

foodService

www.indiaretailing.com

VOLUME NINE • ISSUE SIX

Trade Journal for the Hotel, Restaurant and Catering Industry

NOVEMBER-DECEMBER 2019 • ₹100 India Edition



Page 38

A PLUMAZING AFFAIR

Priyank Sukhija and Natasha Jain on what makes Plum By Bentchair the 'it' place for instagrammers

Page 22

HEALTHY WINTER MENU

How do restaurants make sure that their patrons get all the nutrition and immunity to stay fit and healthy during the winter season

Page 50

HOW MILLENNIALS ARE CHANGING FOOD SERVICE

Gen Y act differently in the matter of selecting restaurants

Featured inside: Natasha Jain | Anuj Arora | Indrajeet Roy | Karan Kapur | Priyank Sukhija



foodService

www.indiaretailing.com

VOLUME NINE • ISSUE SIX

November-December 2019 • PAGES 60

Editor in Chief: **Amitabh Taneja**

Editorial Director: **R S Roy**

Publisher: **S P Taneja**

Editorial

Editor in charge: **Sanjay Kumar**

Creatives

Art Director: **Pawan Kumar Verma**

Dy. Art Director: **Deepak Verma**

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

Production

Sr. General Manager: **Manish Kadam**

Asst. Manager: **Ramesh Gupta**

Support

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

ADVERTISING

Business Head & Associate Publisher

Lokesh Arora, Sr. Vice President

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

DELHI

Ridhi Sood, Asst. Manager

MUMBAI

Santosh Menezes, Regional Head
Savita Mahesh Jagwani, Sr. Manager

BENGALURU

Suvir Jaggi, VP & Branch Head
Ashraf Alom, Manager

KOLKATA

Piyali Oberoi, VP & Branch Head

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

CONSUMER CONNECT

Anil Nagar, Vice President

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

Priti Kapil, Deputy Manager

E: pritikapil@imagesgroup.in

Rajesh Kumar, Deputy Manager

E: rajeshkumar@imagesgroup.in

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

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

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

W: www.imagesgroup.in

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

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

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

T: + 91 33 40080480, 40080488

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

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

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

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

Millennials – people born in the period from the early 1980s to the late 1990s – are changing the food service industry in profound ways. For this generation, often also called Generation Y, independence ranks high in their scale of values. Trend studies have found that independence, autonomy and particularly self-realisation are central values for this age group. For a large majority of this cohort, independence and the ability to determine one's life oneself are particularly important goals. Likewise, having fun and enjoying life are firm characteristics of Generation Y goals.

Surveys have found that about 10% of millennials prefer vegetarian dishes. No surprise that foodservice establishments have started placing a strong focus on vegetarian dishes. These young diners also want to see clear labelling of allergens on the menu. So the demand for lactose or gluten free dishes is increasing.

Millennials also act differently in the matter of selecting restaurants. As is well known, they are assiduous users of social media and use social media to find a restaurant. So, for restaurants, it has now become important to have their own social-media manager. The aim is to attract guests into the restaurant via their social networks and for which it has become important to invent creative content and try to involve the diners.

To take an example: cooks must know when they are plating that their work will be found immediately on Instagram. Today every dish, every bottle, each decoration or description of the dishes on the menu transmits messages which will be found again in digital space. With the digital space becoming an extension of the dining room, a social-media manager is needed to integrate digital communication culture into the business as a whole.



Amitabh Taneja

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

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

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

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



Europe & Middle East

Germany | Austria | Switzerland

Poland

Russia

FoodService Europe & Middle East is the parent publication of *FoodService* published by Deutscher Fachverlag GmbH, Mainzer Landstrasse 251, 60326 Frankfurt am Main, Germany.
Phone: + 49 69 759501; **fax:** + 49 69 75951510 | **Editor-in-Chief:** Gretel Weiss (gretel.weiss@dfv.de)
Division Manager: Christiane Pretz (christiane.pretz@dfv.de)

8 MARKET UPDATE

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



20 FOOD COURT

“Patrons visit Oberoi Mall to ‘first eat then shop’ instead of ‘first shop then eat’”

– Anuj Arora, General Manager, Oberoi Mall.



38 ENTREPRENEUR

It is a plumazing affair

How fine-dining restaurant Plum by Bentchair has become the ‘it’ place for Instagrammers.



42 TRENDS

Cloud Kitchens: Offering more convenience and variety at less price

How ordering in from cloud kitchens obviates the daily hassle of kitchen procurement.



22 COVER STORY

WINTER DINING

at its heartiest and healthiest

While there’s nothing wrong with a little indulgence over food during the winter months, how do restaurants make sure that their patrons and guests get all the nutrition and immunity the body needs to stay fit and healthy during and beyond the winter season.



50 MILLENNIALS

Everything but the usual

A new study shows how the so-called millennials are changing food service.



44 COLUMN

How to tackle the talent gap in hospitality industry

Demand for high-quality services in hotels and restaurants has risen, raising the bar for more trained talent.

46 SUPPLIER

Kagome launches its preservative-free tomato products for chefs

Rohit Bhatla of Kagome Foods India on how his company is maximizing the adoption of processed tomato products in India.



52 NRAI: NEWS

Issues Before NRAI



48 GUEST COLUMN

Reintroduction of Indian Flavours in the Restaurant Landscape

What makes Indian cuisine one of the world’s most diverse culinary offerings.



56 MIDDLE EAST

Simple, honest & beautiful

In Dubai’s competitive restaurant market, Tashas, one of South Africa’s most successful restaurant brands, has become a household name for great food, beautiful interiors and excellent service.



“Patrons visit Oberoi Mall to ‘first eat then shop’ instead of ‘first shop then eat’”

Anuj Arora, General Manager, Oberoi Mall, spoke to FoodService India on what makes it one of the most popular F&B destinations in Mumbai’s western suburbs.



What is your opinion about food and leisure being critical to the success of a shopping destination?

Traditionally, shopping has always been associated with leisure and fun. A day of shopping is perceived as a day of outing with family and friends; and no such day is complete without a great food experience. Hence, be it the busy marketplaces of olden days or new-age shopping malls, food and leisure have always been an integral part of any shopping destination. The gradual progression of food courts in shopping malls is a testament to this development. From a select few fast-food kiosks of a decade ago to the vast variety of fine-dine options in malls today, food as a part of a Mall’s eco-system has come a long way.

In fact, many a times, repeat visits to a mall are for a good meal and/or entertainment, and shopping becomes the by-product. ‘Eating out’ has grown exponentially as a segment, and for an average Indian shopper, who is well travelled and is more open to trying out new cuisines, a Mall, with a variety of cuisines on offer, is the perfect dining destination.

In the case of Oberoi Mall, where does the foodservice component fit into the overall scheme of promoting your mall as a complete shopping destination?

Food has been an integral part of our strategy right from the inception of Oberoi Mall. Our vision was to create a family-centric and one-stop destination for fun, food, fashion and films, which would offer the best of all segments to our esteemed patrons. Through the years, we have consciously worked towards getting renowned globally and among Indian F&B brands and Oberoi Mall today is one of the most popular F&B destinations in the western suburbs.

How would you describe the USP of Oberoi Mall as a Food & Beverage destination? What new F&B and dining concepts have been introduced at your mall?

One of Oberoi Mall’s USP is the well-designed Food Court coupled with ambient lighting and seating. The layout, ambience and selection of outlets in the mall is consciously designed in a way to positively engage and encourage our patrons to dine. Standing at any spot in the Food Court, one can easily screen almost all the outlets and then decide their preference – this gives all our F&B partners a fair and equal



WINTER DINING at its heartiest and healthiest

While there's nothing wrong with a little indulgence over food during the winter months, how do restaurants make sure that their patrons and guests get all the nutrition and immunity the body needs to stay fit and healthy during and beyond the winter season.

by Sanjay Kumar

What comes to mind first when someone mentions winter? In a country with a tropical climate heartland, most people associate winter – the period between November and February – with salubrious weather and balmy days. During this time, people feel hungrier and amazingly the body engine works better in the winter and foods are better digested. This aids in providing more nourishment to the body. So, surely, winter in India is the best season for indulging a little over food.

The season is closely connected with its own food traditions – a culinary culture of hot delicious food – and thankfully the country's multiple cuisines offer a variety of dishes that can be tried in this season. With the weather at its salubrious peak in most parts of the country during the months between November and February, it is certainly the best time to tuck in delicious food in a cosy corner of your favourite dive or restaurant.

Winter creates the perfect setting for enjoying food that is chicken soup for the soul and provides the body with comfort and warmth. And as it is also a season of celebrations, weddings and festivals, could there be a better way to indulge and enjoy these occasions than to dig into foods that are homely, heart-warming and soothes the soul.

The arrival of clement weather and cooler days stirs up the desire for hot delicacies on the plate, prompting restaurants and their chefs to start planning



© Erik Verheggen, Fotografie Amsterdam

▲ A look into Allerhande Kookt's dark kitchen.

Supermarket goes delivery

In the Netherlands, January 2019 marked the entry of a new category player in the food delivery segment: under the name of 'Allerhande Kookt' the leading Dutch supermarket chain Albert Heijn is delivering freshly cooked meals to the doorsteps of Amsterdam's foodies.

by **Katrin Wissmann**

ALBERT HEIJN

- **Founded:** 1887
- **CEO:** Marit van Egmond
- **Owner:** Ahold Delhaize Group
- **Supermarkets Netherlands:** 950;
- **Belgium:** 43
- **Employees:** 100,000
- **Brands:** Albert Heijn (supermarkets); AH to go (convenience stores); Bakery Café en Deli Kitchen (inside supermarkets); Allerhande Kookt (dark kitchen/delivery) www.ah.nl

For the pilot project, Albert Heijn set up a dark kitchen in Amsterdam West. Here, a selection of eight meals is freshly prepared every day by a professional kitchen team. "We always have a meat, fish and vegetarian dish as well as several other healthy options on offer," Anoesjka Aspeslagh of Albert Heijn Communications explains the selection of dishes on offer. They come from various cuisines including Dutch, Italian and Asian. In addition, Allerhande Kookt offers a variety of flammkuchen, salads and desserts.



It is a plumazing affair

India's one-of-its kind retail restaurant, Plum by Bentchair has created quite a stir amongst the cosmopolitans. First launched in Mumbai and then in Delhi, this fine-dining restaurant has become the 'it' place for Instagrammers as it has the surreal experience and interiors along with the best curated pan-Asian menu in the offering to click Instagram-worthy pictures. **Priyank Sukhija** and **Natasha Jain**, Founders, Plum by Bentchair, were in conversation with FoodService India and discussed their brand's attributes and vision.

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

Plum by Bent Chair is India's first true retail restaurant. It is an amalgamation of two different companies, concepts and industries embarking as one. It is a specialty fine-dining restaurant that includes details in décor and furniture but also serves an array of lip-smacking dishes from pan-asian cuisine. Plum, as a concept, believes in creating an experiential dining experience with plenty of room to gaze through the select featured collections from Bent Chair. From the food to the crockery and the chairs, you can buy everything you see at the outlet.

What is the kind of positioning your brand is looking to create?

As it is the first retail outlet, we are planning to position it into retailing as one-of-its-kind concept complimented by lush and breathtaking interiors. Plum has over 200 food and decor items featured throughout the venue.

Please offer a detailed lowdown of your establishment's:

Menu offerings: The menu at Plum features an authentic pan-asian cuisine. The menu allows you to choose from delicious treats and dishes like the seafood wontons, nutella banana sushi, Mongolian



Kagome launches its preservative-free tomato products for chefs



ROHIT BHATLA, MD, Kagome Foods India, speaks to *FoodService India* about how his company is ushering in a tomato revolution in India by maximizing the adoption of processed tomato products, and by creating a comprehensive new value chain from seed to table.

“ We have a range of tomato solutions that offer an enhanced cooking experience to chefs. ”

Tell us about your company and its operations.

Kagome Foods India is the fully owned subsidiary of Kagome, the No. 1 Tomato Company in Japan since 1899. We have introduced a one of its kind and new product in the Indian market – *crushed tomatoes*. This product is preservative free, and free from artificial colours and flavours. One kg of crushed tomatoes is made from two kg of fresh tomatoes, and is designed as an alternative to fresh tomatoes.

India is the second largest producer and consumer of tomatoes in the world with a production of 20 million tonnes annually. Tomatoes are vital to Indian cooking and are an integral part of the vegetable basket. However, processed tomato products account for less than 1% of India’s total consumption of tomatoes. Indian restaurants believe that processed tomato products are not natural, and hence they prefer using raw tomatoes. Kagome Foods India is trying to change this mindset, by launching more products such as crushed tomatoes. Our vision is to usher in a tomato revolution by maximizing the adoption of processed tomato products, by creating a comprehensive new value chain from seed to table.

As a tomato solutions company, Kagome Foods India offers convenient and customizable base products to Indian food service industry. With the motto of offering *global quality products at local prices*, we have a range of preservative-free tomato solutions that drive convenience, consistency, and customizability, and offer an enhanced cooking experience to chefs.

Which are the tomato products in your portfolio?

Kagome Foods India’s launch portfolio comprises the flagship product – crushed tomatoes – along with tomato puree, tomato soup base, tomato makhani gravy base, and Italian pizza pasta sauce. Crushed tomatoes is our signature product. Rich red colour, fresh flavour and a chunky texture, along with a consistent taste and price throughout the year make our crushed tomatoes ideal for

extensive use in the food service kitchens. In addition to convenience in terms of reduced cooking time and effort, crushed tomatoes can be used in a wide range of tomato-based applications in Indian and Italian cuisines like makhani and kadhai based dishes, tomato soup, shorba, pizzas, pastas and more. Kagome crushed tomatoes add taste and freshness, just like raw tomatoes and we have several exciting products targeted at chefs, in the pipeline.

How would you describe your products’ USP?

- **Seed to table value chain** – We are the only company with a presence in the end-to-end value chain, from seed to table. Kagome’s wholly owned subsidiary (seed) company, supplies specialized, tested and approved seeds to farmers in Nashik, who grow them in exclusive farms in a controlled environment, under the expert guidance of our agronomy teams. Our agronomists impart guidance to farmers to grow high yield, high-quality tomatoes at a low cost. These juicy tomatoes are harvested only when they are fully ripened, sorted and crushed in state-of-the-art plant.
- **Global quality at local prices** – The output of primary processing becomes the base for all our tomato products, which is further processed under stringent quality controls and packed using world-class packaging. Thus, our unique vertically integrated seed-to-table model, along with rigorous quality controls, ensure safety and reassurance, enabling us to offer global quality products at local prices.
- **Preservative free portfolio** – Our entire product range is preservative free, with no artificial flavours or colours.
- **Japanese technology** – In India, the norm is to process tomato products on the mango line. However, Kagome has made significant investments in factory infrastructure, to customize our processing line for tomato based products, to make them better suited for use in restaurants.

What are your future business goals and targets?

We are expanding our distribution reach from our existing markets of Mumbai, Delhi NCR, Bangalore and Pune, to cover the top 10 foodservice markets in India. We are also expanding our product range with the focus on a wider range of tomatoes and possibly onion-based products. Going ahead, we will make further investments in the value chain and factory infrastructure. ••





Reintroduction of Indian Flavours in the Restaurant Landscape

The cuisine of India is one of the world's most diverse culinary offerings, characterised by its sophisticated and subtle use of the many spices, vegetables, grains, and fruits grown across the country.

— by **Karan Kapoor**

The Indian Food Services industry is the third-largest service sector in the country, following only Retail and Insurance. It is 20 times the size of the film industry, 4.7 times of hotels, and 1.5 times of the pharmaceutical sector. The rapidly evolving food services sector is led by the Indian restaurant industry, which is expected to experience a massive growth of roughly 10.4% CAGR for the next 5 years, between 2018 and 2022, to reach INR 5.5 trillion by 2022, as per a report by CARE Ratings.

The Indian restaurant industry has undergone tremendous changes over the past few years, when it comes to innovation. In addition, the cuisine of India is one of the world's most diverse culinary offerings, characterised by its sophisticated and subtle use of the many spices, vegetables, grains, and fruits grown across the country. The cuisine of each geographical region includes a wide assortment of dishes and cooking techniques, reflecting the varied demographics of the ethnically diverse Indian subcontinent.

Evolution of Indian cuisine

Molecular gastronomy has existed all around the culinary world for many years now. In light of this, the highly adaptive Indian cuisine has embraced countless exciting new formats, which have made it one of the hottest selling propositions in the country since the last decade.

Although Indian cuisine is highly region specific, there are certain common threads that unite the different culinary practices. Throughout the nation, the cuisine is highly dependent on curries, which are gravy-like sauce or stew-like dishes, with meat, vegetables, or cheese, although the particular spice mixtures, degree of liquidity, and ingredients, are determined by regional preferences.

For example, the most prevalent culinary style found outside of India, is Northern Indian cuisine, which reflects a strong Mughal influence. It is characterised by a high use of dairy: milk, paneer (an Indian mild cheese), ghee (clarified butter), and yogurt are all used regularly in Northern dishes.



© Adobe Stock

Everything but the usual

Many young restaurant visitors expect a the menu to satisfy increasingly specific demands. On what do they place particular importance? A new study from Germany demonstrates how the so-called millennials are changing food service.

by Christian Preusser

“Our aim is to attract our guests into the restaurant via their social networks. With this in mind, we invent creative content and try to involve our followers. That creates esteem.”

Kanwal Gill

Millennials are what we call people born in the period from the early 1980s to the late 1990s. And for this generation, often also called Generation Y, independence ranks high in their scale of values. Some 22 million people who count as millennials are currently living in Germany – which amounts to about one quarter of all people living in the region. In a trend study by the Zukunftsinstitut, which surveyed around 500 people aged between 20 and 35, it was found that independence, autonomy and particularly self-realisation are central values for that age group: “For 89% of those questioned, independence and the ability to determine one’s life oneself are particularly important goals.” Having fun, and enjoying life are likewise a firm characteristics of Generation Y goals which score 87% agreement.

But what does the individualised, hedonistic lifestyle of this population group mean for food services? In a survey by the online order platform Opentable, for which around 2,000 people were questioned between January and February 2019, 10% of millennials stated that they preferred vegetarian dishes. Only 3% of respondents among the older generation identified with this diet. Thus in the age group of 20 to 35 year-olds there are around three times more vegetarians than among older generations. Young restaurant visitors also require suitably meat-free dishes from the menus. 32 year-old Kanwal Gill, who founded the Indian food service concept Eatdoori in Frankfurt in 2015 and currently operates four outlets (Frankfurt (2), Mainz, Cologne), says: “From the start our range placed a strong focus on vegetarian dishes. And these have become very popular among our guests.”



A VKL Food Solutions Enterprise
www.foodserviceindia.com

**COMPLETE
RANGE OF F & B
SOLUTIONS FOR
HORECA**



Marinades,
Coatings,
Sprinklers, Sachets,
Tikka Base and
more...



Gravies,
Sauces, Pastes
and more...



**MARIM
BULA**

Syrups, Toppings,
Dark Chocolate
Sauce, Frappe
and more...



Taste
enhancers,
Beverage Mix
and more...

TANOURA

Fruit Crushes and
Ethnic Syrups and
more...



Sponge, Prime Time,
Lava, Mug cake
and Brownie Premixes
and more...

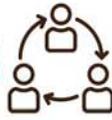


Blended, Straight,
Whole Spices,
Herbs and more...

**INDIA'S LARGEST
FOOD SERVICE COMPANY**

OFFERS 500+ FOOD & BEVERAGE SOLUTIONS

10000+ CUSTOMERS PREFER TO **PARTNER WITH US**



KITCHEN SUPPORT
Continuous in-kitchen support on menu expansion, demos, etc



QUALITY & TASTE
Consistency on taste, aroma and quality



COST CONTROL
20-50% cost-control and improved resource utilization



CREATIVE RECIPE
More time for creative and innovative aspects of recipes



CALL FOR **FREE DEMO** +91 97443 40707



FOLLOW US ON

[/Foodserviceindia](#) [/Foodserviceindia](#) [/Food Service India by VKL](#) [/FoodserviceIndia](#)

Food Service (I) Pvt.Ltd.

COMPLETE RANGE OF FOOD & BEVERAGE SOLUTIONS FOR HoReCa

[customer care@foodserviceindia.com](mailto:customercare@foodserviceindia.com)

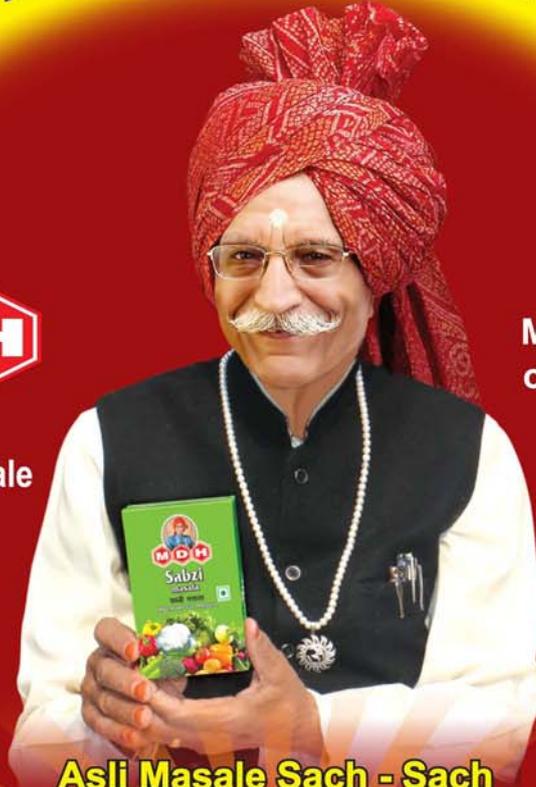
BHARAT

Ke Vyanjano Ka Adhaar Hai MDH Masalon Se Pyar



Masale
Sehat Ke Rakhwale

Worldwide famous
MDH Spices are on the Criterion of Purity and Quality from 100 Years



Asli Masale Sach - Sach

1919 · CELEBRATING · 2019
1919 · शताब्दी उत्सव · 2019



Years of affinity till infinity
आत्मीयता अनन्त तक



ESTD.1919

Mahashian Di Hatti Pvt. Ltd.

9/44, Kirti Nagar, New Delhi-110015, Phone No. 011 - 41425106 - 07 - 08

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

