 5 star hotels are hosting street food festivals and are seeing a positive response to such festivals.

Demand for pizza and pasta in restaurants other than QSRs and fast casuals: Pizza and pasta are popular in stand-alone food and beverage outlets. In five star hotels, there is comparatively lesser demand for such products. People are looking out for healthier options and the use of fresh ingredients in recipes is in demand.

Major ingredients in the preparation of pizza and pasta: Flour, sugar, yeast, tomato, garlic, basil, parsley, oregano, onion, salt, peppers, olive oil, olives, cheese, mushrooms, and green vegetables are the major ingredients for preparing these dishes.

Cuisine innovations in pizza and pasta: With fusion food trending, the use of Indian ingredients in pizza and pasta is becoming a huge hit. Playing with local flavors, we can look at Pizza Kozhi Roast, Pizza Lagan ki Botti, Pizza Pepper Mushroom, and many more options.

For pasta, there are innovations in the form of Ravioli Stuffed Mutton Seekh with Rogan Josh gravy, Paneer Butter Masala Lasagna, etc.

Apart from pizza and pasta, we have other fast food cuisine innovations like assorted varieties of pani-puri, and such recipes are rapidly growing at standalone outlets. These outlets serve a huge selection of fillings and waters, some even being luxury items like caviar and truffle.

Role of toppings and other food ingredients in pizza and pasta preparations: Toppings have a huge importance in the making of pizza. Customers now prefer the concept of "Make your own Pizza" instead of choosing the standard ingredients and items on the menu.

Fast food concepts you like most: Fusion food is what we like at Aloft. Items like tandoori chicken tikka pizza, tandoori paneer tikka, etc, along with pastas like paneer butter masala lasagna, spaghetti aglio olio, etc, are what we like to offer our clients while being very particular about the ingredients we use.

Most suitable eating occasion for pizza and pasta: In fact, these dishes are good-to-go anytime.

Pizza-pasta as a snacking option versus a full meal option: Pizza and pasta will always be primarily considered as a quick meal rather than a full meal. Using local ingredients that are healthy and act as a good substitute to other products is a way to get people to consider pizza and pasta as a regular meal option.



\\ FRESH ITALIAN HAND-STRETCHED PIZZAS ARE A HIT WITH MILLENNIALS \\

Popularity of pizza and pasta with consumers: These dishes have been an integral part of Italian and European cuisine with roots stretching to antiquity. Their development and evolution has taken place over centuries of social and economic changes in step with the culture and social mores of the times. It explains their continuing popularity through the ages. In the modern context, and with reference to India especially, their exploding popularity is largely due to the fact that food journalism has picked up substantially and the food blogging industry has also become big. Also, the fact that promoting the dishes of a restaurant has today become much simpler with the advancement of technology, together with the increased presence of food aggregators and the widespread reach of social media. All these factors are contributing to the popularity of pizza and pasta besides aiding to the development of food concepts.

Most popular pizza/pasta offerings at your outlet: As an all-day cocktail bar, and located in one of the poshest areas of Delhi-NCR – Aerocity – Liv Bar is visited by high-end corporate customers to travellers, expats, foreigners and gourmards who love authentic food. Being an authentic Italian and European bar, we serve our well-travelled and educated clientele authentic Italian and European cuisine along with live cocktails and live music. Easy to digest and relish, our pizza and pasta offerings can also be eaten happily by older generations as our menu is a kind



that serves simple yet flavorful food with only 2-4 main ingredients.

We are known for our one-of-its-kind hand-stretched pizzas. Called Liv Super, they come loaded with the goodness of greens – broccoli, spinach, sundried tomatoes, garlic and lemon – along with classic spicy pepperoni, Chipotle chicken, truffle porcini mushroom and rocket leaves. While these are some of our favorite pizzas, the signature pastas at Liv Bar include spaghetti lamb bolognese, fusilli mushroom with white sauce, and prawn linguini.

Making pizza and pasta offerings more exciting: We are a make-your-own cocktail bar and offer authentic pizza and pasta and other Italian and European cuisine with live cocktails and live music. Our strategy at Liv is to make food as authentic and exciting as we can. From using fresh dough to serving straight from the oven, we make our own fresh Italian hand stretched pizzas. Similarly, our gourmet hand-crafted burgers are served with exciting condiments – from green pea salad to creamy corn, spicy mayo and skinny potato chips. Our pastas are authentic European, which range from gnocchi to linguine, lamb bolognese, and more.

Popular innovations in your pizza/pasta preparations: Our menu is a selection of interesting and innovative European and Italian dishes. However, few innovations have been as popular as our Chipotle chicken on a fresh hand-stretched pizza. Another innovation is our pepperoni



Easy to digest and relish, our pizza and pasta offerings can also be eaten happily by the older generations as our menu serves simple yet flavorful food with only 2-4 main ingredients.

– Umang Tewari
Founder, Liv Bar, Delhi

pizza with a spicy twist. Guests also love our hand-crafted gourmet crispy fish and southern fried chicken stuffed in a choice of handcrafted organic buns in black, red and classic bun.

Most suitable eating occasion for pizza and pasta: Being an all-day live cocktail bar, we serve pizza, pasta and burger throughout the day. However, the maximum number of these dishes are sold for dinners and over the weekends.

Pizza/pasta as a snacking option versus full meal option: Pizza and pasta at Liv Bar are a complete experience and a full meal in itself. With our focus on the quality of ingredients along with their meal value, we try to give the best to our diners.

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PIZZA AND PASTA HAVE BECOME A COMFORT FOOD FOR MILLENNIALS

Why pizza and pasta are popular with the consumers: Pizza has become a comfort food for millennials and is a must at the table. Pizza is most versatile of all foods – it is easy to share, delicious to taste and a must for a wholesome experience.

Most popular and liked products in the pizza-pasta range: Butter chicken when topped on a pizza with cheese becomes the most inviting and convincing food item on the menu. Indian meat lovers find it difficult to part with chicken tikka and chilly chicken. At OTB, pizza all e verdure is the most popular vegetarian pizza along with Alfredo and Arrabiata being the most popular in pasta.

Cuisine innovations in pizza and pasta: With an array of pizza, pasta, and other fast food offerings, OTB serves fusion versions that range from butter chicken pizza and chicken tikka ceaser pizza to an amalgamation of American and Italian offerings like pizza pepperoni and grilled arugula. A fusion of Chinese flavors on pizza also includes the OTB signature chilly chicken pizza. Pasta at OTB include offerings like Lasagne, Arrabiata, Alfredo, Risotto and more.

Fast foods comparable in popularity with pizza and pasta: With an elaborate world menu, there is an array of exciting and delicious fast food options like burgers, sandwiches, cigar rolls, nachos, chaat, shawarmas, fish fingers, chicken wings, and more.

Making pizza and pasta offerings more exciting: Pizzas at OTB are carefully

curated keeping in mind the Indian palate and the elder generation. With signature pizzas like butter chicken, chicken tikka and chilly chicken, we offer a friendly yet delicious experience of Italian cuisine to older Indian generations as well. Using healthy and fresh ingredients in pizza makes it delicious to eat with veggies and good protein sources.

Apart from having a Chinese infusion of chilli chicken pizza that is loved by our diners, we also serve other classical preparations like the Margherita, grilled chicken, Arugula and Pepperoni. These exciting combinations of flavors are very popular with the Indian audience and other guests as well. Another exciting pizza offering at OTB is the square shaped 10-inch pizza, which is bigger and even more popular than the round ones. With a diverse food menu from the best of cuisines around the world, we serve many alluring dishes that are a big hit with our guests and patrons.

Innovations in pizza and pasta: At OTB, two of the most impactful and popular innovations in pizza have been the 'Half n Half' pizza and the 'Half Moon' pizza. These products are a delight for meat and veg lovers alike. Our Half n Half pizza gives a choice of two different pizza flavors in one. The Half Moon pizza is an amalgamation of two pizzas sandwiched together to offer a fusion of taste.

Evolution of pizza and pasta offerings over time: Pizza is an Italian dish. However, it has been adopted by different cuisines in their own interesting ways over the years. For instance, the Lebanese style is a flat bread pizza



whereas Americans prefer loaded meaty pizzas and calzones. Pan-Asian pizzas have Japanese- and -Asian toppings that include seafood whereas Indian pizza is all loaded with butter chicken and chicken tikka. The traditional wood-fire pizza is simply made with fresh baked dough, fresh sauce and organic dairy cheese with the addition of basil, to the fusion of flavors in different cuisines.

Pizza in India has gone a makeover to suit the palate of diners here. From replacing butter chicken and naan with a butter chicken pizza to chicken tikka, paneer makhni, chilli chicken and more, the offerings have evolved to meet the demands, tastes and preferences of the times and regions. With our country evolving rapidly in terms of cuisines and palates, many new styles of pizza are being accepted here – thin crust, multi-grain, gluten free, pan-Asian, etc.

Most suitable eating occasion for pizza and pasta: Pizza, being a comfort food, is mostly ordered during evenings. A time to relax and chill – the 4-8 pm window is when we sell maximum pizzas. OTB is an all-day casual café and though we are open throughout the day, we host a good number of diners in the evening who want to enjoy that time with a chilled beer, a fresh drink along with the delicacies.

Pizza-pasta as a snacking option versus a full meal option: Pizza is a meal in itself. It offers a wholesome and a complete experience – carbohydrates from the crust, nutrients from veggies and sauce, protein from toppings and fat from cheese. At OTB, our 10-inch square pizza suffice for a complete meal. With the focus on the quality of ingredients along with their meal value, we try to give the best to our diners.



Pizza is Italian but it has blended well with several other cuisines of the world in interesting ways.

– Udit Bagga
Restaurateur,
Out of the Box, Delhi



Pizzas at OTB are carefully curated keeping in mind the Indian palate and the elder generation.

– Udit Bhasin
Restaurateur,
Out of the Box, Delhi



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PIZZA AND PASTA ARE VERSATILE, EASY-TO-MAKE AND FAST SERVING FOODS

Why pizza and pasta are popular with consumers: Indian consumers patronize Italian cuisine and when it comes to gulping down pizza and pasta, Indians seem to be marching ahead with gusto. Due to their easy-to-make recipe and fast serving speed, this cuisine has gained a quite a popularity amongst consumers.

Fast foods competing with pizza and pasta: I believe that pizza and pasta have an edge over the rest of fast foods because of their versatility as they can be improvised according to the taste and palate of the diner. The costs involved in preparing these fast foods are also minimal, which again is a great pull factor. The versatility of pizza and pasta in relation to one's taste as well as the low production cost make them a crowd favorite; more so as they are available in both veg and non-veg sections, thereby catering to all kinds of consumers.

However, owing to the growing popularity of food bloggers and influencers, other cuisines are also gaining popularity with Chinese fast food being the most in demand. Right from noodles to chopsuey to Manchurians, these Chinese delicacies cater to a large audience. Other fast foods like sandwiches, tacos, and burgers are also big crowd pullers; sandwiches and burgers because of the same reason insofar as they also have the same versatility like pizza and pasta and, most importantly, can be consumed during



The versatility of pizza and pasta in relation to one's taste as well as the low production cost make them a crowd favorite; more so as they are available in both veg and non-veg sections, thereby catering to all kinds of consumers.

– Pramit Konar
Sous Chef, Sheraton Grand
Chennai Resort & Spa

any time of the day. Chinese fast food has created a niche for itself, competing with Italian cuisine. Chinese noodle, rice, and gravies satisfy many Indian taste buds; they have the same versatility and can be consumed at any time of the day.

Health trends in pizza and pasta: With the advent of the health revolution, people have started including various grains, seeds, and powdered seeds in the pizza dough and they have also started looking for gluten-free alternatives. We are also seeing a lot of alternative cheese and toppings coming in to make pizza a healthy alternative.

Demand for pizza and pasta in QSRs and fast casuals: Pasta and pizza dishes are the backbone of any restaurant, be it a casual dining coffee shop or specialty fine dining in a European or Italian outlet. These two dishes have managed to create a place for themselves as the demand for this cuisine has increased exponentially in recent years.

Major ingredients in pizza and pasta and role of toppings: Pizza and pasta are easy-to-make products, and only need flour, tomatoes and cheese. These are the three most important products for making pizza and pasta. With innovation, fast food ingredients have a huge role in

changing the taste and flavors of dishes as per the taste of people.

Toppings play a vital role because the choice of toppings portray the likes and dislikes of a customer. One can customize the pizza and pasta according to his/her preference of toppings, while the cheese adds on to the taste and texture of the food.

Evolution of pizza and pasta offerings: Pizza and pasta have gone through quite a revolution. Gone are the authentic flavors as new ingredients are added in accordance with the imagination and the palate of Indian consumers. Today, we have preparations like Chettinad pizza and tortellini in Thai green curry, which hold prominence in any food lovers' list.

Cuisine innovations with pizza-pasta: The versatility of pizza and pasta is so awesome that there is great room for innovation. This has led people to change the recipes as per the local taste and availability of ingredients. Also, in keeping with the trend of healthy eating, the use of whole-wheat, multi-grain, gluten-free, quinoa pasta pizza dough recipes are gaining ground and the flavors are changing for different consumers in different places.

Cuisine innovations in other fast foods: Being from Chennai, if I had to innovate a dish at par with pizza and pasta, I would create a set dosa taco, where the fillings of the taco will be as per the local ingredients and the local palate, i.e., chicken Chettinad, banana flower, karuveppilai prawns, etc.

The entire credit for popular cuisine innovation in India goes to the street-side hawkers who have used their creativity to make outstanding dishes from local ingredients. Evolving from that, the fine-dine restaurants have brought in much more enhancement in taste as well as quality.

Eating occasion for pizza-pasta: Lunch and dinner are the more preferred occasions, but now we are also seeing the growing popularity of breakfast sweet pizzas. I personally feel that pizza and pasta are generally looked upon as a full meal option because of the number of calories they contain and the heaviness of the dishes. The portions are quite filling and pizza has always been a go-to option for people looking out for meals.

\\ \\ PASTA AND PIZZA FLAVORS ARE CRAFTED TO SUIT ALL PALATES \\ \\

Pizza and pasta offerings at your outlet: Romeo Lane serves a wide array of scrumptious delicacies – pizza, burger and pasta – with a twist. Our offerings include concept burgers and pastas like homemade ravioli, spaghetti aglio e olio pasta, Alfredo, to pizzas led by zucchini, corn and arugula, shrimp scampi, sausage n mushroom, and more.

Ways to make your pizza, pasta and other fast food offerings more exciting: Being a world cuisine lounge, we offer an alluring range of pizza, burger, and pasta. Our fast food offerings are not only toothsome but are also very inviting. Our chefs have incorporated the best of the flavors, giving a taste of the cuisine without compromising on pizza and burger cravings. Our pizzas come loaded with different toppings and with cheese.

Customer profile at your outlet for pizza, pasta and other fast offerings: As an all-day comfort food lounge and cafe, we cater to gourmands who love innovation with the finest of quality food. With our range of offerings in pizza, pasta, and burger, we attract all kinds of foodies. From serving to groups of friends to families or couples, our pizza and pasta offerings are an all-time favorite amongst all guests.

Making pizza and pasta offerings more desirable for the older generations: Food at Romeo Lane is crafted keeping the balance of flavors to cater to all palates. Older generations love eating healthy, fresh and delicious food and, at Romeo Lane, we prepare it all fresh. Our burgers contain healthy protein and toppings that come with an exciting twist. The pizzas at Romeo Lane suit everyone's palate and are a good choice for the older generations.

Most popular pizza and pasta offerings at your outlet: The paneer tikka and tandoori veggies are the signature pizzas at Romeo Lane. Other popular pizzas include quatro formaggi with herbed mushroom; meat lovers' pizza loaded with chicken tikka, buffalo chicken, Turkish chicken, and those with assorted veggies and fresh mozzarella. Arabian pizza and grilled zucchini with corn and arugula are also a big hit here.

Most impactful and popular innovations in pizza and pasta: With ingredients marrying the American burgers and Italian crusts, we have innovated with many new combinations – from a BBQ cottage cheese and grilled asparagus veg pizza to a shrimp scampi with garlic and basil cream. More examples of innovations include Arabian pizza along with pastas like keema rogan josh pasta, home-made ravioli with chicken grain mustard and spinach.

Evolution of pizza and pasta offerings over time: From authentic Italian pizzas with fresh tomatoes, basil and cheese to the fusion versions from Indian to Chinese, Mexican and more, pizza adapts to any shape, flavor and taste easily. Our pizzas are creations and adaptations of different cuisines as we use thin crusts to make pizza using ingredients from asparagus to arugula, zucchini, broccoli with cheeses of different kinds – from cheddar to ricotta, boccocini and more.

Most suitable eating occasion for pizza/ pasta: Being more of an evening delicacy, the maximum request for pizza and pasta is during the evening at Romeo Lane. However, the two dishes are a meal in itself and we receive decent orders throughout the day.



Our offerings include concept burgers and pastas like homemade ravioli, spaghetti aglio e olio pasta, Alfredo, to pizzas led by zucchini, corn and arugula, shrimp scampi, sausage n mushroom, and more.

– Saurabh Luthra
Founder, Romeo Lane, Delhi



Pizza/pasta as a full meal option: Pizzas at Romeo Lane are wholesome, delicious and a meal in itself. From using fresh and authentic ingredients to serving good quantity portions of healthy pizza, we try to make them as fulfilling as possible. We use nutritious toppings with good sources of proteins.

Essential ingredients for all commercial bakeries







FOOD AGGREGATORS, DELIVERY APPS, AND SOCIAL MEDIA HAVE UPENDED PIZZA AND PASTA CONCEPTS

Popularity of pizza and pasta with consumers: The development of healthy pizza and pasta recipes are making these dishes popular with today's increasingly health-conscious diners. Today, these dishes are attracting a lot of health freaks, conscious diners, gym junkies, and corporates, and a large number of women, kids, and families too.

Food aggregators, delivery apps, and social media have played a very important role in the development and popularity of trendier pizza/pasta and fast food concepts. From journalists to blog writers to independent influencers posting about different kinds of foods on platforms like Facebook and Instagram, pizza and pasta have become trendy and must eats today. It has become easy to promote and spread awareness about innovations and new concepts in these dishes than before.

Health, natural and organic trends in pizza and pasta: People from all segments want to eat tasty yet healthier food and this is the case with pizza and pasta as well. Also, people in older age groups are looking for food that is easily digestible and which can satisfy their taste buds without any side effect. At the same time, they want to know the name of the ingredients, its source and freshness.

We, at Red Mango, cut out the unwanted carbs from pizza and use multigrain crust, olive oil, and low-fat cheese. Similarly, our home-made pasta sauce and power-packed fresh vegetables make the dish suitable for all.

Fast foods competing with pizza and pasta: Healthy burger, sandwiches, and healthy versions of many favorite street foods today compete with pizza and pasta. At Red Mango, we have a vast menu of exciting fast foods, which includes multigrain thin crust pizza, pasta, healthy burger and sandwiches. You can get a healthy version of your favorite fast food at our outlet without any compromise on the taste. We have a special sandwich just for the protein lovers. Our "protein on-the-go sandwich" packs boiled eggs and a grilled chicken breast accompanied by home-made hummus. We have recently launched a vegan burger that is made with protein-enriched soya. It is a good and healthy option and has become a super-favorite in no time with vegans and those looking for a dairy-free product.

Most popular pizza and pasta offerings: The most popular pizza at our outlet has been the Soho 16 for its combination of mushrooms with olives and low fat cheese. Another very popular pizza offering is the Sicily for its perfect combination of ham, sausages along with caramelized onions and feta cheese. Other favorites include the tandoori paneer pizza with in-house makhni gravy and the Amritsari pizza, which comes loaded with desi butter chicken and onions. The spinach and mushroom ravioli and the mama rosa are the popular offerings from our pasta section.



Evolution of pizza and pasta over time: From flour-based pizza loaded with cheese and thick tomato sauce to pasta with endless cream, butter and cheese, traditional recipes for pizza and pasta have undergone a series of innovative and healthy evolution in order to fit the demands, tastes and preferences of modern consumers. Today, recipes that contain natural food with great taste are much in demand. Considering the ongoing health revolution, the pizza base has changed from a full flour base to whole wheat, multi-grain and gluten free crust. From cheese full of fat and calories to the use of low fat cheese and healthier toppings on pizza, the diners today enjoy pizza loaded with veggies, healthy proteins and greens like rockette and spinach. Like pizza, pasta offerings have also come a long way in terms of its health evolution. From using tomatoes, cheese and butter to using low fat sauces with more veggies and low fat, chefs today are also rolling their own multi-grain and whole wheat pasta with flavors like carrot, beetroot and spinach.

Pizza-pasta as a snacking option versus a full meal option: The multigrain thin crust pizzas at Red Mango are wholesome, delicious and a meal in itself. From using fresh and home-made ingredients to serving large portions of healthy pizzas and pastas, we try to make them as fulfilling as possible. We try use perfect combinations of toppings from the tandoori paneer with mozzarella, cottage cheese, onions, corns and makhni gravy to the keema loaded with minced lamb.

Similarly, pastas at Red Mango are wholesome and served with an in-house focaccia. With offerings like delicious shakes, coffees, mocktails, juices along with entrees from bruschetta, healthy fries and garlic bread along with plenty of veggies and good sources of proteins to the pizza and pasta served at our outlet, they are undeniably a full meal option.



From cheese full of fat and calories to using low fat cheese and healthier toppings on pizza, diners today enjoy pizza loaded with veggies, healthy proteins and greens like rockette and spinach.

— Rahul Kumar
Founder, Red Mango Cafe, Delhi

\\ USE EXQUISITE INGREDIENTS FOR AUTHENTIC PIZZA AND PASTA TASTE \\

Why pizza and pasta are popular with the consumers: Pizza and pasta are the most common fast foods these days. The growing number of small pizza places mushrooming all over the world and in India too is a proof of their popularity with consumers. Pizza and pasta are extremely popular with kids, and it is one of the most important reasons for their growing demand. Also, customers who are well versed with western food do not have many options other than pizza or pasta at least in India. Their only other option is to go for high-end restaurants that serve western cuisines.

Fast foods competing with pizza-pasta: I would go with nachos and dim sum, although Chinese food overall is the most popular fast food choice. Nachos is the only other fast food able to make its mark when it comes to Mexican food.

Prospects and potential of pizza/ pasta products when compared to other fast foods: I strongly believe that chaat, pav bhaji, dosa and kathi rolls have already made their mark in the fast food category. They not only compete with the pizza-pasta category but they are better and more penetrated in this category. In fact, pizza and pasta still have to beat this fast food category in the Indian market.

Health, natural and organic trends in pizza and pasta: I barely see any big changes in the pizza and pasta category. Though the options of whole wheat pizza and pasta are available at few select places, but there is no major impact in this category in keeping with the healthy eating trends.

Demand for pizza and pasta in restaurants other than QSRs and fast casuals: These days, people travel and eat out way more than they used to. The options of pizza and pasta are

available throughout the world and thus it certainly is something that people can relate with eating in places other than QSRs and fast casuals. Good restaurants use exquisite ingredients and are able to serve fresh handmade pizza or pasta, thus giving an authentic taste to the dishes. However, there is no doubt that these QSRs are doing way better than any other restaurant formats when it comes to fast foods like pizza and pasta. This could be due to the fact that they are easily accessible and more preferred over the other options available.

Major ingredients in pizza and pasta: These have to be cheese, flour and tomatoes that make the most important ingredients in pizza and pasta.

Role of toppings and other food ingredients in pizza and pasta preparations: Olives, mushrooms, corn, chicken, jalapeno peppers are the most in-demand toppings for pasta and pizza as they also help in enhancing the flavor of the dish.

Evolution of pizza and pasta over time: There was a time when pizza and pasta were served only in Italian eateries. Gradually, fast food chains like Pizza Hut and Domino's have come to dominate the pizza-pasta fast food segment. And now every small multi cuisine eatery has pizza-pasta on its menu and they modify the recipes as per their customer's liking. Pizza and pasta have come a long way from their tradition and roots.

Cuisine innovations in pizza and pasta: I personally don't like changing the authentic nature of any dish. It's a big no and we shouldn't even try to do it. However, people in India like their pasta to be more saucy and pizza more cheesy. Make it a bit spicy and it turns out to be their soul food.



People in India like their pasta to be more saucy and pizza more cheesy. Make it a bit spicy and it turns out to be their soul food.

– Chef Rana Mukherjee
Executive Chef, Four Points by Sheraton Mahabalipuram Resort & Convention Center

Examples of cuisine innovations in other fast foods: Dosas certainly lend themselves to a lot of innovations. There are various stuffings that go beyond the traditional – addition of cheese, Chinese sauces, exotic vegetables in the form of wraps. People have their own versions of dosa in their households too. I'll say that hands down, dosas are the most corrupted in the fast food category.

Most suitable eating occasion for pizza/ pasta dishes: In my opinion it should be lunch. Since pizza and pasta are high in calories, having them at lunch and then allowing it to burn those calories before dinner is always advisable.

Fast food concepts you like most: I would also draw attention to Chinese noodles or rice preparations. These days, you get them in neat takeaway containers and you can have it with a stir fry. It also gives you a feeling of having eaten something healthy and something less in calories. It's no doubt healthier than other fast food options.

Pizza-pasta as a snacking option versus a full meal option: I strongly believe that pizza will always be a snacking option. Though pizza can come under a full meal but then again in India food habits will not permit them to be a full meal option. So, I don't see them attaining a regular full meal status.



\\ INNOVATIVE PIZZA-PASTA INGREDIENTS ARE REPLACING TRADITIONAL ONES \\

Why pizza and pasta are popular:

From being an unfamiliar food category in our industry, Italian fast foods like pizza and pasta have come a long way. Over time, they have gone through many changes but have successfully made their presence felt in the Indian market. Earlier, people were familiar with only the native flavors and tastes. But, with globalization in the food industry, things have changed and consumer palates have come to accept many new tastes and flavors.

Apart from the fact that food like pizza and pasta is available at your table quick at fast food restaurants, pizza delivery options have also helped these foods to conquer the food market in recent times. Outlets such as Domino's and Pizza Hut have certainly influenced new customers to try these dishes and explore new tastes.

Fast foods competing with pizza and pasta: Fast foods such as burgers, wraps and rolls have a high potential to compete with pizza and pasta. But despite the wide variety of international cuisines available in top Indian cities, diners are still conservative about their food choices with most still preferring north Indian food. According to a recent survey, Indians still choose north Indian food about 28% of the time, followed by Chinese food at 19% and south Indian food at 9%. However, the survey goes on to say that Indians are warming up to western cuisine. In the QSRs and casual dining outlets, American dishes and fast food accounts for 7% of total eating out occasions and pizza and pasta at 6.2%.

Health, natural and organic trends in pizza and pasta: Ingredients such as whole wheat, multi-grain, rye flour are now replacing refined flour in pasta



Calzone pizzas are gaining popularity as they can load in a huge amount of stuffing and have been newly introduced to the Indian food market.

– Somrup Chanda
Director of Food & Beverage,
Indore Marriott Hotel

and pizza. Processed cheese is being replaced by fresh bocconcini cheese. Organic cold press oils are being used widely in cooking. Heirloom vegetables are being introduced to pasta and pizza making. The use of these ingredients do increase the final cost of the dish, but people are ready to accept and pay for such healthy options.

Demand for pizza and pasta in restaurants other than QSRs and fast casuals: Pizza and pasta are in demand in any form of restaurants as they represent Italian cuisine to the world. Restaurants these days will have pizza and pasta on their menus as they have good demand amongst Indians. There is a substantial increase in the number of Pizza Hut and Domino's outlets as well as local pizzerias in every city that show the high demand for these foods. Depending on the demand, local flavors

are also being introduced. For example, in many parts of western and central India, namkeens are being added to pizza toppings and hing is used as a tempering agent.

Most popular in the pizza-pasta range: When it comes to the popularity of pizza, thin crust pizzas are the highest selling with a huge demand because these are not available at most places and are usually freshly baked. Also calzone pizzas are gaining popularity these days as they can load in a huge amount of stuffing and have been newly introduced to the Indian food market.

As far as pasta is concerned, penne, fusilli, farfalle and spaghetti are always in high demand. Apart from these, other types of stuffed pastas have also gained popularity. Ravioli, agnolotti, and capeleti have also been seeing enormous popularity.

Role of ingredients and toppings in pizza and pasta innovations: Fast-food and snacks with a varied mix of flavors are having a major impact on Indian eating habits. There is a mélange of pizza and pasta offerings with snacks and we are seeing a lot of this trend coming together. When it comes to pizza, it's not surprising to see examples of innovative ingredients replacing traditional ingredients: like oregano replacing coriander and chili flakes replacing green chili and chaat masala. Restaurant menus now have items such as the chicken tikka pizza or pasta in makhni gravy.

In India people like to have toppings and accompaniment according to their taste buds, which also depends upon different regions of India. For example, in the south of India, they have toppings such as chicken 65, curry leaves, and podi masala. In the north, tandoori chicken, paneer, and fish tikka, etc. Toppings add to a consumer's choice and offer a sense of "fulfillment and more".

Examples of cuisine innovations in India in other fast foods: Instant noodle, chat, and dosa are a few fast food options that are seeing a positive growth when it comes to cuisine innovations. Examples of these would be Scheszwan dosa, pesto dosa, chocolate dosa, maggi cutlet, kadhahi maggi or the dal makhani maggi.



PIZZA AND PASTA TODAY ARE A GREAT SOURCE OF NUTRIENTS & PROTEINS

Popularity of pizza and pasta with consumers: Pizza and pasta are popular with guests from all age groups at our restaurant: from the small kid to the elderly – everyone loves to devour the delicious pizza, pasta & other street food served at The Pump House.

Pizza and pasta are also a great source of nutrients and provide a good source of daily protein intake, apart from fat, saturated fat, fibre, calcium and lycopene. However, this is an aspect that we have to educate the older generation.

Health trends in pizza and pasta:

Pizza can be customized according to one's preference and customers have the option to choose from a variety of healthy pizza base like whole-wheat flour instead of the regular refined flour. At The Pump House, there are a lot of healthy options available. Our pizza and pasta exude home-made authenticity. The pizza bases are totally home-made; they are thin crust and cooked to perfection.

Major ingredients in the preparation of pizza and pasta:

We use a lot of basil, olive oil, and the magnificent garlic inside the Italian goodness. All the sauces that we use in the pasta are all home-made.

Making pizza and pasta offerings more exciting: We cook to the perfection of recipes, incorporating only fresh, local, and global ingredients and serve it to our patrons with love.



Our pizza and pasta exude home-made authenticity. The pizza bases are totally home-made; they are thin crust and cooked to perfection.

– **Chef Vishal Atreya**
Managing Partner,
The Pump House, Bengaluru



Most popular pizza/pasta offerings:

Pizza vegetariana has been the most popular pizza at The Pump House. There is also great demand for the linguine pasta among our guests.

Evolution of pizza and pasta offerings:

Pizza and pasta can be easily accustomed to fit the customs and tastes of different regions. A humble flat bread with a smear of tomato sold as a street food in southern Italy evolved to become the Cheese Burger Crown Crust or, for that matter, the fish and chip, taco or hotdog pizza. In India, you will find tandoori pizza with paneer (similar to cottage cheese), while the Japanese pizza range has plenty of seafood and mayo.

As with the pizza, the globalization of pasta has led to many creative combinations that represent global cuisine.

Role of technology in the development of trendy pizza/pasta and fast food concepts:

In the era of universal connectivity and Internet of Things, new technologies are reshaping the way fast food restaurants are serving its customers. It is already evident how these businesses are responding to the



way that their customers are conducting their lives and combining technologies to create new experiences for them. Essentially, technology has helped the industry in enabling customers to receive their orders even faster; they even have the option to give their feedback instantly. And it has helped the restaurateurs to understand consumer behavior and, accordingly, introduce variants that will appeal to customers' taste buds.

Most suitable eating occasion for pizza and pasta:

As these dishes are an all-time favorite among our guests, they sell throughout the day.

Pizza-pasta as a snacking option versus full meal option:

Pizza and pasta have always been a wholesome meal. Our guests can choose from a classic version of "Spaghetti olio" to a pizza loaded with grilled vegetables or meat to make their meal more

sumptuous and fulfilling. ●●





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



As rentals in prime locations of India ‘eat up’ an average of 25-30% of a restaurant’s revenue against the global trend of 15-20%, online food delivery segment is gaining ground and is likely to cross \$7 bn in 2019. Prominent brands are hitching on to the cloud kitchen domain to save on real estate costs and power ahead on the strength of their F&B offerings alone.

by Anuj Kejriwal, MD & CEO – Anarock Retail

Real estate rentals have risen significantly in major cities like Mumbai on the back of increasing shortage of quality supply. This factor alone often leads to thousands of restaurants across Indian metros shutting shop each year. Rentals in some prime locations in Mumbai can ‘consume’ 25-30% of a restaurateur’s total monthly revenue. High real estate costs have berthed concepts like co-working and co-living in the office and residential spaces. The F&B sector came up with its own cost-saving recipe. This profit-devouring real estate cost is significant if we consider the average global trend of 15-20%. It holds true for many non-prime areas of cities like Mumbai as well. However, prime locations are obviously the lodestone of success for F&B, especially when it comes to full-fledged restaurants. Even a small food counter drawing much lower rentals can do good business as long as the brand and its offering is right for the location and its clientele.

Since they can afford the high rentals, many organized domestic and global F&B brands survive while smaller, unorganized players often have to pull out. Besides cutting down on profit margins, high rental costs also limit F&B players’ business scalability, since renting the right space requires high working capital and upfront deposits.

Cloud Kitchens to the Rescue

Given these challenges, the new concept of ‘cloud kitchens’ - which involve low operating costs

and high profit margins - is gaining increasing traction among F&B players.

A cloud kitchen - usually situated in a remote (read cost-effective) area - is essentially space where food is prepared for delivery only and has no dine-in or takeaway facilities. In many cases, small eateries come together to share a kitchen facility from where deliveries can be made easily.

Cloud kitchens reduce real estate costs as they do not require prime locations. Also, because of the fact that kitchen space is shared by many players and the production costs are much lower, the opportunity to scale up remains high.

Aggregators Bet on Cloud Kitchens

According to the Statista Online Food Delivery report for India, revenue in the online food delivery segment is likely to cross \$7 bn in 2019. Food delivery majors such as Swiggy and Zomato are constantly looking to scale up, and cloud kitchens provide the ideal opportunity to do just that.

Leveraging their core strength in technology, delivery and discount distribution, these food aggregators provide the requisite infrastructure and logistics to local F&B enterprises by way of cloud kitchens.

For example, Swiggy Access helps restaurants to set up kitchen spaces along with full

| Average Restaurant Rentals vs Cloud Kitchen (CK) Rentals | | |
|--|--|---|
| Cities | Avg. Monthly Rentals in Restaurant (INR/sq. ft.) | Avg. Monthly Rentals in CK Restaurant (INR/sq. ft.) |
| Bengaluru | 50-125 | <75 |
| Pune | 45-120 | <70 |
| Gurgaon | 70-150 | <70 |
| Noida | 50-110 | <60 |
| Delhi | 60-200 | <80 |
| Mumbai | 100-250 | <120 |

Source: ANAROCK Research

infrastructure and logistics assistance, to serve food in the areas where they lack presence.

The trend of cloud kitchens does not benefit only food delivery aggregators. Restaurant owners and caterers are now also getting on this bandwagon, with cloud kitchen models varying from company to company.

Fresh Menu has a single-brand kitchen with an online ordering system in place. Spread over 1,200-2,000 sq. ft. area, there is a single/centralised kitchen where chefs from partner restaurants come together to use the facility

- Faasos, which caters to brands like Behrouz, Oven Story, Kettle & Keg, has a centralised kitchen for these multiple brands sprawling over 1,500 - 5,000 sq. ft. area
- Swiggy Access also has centralised plug-and-play kitchens for 5-6 brands owned by the aggregator, with nearly 100-500 sq. ft. area for each brand.

Significant Cost Advantages

Cloud kitchens offer a substantial cost advantage over traditional restaurants - they require much less space and only basic interiors, and can operate out of low-visibility areas. Given this model's inherent benefits, many F&B brands have seen their revenues soar over the years, while losses and cash burns have dipped significantly.

For instance, Faasos forecast its net revenue to rise to INR 300 crore in FY 2019 (from INR 147 crore in FY2018) while its losses were almost halved in FY18. With nine in-house brands under its umbrella, Faasos currently operates out of nearly 175 cloud kitchens across 12 cities and targets to cross the 200 mark by 2020.

Cloud kitchens have proved to be a gamechanger for many such brands, saving them from the tyranny of high rentals in prime locations. The cost of setting up a restaurant in a major city starts at a minimum of Rs 10 lakh to hundreds of crores, depending on size and exact location and considering that a traditional restaurant must also offer adequate parking to be viable. 25-30% of this outlay goes towards rentals alone. In comparison, a cloud kitchen can be set up with a basic cost of Rs 2 lakh and comparatively lower rentals.



| Metropolitan Mumbai Region | | | |
|----------------------------|-------------------------------------|------------------------------------|----------|
| Micro Market | Avg. Rentals INR/ sq. ft. (Q1 2014) | Avg. Rentals INR/ sq. ft. Q1 2019) | % Change |
| Fun Republic- Andheri West | 155 | 300 | 94% |
| Saki Naka | 190 | 320 | 68% |
| Pali Hills | 250 | 350 | 40% |
| Bandra West | 300 | 400 | 33% |
| Kala Ghoda | 310 | 480 | 55% |
| BKC | 300 | 500 | 67% |
| Kamala Mills | 230 | 350 | 52% |

Source: ANAROCK Research

The above rental comparison includes only those restaurants located in relatively cost-effective localities. If we consider fine-dining spaces across high streets of major metros, the rental difference is much wider.

Rentals have been rising inexorably over the last five years, and many restaurants find them very difficult - if not impossible - to accommodate them. For instance, the popular high street markets in MMR and NCR have exorbitant monthly rentals which have risen as high as 94% in a span of five years, even though the overall business generated there may not have seen a commensurate increase.

F&B brands are betting big on the cloud kitchen format, and are looking to use it across cities. Realising its potential, other businesses such as cab aggregator Ola have entered this space. Ola currently has over 20 cloud kitchens across top cities. Similarly, hospitality major Oyo is also looking to venture into this space under an independent brand, with plans to open nearly 100 cloud kitchens over the next five years.

Cloud kitchens offer a substantial cost advantage over traditional restaurants - they require only basic interiors and can operate out of low-visibility areas.

The Future of Cloud Kitchens - Piping Hot

Going by the growing number of cloud kitchens in cities such as Bengaluru, NCR, MMR and Pune, this trend is certainly more than a flash in the pan. In fact, some cloud kitchens have also leased distressed properties that could not find takers because of their location.

Quick service restaurant (QSR) brands such as KFC are opting for no-frills delivery kitchens known as 'dark kitchens' to cater to high-service areas. Even as restaurant rentals continue to stay high in major cities, restaurant owners are opting for the revenue-sharing or equity sharing model with developers or landlords, similar to other retail formats.

Statista Online Food Delivery's India report pegs India, the country's online food delivery industry is expected to grow at a CAGR of 9.9% with a projected market volume of \$ 10.3 billion by 2023. Thus, despite the cons of less brand visibility and zero consumer interaction, cloud kitchens offer a profitable way to service this burgeoning demand by means of a shared economy where single kitchens house multiple restaurant brands - essentially functioning like coworking spaces. ••

Digitizing the coffee business

WMF and Schaerer have taken their coffee machines to a whole new level: with the integration of award-winning telemetric solutions, the manufacturers provide F&B operations with the digital tools to get the most out of their coffee business. Think: optimized processes, reduced service costs, increased turnover and, of course, excellent coffee in every cup. Curious? Read on.



WMF CoffeeConnect and Schaerer Coffee Link – these names stand for highly innovative digital solutions which provide the fully automated equipment of the WMF Group* with more intelligence and food-service providers with greater control expertise. “We aim at giving as many customers as possible easy access to the digital platforms, in order to optimally support them in the planning and control of operational workflows,” explains Viola Linke, Vice President Global Marketing GBU Professional Coffee Machines, WMF Group. So, with the exception of some introductory models – which, like machines already purchased, can easily be retrofitted – all new coffee machine models from both brands now come with the hardware for the integration of WMF CoffeeConnect and Schaerer Coffee Link as standard.

The analytic capabilities of these systems can provide those in charge with vital information for their daily management in the coffee business. Information on the state of the machine, the consumption of resources, error and service handling, task management, revenue, sales and consumption statistics, or quality scores can be accessed for each connected machine (by remote management).

In which areas can businesses benefit in concrete terms from these intelligent systems? Viola Linke names three examples:

Predictive maintenance “Based on the measurement data from the machine sensors, it is possible to measure the wear and tear of individual parts. Thus, repairs and replacement of parts can be anticipated, and breakdowns avoided. If the machine sends particular data, for instance that the brewing time is too long or too short, the repair needed can be carried out before damage arises.” **Sales forecasting** “Using the sales figures, operators can see exactly which coffee specialties generate the most sales with which recipe and at which location. This helps them to optimally adapt the placement of the machines and the product offer to the local market.” **Customer segmentation** “Through the collected data, it is possible to allocate particular coffee specialties and recipes to individual target groups and demographic parameters. In this way, the product range can be optimised or tailored further.” **Digital packages** The foodservice provider is free to decide, which exact features of WMF CoffeeConnect or Schaerer Coffee Link they actually need and wish to use. “The ‘Freemium’ package, which comes free of charge, offers all major basic applications; widerange features can be obtained in the ‘Premium’ and ‘Professional’ packages,” explains Linke. ‘Freemium’ focuses on operation and maintenance, including access to the WMF Media Pool (access to catalogues, pictures, videos, manuals, etc.), the Know-how Centre (written and video supported instructions help solve problems without having to contact customer



service) and online shop (for ordering spare parts, accessories, cleaning supplies).

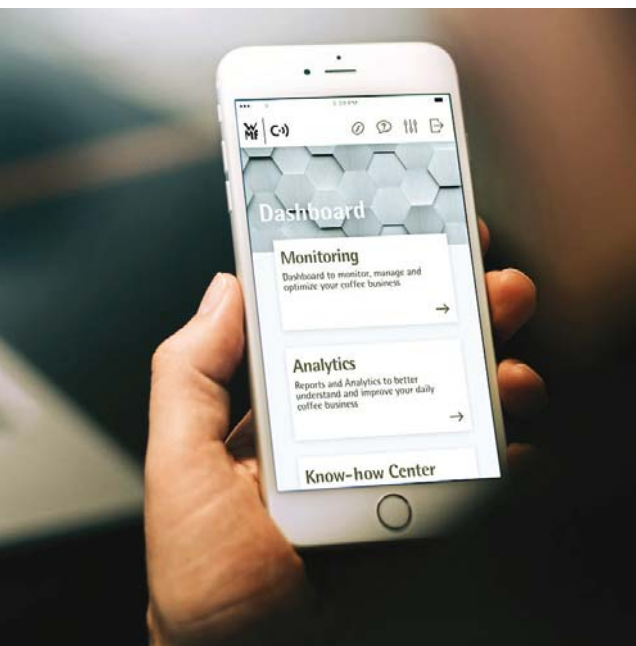
'Premium' provides functions focusing on performance management – including data and statistics on profit, consumption and peak times – and is thus ideal for medium-sized businesses. 'Professional' reflects the needs of major customers, coffee-machine operators, importers, distributors and dealers to connect with their own systems.

In addition, customers of the WMF Group can purchase consultancy services for individualised solutions in the field of data analysis and data reporting. What are the essential features of these services? "In individual sessions, using the data collected, our business analysts examine the customer's current situation and jointly define the economic potential as it relates to service, sales or procurement flows," explains the VP Global Marketing. "In this way, we can support our customers by recommending specific action, to make their business even more profitable in the course of time." So, the machinery manufacturer is de facto turning into a holistic solution provider in the coffee business.

Consistent coffee quality

Along with the optimisation of operating processes for the user, the manufacturers still keep their eyes closely on their core expertise: "The consistent quality improvement of coffee and milk froth is and will remain a permanent driver in the development of new solutions," underlines Linke. Consequently, the quality of the product in the cup is tested and controlled on two levels:

1. Intelligent sensors constantly measure and assess the coffee quality and, if need be, automatically adjust the parameters – e.g. the coarseness and quantity of the grind, the percentage of water and milk, brewing time and brewing temperature, contact pressure and the consistency of the milk froth.



WMF GROUP* PROFESSIONAL DIVISION

- **Headquarter:** Geislingen an der Steige (D)
- **Net sales 2018:** €635m (incl. hotel business)
- **Manufacturing sites PCM:** Geislingen an der Steige (D); Zuchwil (CH)
- **Employees:** 6,500 worldwide
- **WMF coffee machines:** made-in-Germany quality, standard modular machine construction guarantees optimal configuration for all requirements
- **Schaerer coffee machines:** partner for individualisation and bespoke Swissmade solutions
- **Distribution:** 71 countries worldwide; via the Group's own 10 national companies or via local trading partners.
- **Top 5 country markets:** Germany, USA, China, Netherlands, GB
www.wmf-coffeemachines.com
www.wmf-coffeeconnect.com
www.schaerer.com

**The Swiss Schaerer AG is a 100% subsidiary of the WMF Group*

2. The software systems from WMF Coffee-Connect and Schaerer Coffee Link make it possible to receive and analyse product and process data in quasi real-time and to derive potential improvements – for instance in terms of critical quality factors such as the extraction times, coffeegrind and water quantities, as well as cleaning and maintenance cycles.

Speaking of consumers: expectations of digitalisation are also growing on the customers' part: "The users expect easily operable apps, e.g. for ordering or paying," reports Linke. "E-payment is already a 'must' in some countries and will gradually become omnipresent." The solutions run from smartphone apps and QR codes to rechargeable accounts from which the price of the coffee drink in question is debited. "In general, a very wide range of epayment systems can easily be integrated into the WMF and Schaerer software," says the marketing expert.



Machines of the future

So, what will the professional coffee machine of the future be like? "Through the increasing automation of workflows, in our view the coffee business of the future will benefit enormously from low-cleaning, low-maintenance and self-learning machines," predicts Viola Linke. "If you take the Industry 4.0 concept a bit further, in the segment of fully automatic machines, full-automation will take over all major work stages for the user."

According to Linke, 'pay per cup' could develop into a totally new business model in the coffee business: "Here customers pay WMF and Schaerer for the use of the machine per drink sold. Such models are only possible with digital telemetry systems, since they assume that the manufacturer receives precise information on the customer's sales figures." So, things will remain exciting in the coffee machine business! ●●



Advocacy Issues Before NRAI

Goods & Services Tax (GST)

NRAI keeps reiterating the necessity of Input Tax Credit (ITC) for the Restaurant Industry. Further representations have been made to the Centre for bringing the ITC back for Restaurant Industry in India. The Association has been making dedicated efforts in order to get Dual GST rate, i.e., existing 5% without ITC and a new rate of 12% with ITC for the industry. Removal of ITC for restaurants is not only curbing growth of this otherwise promising sector but hurting it badly. Unfortunately, this is the only industry which has not been given this benefit.

Online Food Aggregators

NRAI is actively lobbying with the DPIIT & CCI for putting in place a code of conduct for the online food aggregators around exclusives, deep discounting, promoting own brands and data masking for creating a level-playing field for all.

Policy Formation for Food Trucks

The culture of Food Trucks is widely prevalent in countries like the USA & Australia. They offer an inexpensive and mobile way of bringing a variety of foods to the discerning customers. NRAI is in talks with Ministry of Road Transport & Highways (MoRTH) to consider framing of suitable standards for Indian entrepreneurs so that additional employment and revenue is generated to the respective state governments and city Municipal Corporations by having legal

food trucks of different sizes / categories. The Association also proposes to keep Food Trucks in the "Transport Vehicle Category" with taxes, as applicable to commercial vehicles of the same class and weight.

NRAI CIRCULARS

Issue of FSSAI Licence and Registration in case of unattended applications

Members may note that if a licence is not issued within 60 days or the applicant has not received any intimation of inadequacy, then the applicant may commence his food business and the concerned licencing Authority shall not deny the applicant to commence such business.

FSSAI's official website for Food Licencing & Registration

There are some websites deceptively similar to the website of FSSAI, whereby Food Business Operators are offered services to obtain License / Registration certificates on payment of certain amount which is normally more than the amount of fee chargeable as per Food Safety and Standards (Licensing and Registrations) Regulations, 2011. Food Business Operators are advised that while applying for license / registration, etc and before submitting personal details, it must be ensured that only the Food Safety and Standards Authority of India's official website is used – <https://fssai.gov.in> or <https://foodlicensing.fssai.gov.in>

Anurag Katriar takes over as President of NRAI



Anurag Katriar, Executive Director & CEO, deGustibus Hospitality, took over as the new President of the National Restaurant Association of India at its 37th Annual General Meeting held in New Delhi recently. The appointment was made unanimously after the tenure of Rahul Singh, Founder & CEO, The Beer Café, came to an end.

Expressing gratitude to the Managing Committee on his elevation to the role of President, Katriar said, "I would like to thank the Managing Committee members in bestowing the trust in me to carry forward the 37 years legacy of our Association. I will strive to lead the Indian Restaurant Industry into a new era of prosperity, participation and positive perception, which advances and safeguards its entrepreneurial spirit. Our collective passion and shared spirit of hospitality will enhance the quality of life that we serve."

Outgoing President Rahul Singh said, "I am really proud to announce appointment of Anurag Katriar as the new President of the NRAI. With fresh ideas, new enthusiasm and excellent business acumen, Anurag will undoubtedly take the association and its endeavors to new heights." Rahul Singh completed the two year term as the President of NRAI this September. He will continue serving on the Managing Committee.

The National Restaurant Association of India in its 37th Annual General Meeting (AGM) also announced a major reshuffle to its Managing Committee. New appointments made to the Managing Committee include: AD Singh [Managing Director, Olive Bar & Kitchen Pvt Ltd]; Aditya Ladsaria [Co-Founder & Director, ALP Retail Pvt Ltd (Chai Break)]; Amit Arora, (CEO & MD, Buddy

Retail), Chapter Head, Gurgaon; Amit Roy (Partner, Shilton Hospitality); Aseem Grover (Director, Big Chill Cafe); Gauri Devidayal (Founder, Food Matters India); Kabir Advani (Managing Partner, Berco's Restaurant); Manu Chandra (Chef Partner, Toast & Tonic, The Fatty Bao & Monkey Bar; & Executive Chef, Olive Beach), Chapter Head, Bengaluru; Pranav Rungta (Director, Mint Hospitality Pvt Ltd); Priyank Sukhija (Chairman, First Fiddle Hospitality); Rachel Goenka (Founder & CEO, The Chocolate Spoon Company); Rahul Kumar (MD & CEO, Red Mango India); Rahul Leekha (Director, Coffee by DiBella); Rahul Singh (Founder & CEO, Beer Café); Riyaz Amlani (CEO & MD, Impresario Entertainment & Hospitality Pvt Ltd); Rohit Aggarwal (Director, Lite Bite Foods Pvt Ltd); Sagar Daryani (CEO, Wow! Momo), Chapter Head, Kolkata; Samir Chopra (Chairman & Founder, CybizCorp (Carls Jr); Sandeep Anand Goyle (Director, Essex Farms (P) Ltd.); Santosh Jindal (Director, Jade Garden Restaurants & Resorts Pvt Ltd); Sharad Batra (MD, Batra Brothers (Cafe Delhi Heights); Thomas Fenn (Partner, Mahabelly); Varun Tuli (Managing Director, Yum Yum Cha); Vyoum Ghai (Director, Royal Eastern Hospitalities (P) Ltd.); Zorawar Kalra (Founder & Managing Director, Massive Restaurants Pvt Ltd)

The new Managing Committee also elected the Office Bearers for the tenure 2019-21. Kabir Suri, Co-Founder & Director of Azure Hospitality and former Delhi Chapter Head, was elected as the Vice President. He owns and manages brands like Mamagoto, Dhaba by Claridges, Speedy Chow, Rollmaal, Mamapaati and Celeste Food Services. Amit Arora, CEO & Managing Director of Buddy Retail was appointed as the Head of NRAI Gurgaon Chapter. He is the man who has made Buddy Retail what it is today. Having worked in a wide range of areas like IT, Operations, Sales and Marketing, Retail, Financial Services, Investment Banking and Oil Fields; he is equipped

NEW OFFICE BEARERS OF THE NATIONAL RESTAURANT ASSOCIATION OF INDIA:

President: Anurag Katriar (Executive Director & CEO, deGustibus Hospitality)

Vice-President: Kabir Suri (Co-Founder & Director, Azure Hospitality)

Honorary Secretary: Pratik Pota (CEO, Jubilant FoodWorks Ltd (Domino's)

Honorary Jt. Secretary: Nitin Saluja (CEO, Sunshine Teahouse (Chaayos)

Honorary Treasurer: Manpreet Singh (Director, KS Hotels Pvt Ltd)

SPECIAL INVITEES:

Nishit Pandey (Senior Director - Alliances and Corporate Affairs, Hardcastle Restaurants Pvt Ltd)

Rahul Agrawal (President, Barbeque Nation)

Himanshu Mehta (CFO, KFC India)

Karan Tanna (Founder CEO, Yellow Tie Hospitality & Head of NRAI Youth Committee)

NRAI FLAGS SERIOUS ISSUES CONCERNING ONLINE DELIVERY AGGREGATORS

While closely interacting with several restaurateurs and food service operators during the course of the #logout movement from Dine-in platforms, NRAI received widespread complaints and concerns from Members, Associations and Restaurants across India regarding the lack of transparency, deep discounting and abuse of dominant position by the online delivery aggregators. This issue has a special impact on the growth, employment and sustainability of thousands of small restaurants and start-ups in the country.

In order to bring parity and safeguard the interests of small restaurants, NRAI has sent letters to all the four major online aggregators (Swiggy, Zomato, Uber Eats and Food Panda) to resolve the serious concerns raised by the large standalone & chain restaurants, smaller players operating in micro-markets across India and the fast-growing cloud kitchen entities.

As the voice of the Indian Restaurant Industry, NRAI initiated #logout movement from all the Dine-in platforms across Food Service Aggregators (FSAs) to give restaurant industry freedom from aggregators who have distorted a vibrant marketplace by aggressive discounting and predatory pricing. After the successful 11 day movement, Dineout, Eazydiner, Nearbuy and Magicpin have agreed to rejig their product to eradicate the menace of deep discounting and are now working closely with NRAI to find a sound and practical solution to resolve the problem at the earliest. However, Zomato has unilaterally stopped engagement with NRAI on this subject.

with a lot of experience in various capacities. He has previously worked in numerous leadership roles with leading brands like Infosys, J&J, GM, Reliance Retail, Merrill Lynch, and Halliburton.

Congratulating the new team, Katriar said, "NRAI wants to work with the Government and authorities as a cohesive unit to promote the Restaurant Industry. Valued at INR 4,23,865 crore, our industry is the third-largest after retail and insurance in the services segment, according to the NRAI India Food Services Report 2019. It generates a direct employment of 7.3 million people, and so there is a very urgent need that the government take note of its socio-economic impact, place it on the high priority sector list, and bring in the required reliefs in order to unleash the true potential of this most promising and dynamic sector. We've been successful in many of our endeavors but there's a long way to go. The new body will take up issues affecting each segment with the relevant authorities nationally, locally and hyper-locally".

NRAI's 37th AGM was attended by Rahul Singh from The Beer Café, Anurag Katriar from deGustibus, Kabir Advani from Berco's, AD Singh from Olive Bar & Kitchen, Priyank Sukhija from Lord of The Drinks, Riyaz Amlani from Social, Pratik Pota from Domino's, Inderjeet Singh Banga from Pirates of Grill, Nitin Saluja from Chaayos, Aditya Ladsaria from Chai Break, Gaurav Karnani from The Grid, Rahul Agrawal from Barbeque Nation, Sharad Batra from Café Delhi Heights, along with many other prominent restaurateurs.

| No. of logged out restaurants | |
|-------------------------------|-------------|
| Ahmedabad | 34 |
| Bengaluru | 348 |
| Chennai | 2 |
| New Delhi | 231 |
| Dubai | 1 |
| Gandhinagar | 1 |
| Goa | 6 |
| Hyderabad | 8 |
| Jaipur | 33 |
| Kolkata | 107 |
| Lavasa | 10 |
| Mumbai | 466 |
| Navi Mumbai | 156 |
| Pune | 236 |
| Vadodara | 153 |
| Pan-India | 871* |
| Total | 2663 |

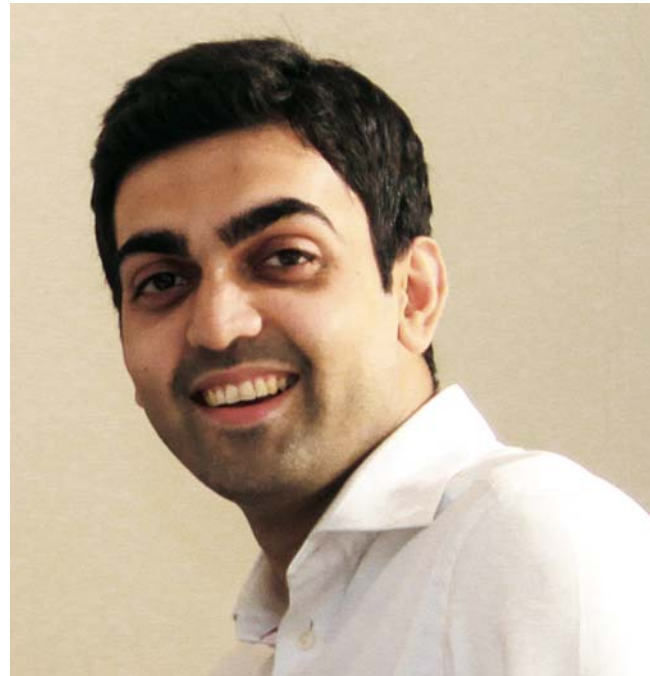
As of early September, Zomato

Gold had only 4169 restaurants, a sharp fall from its original 6500+

Source: NRAI; *includes NCR; numbers as of early Sept.

400+ outlets across 19 cities in India, and counting

Karan Kapur currently heads the hospitality and food services verticals of K Hospitality Corp, which comprises Indian cuisine, lifestyle F&B platforms, and the banqueting & catering vertical. A young and dynamic entrepreneur, he shares his thoughts with NRAI about the growth and positioning of his restaurant brands, their expansion plans for the future and the strategy to take Indian cuisine to global audiences.



Please take us through the journey of your company. Tell us about your restaurants.

K Hospitality Corp was founded in 1972 by the late JK Kapur, with a single Indian restaurant in Mumbai. Over the past four decades, the organization has grown into a hospitality and food service organization with 400+ outlets and 6,000 employees with a presence across 19 cities in India. K Hospitality Corp currently operates across diversified verticals in the F&B industry spanning travel retail, restaurants, bars, cafes, food courts, banqueting & outdoor catering, large scale F&B venues, concession management and corporate food services, and proudly served over 26 million people last year.

Charcoal Concepts was founded by K Hospitality Corp in 2018 as its Indian cuisine platform vehicle to take Indian flavors to the world. Under Charcoal Concepts, there are three distinct categories:

Contemporary Restaurants: Copper Chimney is the leading, contemporary Indian restaurant brand, serving flavors, ingredients and dishes with influences from the undivided North of India since 1972.

Experimental Bars & Eateries: which take the form as Bombay Brasserie, an eclectic and innovative all-day bar and eatery, leading the evolution of Indian cuisine; and Bombay Borough, its international counterpart.

Fast Casual/Delivery: as seen via our soon-to-be launched brand Tamarind Tiger, a strategic global foray into the Indian fast casual market.

Charcoal Concepts is also launching new Indian and Indian inspired formats such as Punkah House (launching in India), Gully Kitchen (launching in the UAE) and Street Club (launching in India), which will all roll out over the coming year.

Could you please elucidate on the expansion plans for your brands in India and overseas?

Charcoal Concepts is focused on taking Indian cuisine global. With significant investments in infrastructure, we're aiming to introduce patrons to our award-winning range of distinctive recipes, flavors and concepts in India and abroad. As part of our growth strategy, Charcoal Concepts recently acquired all the previously franchised Copper Chimney outlets from the Everstone Capital owned Pan India Food Solutions (erstwhile Blue Foods), and has rebranded and launched these under the Charcoal Concepts umbrella to great success. We're aiming to consolidate our leadership position and scale across India, the Middle East and the UK in the short term. The brand is scaling fast and is on track for opening a restaurant each month this coming year.





What was the idea behind the recent acquisition of all franchised units of Copper Chimney?

The franchise buyback of Copper Chimney is reflective of K Hospitality's and, in turn, Charcoal Concept's aggressive growth and expansion strategy to take Indian cuisine to global audiences. We are doing this by building on Copper Chimney's leading position in the contemporary Indian cuisine space in the country. We have already implemented several innovations through investments in food, design, and our teams to introduce our patrons to the award-winning range of distinctive recipes and flavors as well as a brand-new experience at Copper Chimney outlets, going forward. The results are visible and very encouraging as we now plan to extend the strategy to new outlets in India and abroad, under the new business vertical, Charcoal Concepts.

What factors do you keep in mind while deciding the menu in your restaurants?

Our menus are designed keeping in mind our customers first, and following that up with a look at distinctive flavors, consistency, diversity of palates, and new steps forward for the cuisine. We follow that up with a rigorous process on the back-end to ensure it sits into the operating model for each brand.

What are the challenges of the organized restaurant industry in India? How can they be resolved through the NRAI?

The organized restaurant industry is going through a transition phase and it will continue over the next few years as the impact of the new tax regime flows down. We do see rentals coming down in the next few years, which will enable a more sustainable platform for restaurant operators in the future. NRAI has helped tackle licensing and other governmental changes through an organized platform to represent the industry, and we are happy to be members through our parent company, K Hospitality Corp.

You are one of the core committee members of NRAI India Food Services Report 2019. What are your views on the 4th edition of the research report?

The NRAI India Food Services Report 2019 helps guide a lot of small, medium and large companies as they understand where the Indian market and the Indian consumer is moving. The report would help form a strategic view of the market, and form a starting point for anyone who is part of the restaurant ecosystem to grow, adapt and invest from there.

What have been your major learnings as a restaurateur?

This answer has evolved over the years, therefore rather than trying to oversimplify, I think the important piece is to keep learning from the best and adapting as your business grows from a single restaurant, to a few restaurants, to a national chain, and finally a global business.

How do you keep a balance between your personal and professional life?

I think it's best to ask my wife this question. On a serious note, we've grown up with restaurants as part of our life given my grandfather and father's history in the F&B business. So there are memories of being at restaurants from when I was a young child. The lines do blur between personal and professional, but I think we all do manage to find the balance over the years.

One piece of advice you would like to offer to the budding entrepreneurs eager to make a mark in this industry.

It is an amazing business with amazing people. Do your research to understand the business model from as many people as possible before jumping in. Persistence counts; if you don't love the industry, don't jump into it. If you do, then dive with both hands in. ••

The brand is scaling fast and is on track for opening a restaurant each month this coming year.



▲ The restaurant's setting successfully imitates a genuine Tokyoite yokocho alley. Ambient noise and sound effects add to the overall authentic feel.

A farm-to-table ramen success story

Paris is home to a one-of-a kind ramen institution. A delicious French twist on traditional ramen recipes, self-made noodles from homegrown wheat and unbeatable attention to detail are Kodawari's secret weapons for an international award-winning (Silver Palm 2018), new-wave Bowl of Happiness.

by Carmen Vazquez

In the always buzzing and quintessentially Parisian district of Odeon, the Mazarine street welcomes long lines of hungry, impatient guests every day. They are ramen aficionados, tourists and locals, all filling Mazarine's narrow sidewalk with the only goal of slurping France's most innovative ramen soup. Since its opening in 2016, Kodawari Ramen has become a local hot spot for ramen cravings, feeding over 400 people a day. Who would have thought that a 54-seat yokocho-style ramen spot launched by a former fighter pilot would, in only three years, become an acclaimed Japanese restaurant, not just locally but internationally also? Think pop-ups in New York and an absolute recognition by his Japanese peers with whom Jean Baptiste Meunier, Kodawari's founder, has learned everything about the traditional noodle soup.

In 2015, a couple months before opening Kodawari, Meunier did an apprenticeship with the Tokyo-based Ramen master Kikanbo and various other Ramen superstars. He has also attended classes in legendary ramen schools such as the Miyajima Ramen school in Osaka.

To understand Kodawari's success is to understand what a Parisian foodie is looking for when visiting a local eatery. It's all about local and seasonal produce. French restaurateurs are now not only driven by seasonality but are committed to finding the one exceptional artisan whose craftsmanship is like no other. It is in this respect that Kodawari stands out from all other players in the already mature Parisian ramen scene: Jean-Baptiste has gone to great lengths to deliver a ramen that remains true to its Japanese roots whilst showcasing the best

of French terroir. "The meaning of 'Kodawari', in a positive indirect translation, is 'dedicated attention to detail'. In Japan, people would ask a craftsman, what his 'kodawari' is. In our restaurant, our 'kodawari' is to only use our own selfgrown wheat, to make and shape our own noodles, and to only work with small producers whose devotion to their work, animals, and collaboration with our restaurant is unique," explains the entrepreneur. In fact, Kodawari is the only ramen restaurant in Paris, and even France, to produce its own noodles from scratch.

Prior to the opening of Kodawari, Jean-Baptiste contacted his long-standing friend, a farmer based in the Ardennes region, and rented a piece of land from him. "We had been looking for a specific type of hard wheat which wasn't available on the French market. Our research led us to the creation of a new variety, which is particularly high in protein and ash content. Above all, the biggest difficulty was to achieve a precise viscosity of starch, which would ultimately allow us to obtain the noodle texture we were aiming for," explains Meunier,

who keeps the recipe for his homemade noodles a secret. The final task was to find a miller who wasn't only dedicated to processing wheats for baking purposes. Meunier found the perfect match in Chateau-Landon based artisan Gilles Matignon. Today, they mill over 40 tonnes of Kodawari wheat each year. As Kodawari's sister restaurant is on its way, the production keeps increasing.

Kodawari's high quality standards go well beyond the noodles served: All of the meats used for the ramen are from France, the broth's base is made out of an organic yellow chicken delivered by only one select supplier. The pork used in both broth and chashu, a ramen favourite made of caramelized pork loin, comes from a small breeder in Saint-Jean pied de Porc in the French Basque Country.

For the indispensable Japanese products, Jean-Baptiste works with major importers in the market, while a Brittany-established company supplies both the niboshi (tiny dried sardines) and katsuoboshi (dried bonito flakes), both traditionally used in dashi, an iodized broth which is also used as a base broth for ramen.

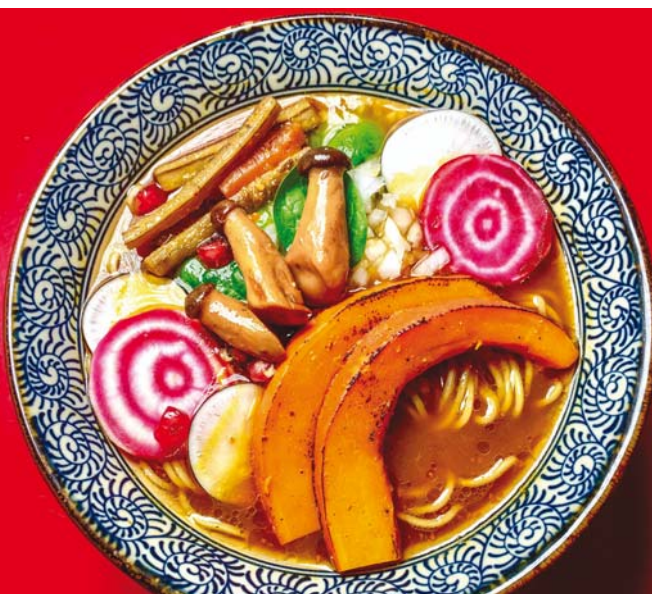
Jean-Baptiste has created a range of unique Ramen varieties such as the house bestseller Kurogama ramen, where chicken broth is joined

“ I didn't want my concept to be a Japanese cliché with geishas and samurais all over the place. Dining at Kodawari is like you stepped into real Tokyo and its street life filled with different noises and fragrance.”

Jean-Baptiste Meunier

KODAWARI RAMEN

- **Start:** 2016
- **Country:** France
- **Founder:** Jean-Baptiste Meunier
- **Employees:** 24 staff members
- **No. of seated guests per day:** approx. 400
- **Number of seats:** 54
- **Kitchen size:** 40 sq m
- **Bestseller:** Kurogama ramen with black sesame sauce
- **Average check:** € 12, the price of a ramen www.kodawari-ramen.com



▲ For optimal noodle texture, Kodawari grows its own specific type of hard wheat.



▲ Bright and colourful, Japanese toys, masks and other imports add to the restaurant's authentic feel.



▲ Kodawari offers a broad choice of toppings. The most popular is the tamago egg, a soft-boiled egg marinated in soy sauce over 48 hours.

► Kodawari's 'Mojito Japonais' is made with Sake and Yuzu.



◀ For optimal noodle texture, Kodawari grows its own specific type of hard wheat. ©Emma-Jane Browne

by a black sesame, garlic and ginger paste. Another stellar invention is the vegetarian ramen (usually the base for ramen is made of pork or chicken): "We use a homemade vegetable base stock and then, depending on the season, build the ramen around seasonal products. In the autumn and winter, our ramen was made of a pumpkin soup, cep oil, lacquered eryngii mushrooms, sous-vide cooked pumpkin chashu, fried gobo roots and seasonal vegetables. People went crazy about it!" Meunier has decided to change this vegetarian dish twice a year. The spring / summer version of 2019 includes miso and white roasted sesame.

When looking for the most traditional version of a ramen, customers are recommended the Shoyu ramen made out of three different soy sauces and Brittany seashell broth served with pork chashu. On the lighter side, the Shio ramen is perfect for palates in search of bold but more delicate flavours as it contains no soy but a blend of three French salts and same dashi, in which chicken chashu and grated bottarga deliciously blend together. On top of his innovative take on traditional ramen recipes, Meunier has developed a range of toppings. Kodawari's most popular topping is the tamago egg, a soft-boiled egg marinated in soy sauce over 48 hours. "For each of our ramen, I have created a special selection of toppings. For instance, the Kuroboma, a grilled cherry tomato, is a perfect match with the Shoyu ramen. And while our spicy sauce wouldn't match the Shio ramen because of its light broth, it blends perfectly into the Paitan ramen," explains Jean-Baptiste Meunier. All ramen varieties cost €12, plus €4 for toppings. The restaurant's design is also one of a kind. When developing his restaurant concept, Jean-Baptiste Meunier wanted Parisians to immediately



feel transported to Japan, the Lost In Translation way.

With its central counter giving full view of the smoky open kitchen, its Japanese style lanterns, wooden walls and road surface floor, the restaurant's setting successfully imitates a genuine Tokyoite yokocho alley. Ambient noise and sound effects add to the overall authentic feel. And upon opening Kodawari's door, guests are greeted by the entire staff shouting the traditional welcoming phrase "Okaéiri Nasai."

There are no architects or interior designers behind Kodawari's exceptional setting. Jean-Baptiste has collaborated with cinema movie set decorators who were able to recreate his idea of quintessentially Japanese streets. The latest decorative addition, immersing customers even more in Japanese street food-culture, is a traditional Yatai, a mobile food store, which is operated by the acclaimed Parisian Japanese pastry shop Tomo. At Kodawari, they prepare a la minute seasonal doroyaki (tiny and fluffy Japanese pancakes).

"We are working hard on the opening of the next Kodawari. The interiors will showcase another face of Japanese culture, which will also be reflected in a new ramen menu," announces Jean-Baptiste Meunier. ●●

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Biryani by Kilo promotes a sustainable approach



Kaushik Roy, Founder and CEO, and Vishal Jindal, Co-Founder and Director, Biryani by Kilo, a premium online biryani chain, speak with *FoodService India* about the fresh and sustainable concept of the brand, about promoting Khansama style of cooking, and the challenges of making customers understand its USP.

BIRYANI by KILO AT A GLANCE

- **Brand Name of the Retailer:** Biryani by Kilo
- **Name of the Parent company:** Sky Gate Hospitality Pvt. Ltd.
- **Total number of outlets currently:** 29
- **Total number of employees:** 700 plus
- **Same store growth:** Has been able to maintain double digit growth month on month continuously

Give us a brief description of the brand?

Biryani by Kilo (BBK) is a premium biryani chain founded in 2015 by the veterans of the food industry. So far, there are 29 outlets in total in New Delhi/ NCR, Mumbai, Mohali, Ludhiana and Chandigarh. BBK has a strategic plan to establish a strong pan-India footprint and expand into select International markets like UAE & UK in coming three to five years. BBK has done three investment rounds mainly for around US\$0.5m and US\$1m from various investors like Ashish & Rohit Chand from Yukti Securities, Chandigarh Angels, Ashish Gupta ex Evalueserve, Ajay Relan founder Chairman CX Partners. The funds have mainly been used for expansion & capex along with technology and backend upgradation.

The brand was launched to preserve the 'Khansama' style of cooking wherein each meal/ biryani is freshly cooked with rich ingredients. It detests the idea of other brands where the food is cooked in bulk and repacked and sold. It is a delivery brand with 100% focus on delivering every order on time and offers an experience patrons would have received at a fine dining restaurant by paying an exorbitant price.

Biryani by Kilo offers a diverse menu that endeavors evergreen Indian biryanis and its culinary goodness in a nutshell. The dishes on the menu are handpicked while keeping the significance of heterogeneity and perfection in mind. To take the biryani experience a notch higher, it sends earthen Angeethis (Aanch) with each order to get the perfect smoky flavor and aroma of spices. For the Galouti Kebabs, BBK pulverizes the meat multiple times, and marinates it in the most veritable way.

What is unique about the format and concept of the brand and what are their distinct specialties?

BBK is the only biryani chain that not only cooks fresh Dum Biryani for every order in earthen handis but also offers biryanis from different localities—Hyderabad, Lucknow, Kolkatta, Malabar and Ambur. The staff is extremely careful in maintaining the SOPs, systems & processes and ensure it is being followed diligently. Every aspect of ingredients including spices is well measured to maintain the taste of every dish.

What is the market positioning and customer value proposition of your brands?

BBK is considered as the premium biryani chain, which is value-for-money. The brand has been able to garner loyal customers over the time because of the consistent quality offered.

In your estimate, what is a decent profit margin/ returns for your business and what is the scope for increasing this margin/ returns?

As a process, it is more important for the brand to maintain the SOP and achieve its consistency than looking out for profits at this moment.

Tell us about the challenges of your business and how you manage them?

It was challenging for the staff to put the back end and technology together as BBK makes every biryani fresh in individual 'handis' after an order is received. It was also challenging to educate the customers to wait for 90 minutes after their order is placed to consume fresh biryani. BBK has solved it by creating a professional company



◀ L to R:
Vishal Jindal
and Kaushik Roy



culture that adheres to stringent systems & processes with regular audits & uses state-of-the-art technology. Preparing biryani individually for each and every order requires great amount of revenues. However, we were able to pull off this task very efficiently at a lower cost with the help of an experienced team & robust technology method.

It is a challenge to maintain standardized taste and consistent flavors in a QSR business. We overcame this factor by using a hub & spoke model of cooking fresh food at every outlet's kitchen. We have our customized measuring tools to carefully measure every ingredient used in the recipes and we also ensure that we source the raw material from the vendors who are very carefully selected & audited to meet our highest quality standards.

What are the successful F&B innovations that have been introduced by your brand and have proved popular?

The Khansama style of fresh cooking has been the biggest success story for BBK. To further enhance the customer experience, we have been able to add lot of new products like paneer biryani, ambur veg/chicken biryani & malabar chicken/prawn biryani. Apart from this, the authentic kebabs & korma have been well received by the consumers.

What are the 'mindful' dining measures introduced by your F&B brands?

All items are cooked-on-order to ensure freshness, quality, hygiene and minimal wastage and served in hand-made, natural handi, which provides differentiated authentic experience and impart its own flavors.

How are you managing your logistics, supply chain and innovation?

We continuously upgrade our technology to make it more convenient for our customers to enjoy the BBK experience. We are working on live tracking of the complete process by the customer post order. ●●

CONTROLLING COSTS WITH SUPPLY CHAIN INNOVATION

Keeping business operations costs sustainable: Manpower takes up a lot of investment in any F&B business and the brand is trying to control the cost by automation & better planning.

Marketing and sales strategy: BBK is focusing on all marketing tools equally like digital marketing, social media, ATL & BTL.

Trends in F&B sector: As a brand, it ensures that there is always something new to offer. BBK has recently launched a new menu in Aug' 19 which has few regional biryanis like Ambur Veg/Chicken from Tamil Nadu & Malabar Chicken/Prawn Biryani from Kerala. Apart from Biryani, certain other additions in the menu are Dal Nizami, Chicken Ghee Roast, Prawn Sukka & Double ka Meetha. Customers have so far liked these products & the brand will continue launching new product in the coming months.

Role of restaurant aggregators and the rise of cloud kitchens: Cloud kitchen is a more profitable business compared to dine-in restaurants as there is less rental cost & capex required. Entrepreneur mainly needs to take care of the kitchen space and maintain standardization of food & recipes without worrying too much about look & feel of the restaurant. The returns can be higher and its easier to experiment with Cloud Kitchens to test what clicks with the taste buds of the consumer & change menus more easily if required.

Brand's key achievements: Apart from being the most loved biryani chain, BBK has been able to win many Industry awards. The accolades received by the brand includes Best Dark kitchen from Indian Restaurant Congress this year and Best Biryani Brand from Zomato last year apart from other major awards.

Future plans and targets: BBK has a strategic plan to establish a strong pan-India footprint and expand into select international markets like the UAE & UK in the next three to five years. The brand aims to build a network of 120+ outlets generating a collective revenue of Rs. 50cr+ by FY 2022-23.



Restaurants opt for 'Instagram-friendly' interior design approach

In today's world, genuine user generated content for a brand is worth its weight in gold. And for restaurants, cafes, bars and hospitality related businesses, both big and small, the sure shot way of promotion is through the new word of mouth – the word of social media.

by Keith Menon

The writer is Co-founder, Spiro Spero, a one-stop solution for architecture, designing, and branding in the hospitality world.

Today, social media plays a huge part in announcing people's experiences/ where they were/ what they ate as a social interaction, a way of communication and also an aspirational projection of their life. Giving an opinion about how your experience was, is really easy and can be read by all your peers and thus it is important for places to make sure every single customer walking in has a great experience and if not, then to make sure they correct it as soon and as efficiently as possible.

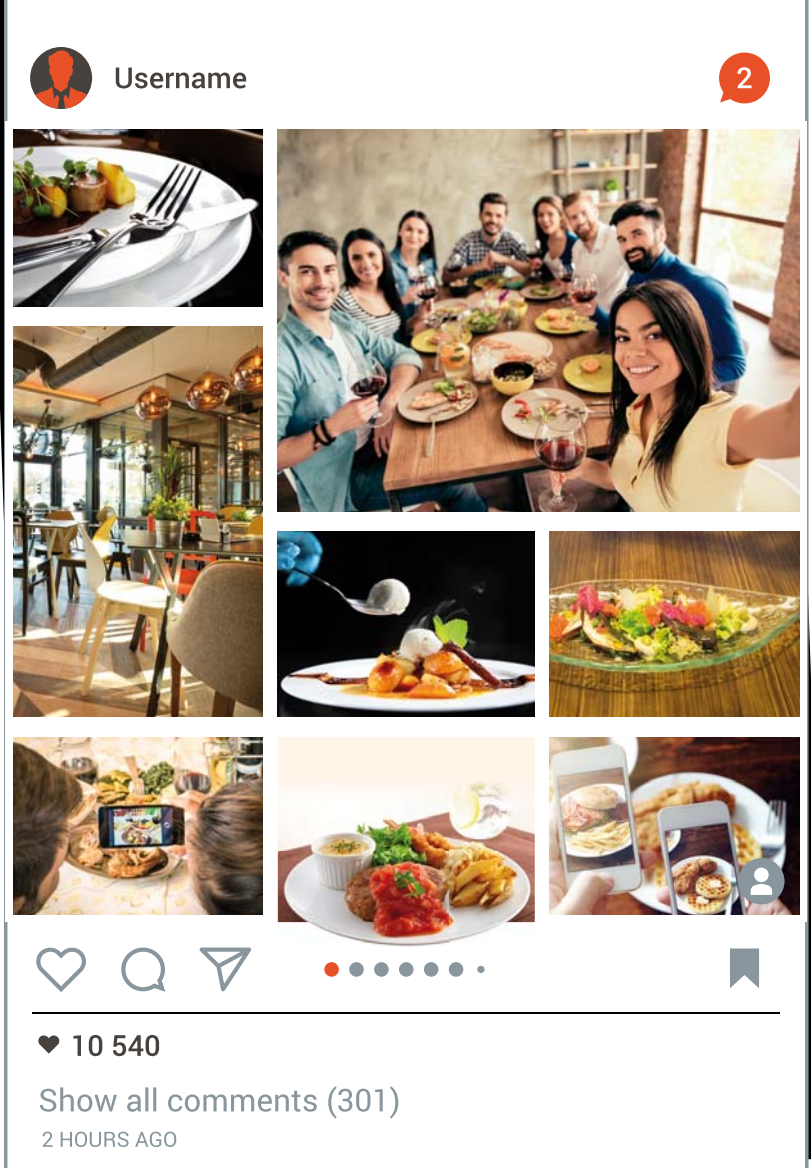
Before the age of social media, one could read about a place in the newspaper or a magazine – an opinion of an expert, a reviewer or one simply got to hear about it from a friend or neighbor or colleague. Back then, it was the expert portraying his or her experience or simply people raving about the food and their experiences at a particular place. Today, it is much more than that! Because now social media plays a huge part in announcing people's experiences as to where they were, what they ate, what they wore, and who they were with. So the experience of the place is its ability to create such an environment.

Naturally, as a business owner, you want to be able to promote your place in the most cost-effective manner as possible. Interiors are the most visual part of your customer's experience and creating a space that is 'instagrammable' is of utmost importance. This is your easiest way to get into people's minds with a one-time effort that will last for its life. And the key to doing this

is keeping things fresh! If the place looks like something you've seen before, then automatically it loses value. Decor ideas such as inspirational quotes in neon lights, quirky and funny decor items, tiles, upholstery etc. are all an opportunity in modern marketing.

For restaurants and bars – a brand can be created through many avenues. For examples, think of Yauatcha and its raspberry delicacy; Masala Library and their dramatic food; Cafe Mondegar and their Mario Miranda painted murals; The Little Door and it's iconic blue door; Hoppipola and the interactive wall installations; Gymkhana 91 and the 8 foot clock; The Little Easy and it's wooden chandeliers. Ever taken a bathroom selfie? Yep, that's a thing! There are more than 1.5 million posts with that hashtag on Instagram alone! Well lit, large mirrors are a must. Interesting tiles, decor, plants, couches are little dded details that make for selfie-friendly loos!

Keeping this new accessible age in mind, people are now increasingly aware of the importance of a vibe and a voice for the brand they want to create. The easiest easy way to get somebody to post on their social media is to create an environment that is conducive to taking pictures! Creating a distinct identity and offering for a restaurant is crucial to the success of the business and the more authentic it is to its identity, the better – it will be more recognizable and unique in the long term. ●●





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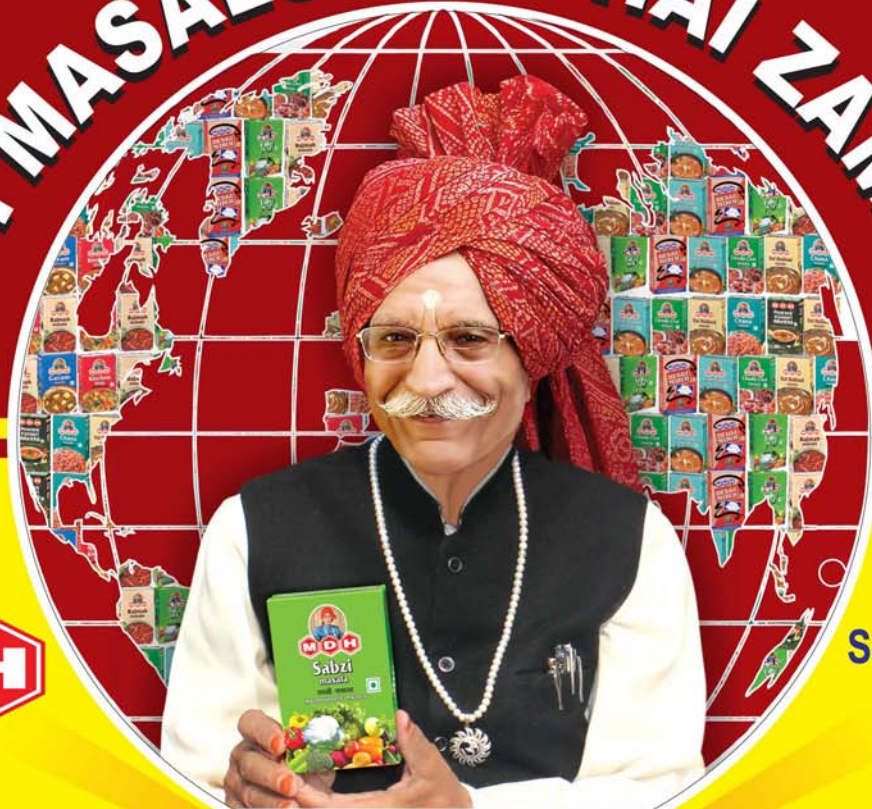
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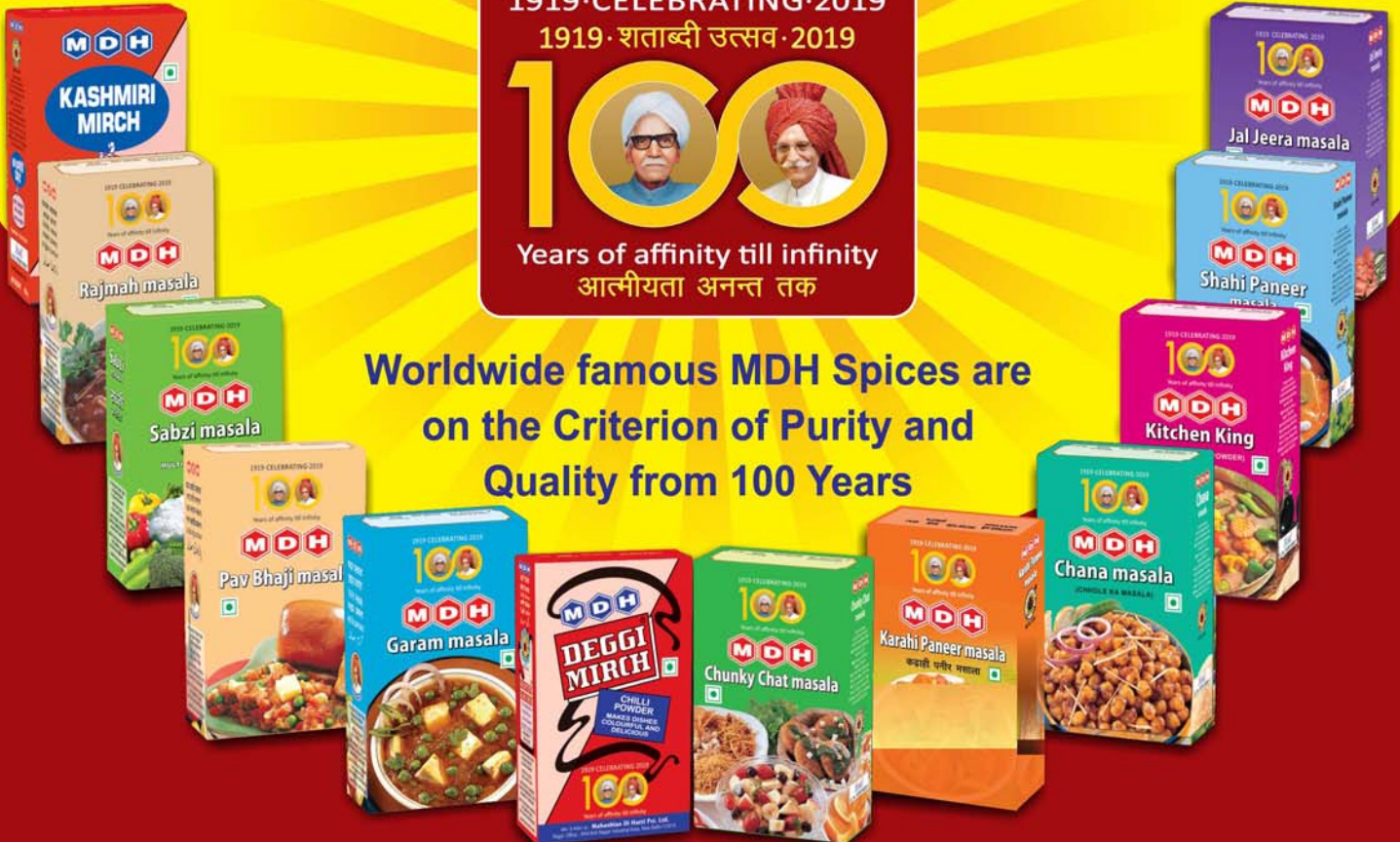
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