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HOW RESTAURANTS CAN BEAT THE SLOWDOWN

Innovate and build effective tools to generate excitement around concepts

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2020 AH-OY!

Foodservice trends that will rule the roost

Featured inside: Stéphane Gaborieau | Ganesh Iyer | Samir Kuckreja | Vivek Mishra | Arjun Raj Kher



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We spoke to some of the leading chefs, F&B Heads, restaurateurs for the cover story *2020 Ahoy: Foodservice trends that will rule the roost* (page 24) to get a fair idea about the break-out themes and concepts that will shape and shake up the industry in the coming months. The experts we spoke to said that customers today want to get the best out of the experience... the most health, the most flavor, the most satiety, the most bang for the buck.

To be on the right side of this growing bulge of demanding customers, the foodservice industry needs to whip itself up in a frenzy of constant improvement. Restaurants, F&B players and industry stakeholders need to keep innovating at a fast pace because customers expect a better-experience-than-before all the time.

Asked to call out the ingredients and name the food thematic trends that will appeal to the customers, the experts opined that consumers will increasingly seek foods and beverages that enhance cognitive and digestive function and those that boost physical appearance and performance. With people inhabiting an increasingly busy lifestyle, their main food and ingredient concern will be to look for their micro/macro nutrients even as consumer palates will shift to shun sugar and high-carb diets.

Based on what the industry experts predict, expect the plant-based food trend to push vegetables to the centre of the plate. There will be a growing acceptance and popularity of root vegetables and a growing demand for exotic vegetables like cassava, yams, parsnips, jicama.... We will see new types of greens like those that are hydroponically grown and greens moving out of salad bowls and into beverages.

Read our cover story to get an informed lowdown on the culinary and dining trends that will be the star turns of the year as it unspools over the coming months. Here's hoping some high-octane excitement and innovation in the foodservice industry as it preps up for the developments about to catch fire and capture our imagination.



Amitabh Taneja

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Michelin star chef Stéphane Gaborieau talks about his culinary philosophy and the role of a chef in today's foodservice landscape that is in a state of flux.

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Creating dips with bold & creative flavors

All That Dips is ramping up the visibility of its product range of salsa, hummus and other signature dips in the market.



Trends that will rule the roost

A cross-section of leading F&B players share their thoughts and views about the dining concepts and food and beverage trends that will dominate the industry this year.



37 SUPPLIER

Creating dips with bold & creative flavors

All That Dips is ramping up the visibility of its product range of salsa, hummus and other signature dips in the market.



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Ganesh Iyer, Director, Operations - India & Indian Subcontinent, VEEN, is India's first and only Water Sommelier.



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Big love for food

Big Chefs is one of the fastest growing restaurant concepts in Turkey.



FoodService India caught up with Michelin star chef Stéphane Gaborieau during his recent visit to India and drew him out to talk about his culinary philosophy and how he looks at the job profile of a chef in today's foodservice landscape that is constantly in a state of flux.



“My mantra to cooking is flavour, flavour, flavour.... I respect and sublimate the ingredients”



Tell us about the culinary styles that have influenced your career?

I have been influenced by my upbringing at the hands of my grandparents in the countryside. My grandfather was a butcher. At a young age, my grandparents taught me to love and eat the beautiful things in nature. I would go for walks with my grandparents in the woods and they would make me discover everything that surrounded us and could be explored by the countryside. They were simple folk and loved nature and the good and local produce it generated.

So, from an early age, I was influenced by my grandparents' style of cooking and the aromas they lovingly conjured up. In addition to my grandparents' influence, my travels have also influenced my approach to cuisine. I bring back some idea or the other from my trips to all the places I visit, and I try to integrate those ideas into my style of cooking. This has helped expand my knowledge as a cook and has made me a better chef. Most importantly, my motto is to respect the

ingredients and sublimate them in the cooking process.

How would you describe your approach to cooking and the foodservice business?

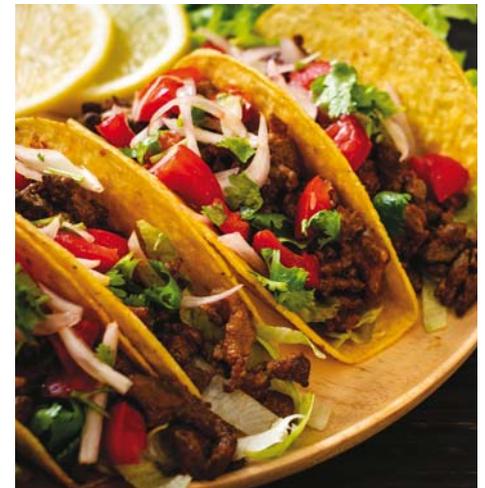
As I said earlier, I respect the produce and its flavours. When you taste any of my dishes, you should be able to recognise all the different flavours with your eyes closed. I am also appreciative of the efforts that the foodservice business has made in the past couple of years largely propelled by the expanding reach of the Internet and changes in people's food habits.

Which are your signature recipes and favourite cuisines?

My signature recipes are made from seasonal dishes. I keep my cuisine simple so that the guest can understand what is on the plate in one go. The focus is on keeping the cuisine and its ingredients authentic. I love Moroccan cuisine as it offers multiple flavours and is generous and hearty with many different textures.



2020 AHOY!



Trends that will rule the roost

FoodService India reached out to leading players in the F&B industry to share their thoughts on the dining concepts and food and beverage trends that will dominate the industry this year. In the pages to follow, some of India's leading chefs, F&B managers, restaurateurs and industry thought leaders weigh in on what they believe will be the popular and emerging concepts in restaurant formats, culinary styles, break-out cuisines and ingredients. Read on...

The triumph of transparency and technology

From a small start-up to a decade-old company, Dodo Pizza's is a remarkable success story. Already the No. 1 pizza brand in Russia, the company is set on an ambitious course to become the No. 1 in the world. Founder and CEO Fyodor Ovchinnikov shares the secrets of his company's achievements and future plans.

by Flavia Fresia

ABOUT DODO PIZZA

- **Launched in 2011** in Syktyvkar, Russia, its founder's hometown, Dodo Pizza is the No. 1 pizza brand in Russia, twice as big as the nearest competitor. It is the fourth largest QSR player on the Russian market.
- **Currently, the company operates 530** restaurants in 12 countries, of which 22 are corporate (21 in Russia, 1 in China), and employs 15,500 staff (289 at HQ).
- **Between October 2018 and September 2019** Dodo Pizza generated sales of US\$287.1 m, serving more than 27 m pizzas and 77 m meals to 7.5 m clients.
- **Average sales per pizzeria:** US\$51,000 per month. 63% of turnover (60% of orders) comes from delivery and pick up, 37% (40% orders) from in-store dining.
- **The average ticket:** US\$8.70.



Fyodor Ovchinnikov

How did a small pizza place from an out-of-the-way Russian city become the largest pizza chain in Russia and one of the fastest growing in the world, in just eight years?

The three key factors that make our story unique are technology, transparency, and social media. Our in-house information technology (IT) system is the core of our franchise. In 2011, I was an entrepreneur with limited resources, but I had the ambition to build a business that might be scaled globally in the future. I decided to develop a system based on a digital platform. My aim was to build a smart pizzeria where everything would be connected and where technology would assist franchisees to operate better.

I didn't want to create a new market, I wanted to take an existing business model and make it better. We started developing our own proprietary IT system from day one, have been developing it for eight years and now have 120 in-house IT developers. We are a pizza company and a technology company at the same time.

What are the key features of your IT system?

We can not only digitize existing processes but also change, streamline and quickly implement them chainwide, because we control the whole value chain in our business.

Our ERP system is web-based. Everything is connected on one single IT platform: tablets and computers in our kitchens, the mobile phones of our customers, employees' online accounts, our call-center, franchisees' accounts etc. All our cashiers work in a web browser. The internet allows us to monitor and control all online activities in a real-time mode. With the help of web analytics, we collect a lot of data and make decisions based on them. We can also very easily make every operation transparent.



Dodo Pizza developed the first international delivery app.



Forecast 2020

Experts across India's F&B industry do a spot of crystal gazing and suss out the trends that will go big and ripple across the industry in the days and months ahead.





How restaurants can beat the slowdown and connect with customers

Restaurateurs will need to innovate and build effective tools to generate excitement around existing concepts and to retain and attract customers.

by Samir Kuckreja

India's Food Service Industry has had an exciting decade with new restaurant concepts, penetration into smaller towns, growth in the delivery business and the entry of new international brands. However, the industry has not escaped the overall slowdown in the economy and has felt its negative impact on consumption over the past six months.

But as they say, innovation is the key to growth during testing times. At a time when consumer sentiment is not exactly at its perkier, restaurateurs need effective tools to build excitement around existing concepts, to retain customers and attract new customers. And it has become all the more crucial that restaurateurs reach customers effectively through digital and social media.

Some trends that will have an impact on the Indian Food Service Industry in 2020 are:

Growth of Cuisine Specific Restaurants

An increasingly experimental consumer palate has led to the growth of various international and regional cuisine restaurants.

Concepts based on heritage cuisines and family recipes are coming to the fore. Bohri Kitchen is a Mumbai based Cloud Kitchen Brand that is inspired by the food of the Dawoodi Bohra community. Similarly, Kayasth by Anoothi Vishal is a unique pop-up event at leading restaurants covering ingredients and history associated with the food heritage of the Kayasth community.

Restaurateurs are focusing on having a more defined identity for their food offerings and concepts.

Healthy Eating

Healthy eating is an increasingly important trend. Increased awareness among Indians of the benefits of 'Vegan', 'Plant Based Protein', 'Gluten Free', 'Dairy Free' and others have become important criteria for customers in making restaurant choices.

Health focused food start-ups like Healthie and Cure. Fit have grown to fulfill the demand of consumers. These brands showcase a holistic approach towards leading a healthy lifestyle. Eat. Fit offers a variety of healthy snacks and beverages via subscription. The recipes of food items by such brands are being carefully crafted keeping in mind the nutritional requirements



The way forward to creating exciting and innovative cocktail drinks

Today, all mixologists are making drinks that are instagramable, most of them taste brilliant, and there is always a heart-warming story behind the drinks being told from behind the counter. So, how does one stand out?

by Bhavya Verma



SORE THROAT

Ingredients

- **Cough Syrup:**
2 caps
- **Bourbon Whiskey:**
60 ml
- **Angostura Bitters:**
5 dashes
- **Cinnamon Stick:**
1 pc

Instructions

- In a mixing glass add two capful of cough syrup.
- Add 60 ml of bourbon and 5 dashes of angostura bitters.
- Add ice and stir till the mixture increases in volume by half.
- Strain into an old fashioned glass.
- Garnish with a cinnamon stick.
- Serve.

In 2018, near Haifa in Israel, the world's oldest brewery was discovered, and researchers found residue of 13,000 year old beer on the site, which they believe must have been used in ritualistic feasts to honor the dead. In 2100 BC, the Sumerian and Egyptian people were using alcohol for its medicinal value; the Hebrew Bible recommends giving alcoholic drinks to the dying and the depressed so they could forget their misery. In the 1st century BC, wine was a staple in Greece and in the Roman Empire.

In 2019, I used whisky, some home-made bitters and a teaspoon of cough syrup and served it to one of the patrons of my bar. I called the cocktail 'Soar-Throat'. Cocktails, in my opinion, are the product of man's desire to let intoxication take a backseat. Instead, the craft of creating cocktails is about allowing the rampant creativity of countless great craftsmen take the driving seat and steer the story of alcohol away from the ritualistic-medical-public nuisance setting to the exciting and captivating world of mixology that we live in today.

Until a few years ago, classic cocktails used to fly off the shelves. But with the advent and spread of the cocktail culture all across the country, even small pubs in my hometown now have their own signature cocktail menus. The era of social media has blown this movement into something

that I refer to as 'Instagram mixology,' wherein the presentation and dressing of the glass has unfortunately become more important than the actual contents of the glass itself. It is the era of style over substance in which elaborate contraptions and glassware cast their dizzy spell and where the use of dry ice and liquid nitrogen by untrained hands with no safety equipment is the new norm.

We are in an age where bartenders are turning into liquid chefs and once innovative and technical drinks have turned into mediocre cocktails with the pretensions of science-inspired endeavours. But all said and done, Instagram mixology, for all its flaws, helped bring cocktails and the innovation behind them into the mainstream. Today, cocktail enthusiasts everywhere now have access to recipes, ideas, stories, etc. which have helped to demystify the once esoteric world of cocktails as a normal pursuit today.

The number of people consuming cocktails today in India is higher than ever before, and thanks to the growing ubiquity of social media, we have a growing market of a nation of whiskey and beer drinkers who are more open to experimenting with their palate and wallet. This trend acts as an incentive for both manufacturers and mixologists to push the envelope further in creating more exciting and innovative experiences with alcohol.

Ganesh Iyer's resume says he is India's first and only Water Sommelier. *FoodService India* caught up with Iyer who is also the Director, Operations - India & Indian Subcontinent, VEEN, a Finnish company that was established in 2006 and which offers premium spring water and mineral water ranges to 17 countries across Europe, the Middle East and Asia including India and China.

"Water sommelier as a profession was unheard of until I became India's first and only water sommelier," says Iyer in a chat with *Sanjay Kumar* in which he demystifies his job of being a water sommelier and what it takes to make a mark in this profession.



"Water has a lot more to offer to the culinary table than just quenching thirst"

Water Sommelier! Sounds like a fancy job description. Tell us what it is to be a water sommelier. What are the similarities and the differences between a water sommelier and a wine sommelier?

A water sommelier is someone who is able to detect, recognize and differentiate different types of natural mineral waters based on their different natural characteristics such as minerality, carbonation, vintage, hardness, orientation, virginity, hardness, and various other elements. A water sommelier has extensively trained on the subject and basis his/her expertise can suggest on how to pair different waters with different cuisines, wines & spirits in the culinary environment.

The similarities between a water sommelier and wine sommelier are in terms of the nuances of sight, smell and taste and how these traits help to identify different flavors and off flavors, as in wine.

Wine Sommeliers have dominated the fine dining space by recommending the perfect wine pairings to go with the food. Water sommeliers are doing the same except with natural mineral water sourced from, say, deep Arctic regions to mountain springs from Slovenia to the Himalayan Kingdom of Bhutan.

How did you come to become a water sommelier?

I have spent close to over two decades in the field of alcobev and non-alcobev during which I have had the distinction of being part of the teams that launched six different brands of natural mineral waters and sparkling waters in India from the 90s onwards. VEEN is the 7th water brand I have come to be associated with. With all this experience, I thought it was an opportune time to validate these learnings and I went to the DOEMENS Academy in Munich, Germany, which

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

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 Gen Y act differently in the matter of selecting restaurants

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

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HIGHLIGHTS OF THE NEXT THREE ISSUES

MAR-APR 2020 BUSINESS OPPORTUNITIES IN INDIA'S PUB, BAR, CAFÉ AND LOUNGE (PBCL) MARKET: The sector has been witnessing healthy growth as a result of people's increasing need to socialize and get-together with their peers in eateries offering unique ambience, entertainment and a variety of food and beverages.

MAY-JUNE 2020 FOOD COURTS AND THEIR POTENTIAL FOR SCOPING OUT MORE BUSINESS FOR MALLS: We bring you successful examples of Food Courts in leading malls across India, and their unique F&B and dining concepts that have helped increase footfall and extend the dwell time for the shopping centres.

JUL-AUG 2020 THE MARKET FOR INDIAN QSRS: Indian QSR players are widening their share with deeper spreads, while replicating learnings from McDonald's and Domino's models, and driving growth with regional offerings and affordable pricing.

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