

INDIA FOOD SERVICE FORUM 2020

Day 2 of India Food Forum saw movers and shakers of India's food services industry converge to chart the way forward for the sector



Featured inside: Riyaz Amlani | Amit Johari | Yudhveer Singh | Raji Gupta | George Pepes



foodService

VOLUME TEN • ISSUE TWO

www.indiaretailing.com

March-April 2020 • PAGES 56

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
Sabira Khan, Sales Co-ordinator (West)

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

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: 60/260 H.P. Dutta Lane, Golf Garden, Kolkata - 700033

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

What can you expect at a gathering that attracts the most eclectic bunch of cognoscenti from the Food Retail industry? As is customary at the annual India Food Forum (organised by IMAGES Group and publisher of FoodService India), Day 2 of the conclave, designated as Indian Food Service Forum, rippled with energy and its usual share of heat and light that the conferences, exhibitions, live shows and networking sessions radiated. Industry mavens who spoke on different themes and topics at the panel discussions threw up interesting insights on the foodservice industry.

Discussions also led to information on trends, emerging concepts and categories, understanding consumer behaviour, and on marketing and F&B promotion strategies – all of which, as everyone agreed, require joint efforts of both suppliers and retailers. Pages 22 to 43 of this issue of the magazine offers a conspectus of the action at the India Food Forum. Turn to pages 34 to 43 to find out about the winners of PepsiCo-IMAGES Food Service Awards. The winners were awarded glittering trophies and citations for demonstrating excellence in F&B operations across multiple formats. The selection process for the Awards involved inviting entries from the nation's leading food service operators across multiple categories. The Awards' Jury comprised eminent personalities from the fields of business, media, and research and consulting. The Jury analyzed key performance metrics such as growth in top line sales and retail presence, sales per square foot, same store sale growth and also studied the impact of IT application, innovation, marketing, supplier relations and employee practices.

My congratulations to the winners and my heartfelt thanks to all the participants at the Forum for making the show a great success and also for making India Food Forum a stellar platform for articulating the vision of the food retail industry and for forging deeper ties and understanding with all industry stakeholders.



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.

FoodService Europe & Middle East

Europe & Middle East

food service

Germany | Austria | Switzerland

FOOD service

Poland

Food Service

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.



18 COLUMN

How smart technology can lead the way for safe eating environments

With the growth of food retail industry, there is an increased focus on food safety, especially in terms of food preparation, packaging and distribution.



20 INTERVIEW

Millennials are looking for food that goes back to the roots

Chef Raji Gupta throws light on the future of the food industry, changing trends and choices of people and the importance of catering to the evolving demands of customers.

34 PEPSICO IMAGES FOOD SERVICE AWARDS HONOUR FOOD SERVICE RETAILERS AT INDIA FOOD FORUM 2020

22 ÉMINENCES GRISES OF FOODSERVICE INDUSTRY RING DOWN THE CURTAIN ON INDIA FOOD FORUM 2020

26 GLORIOUS LAUNCHES AT INDIA FOOD FORUM

30 EXHIBITORS AT FOOD FORUM



44 INTERVIEW

Thinking out of the box

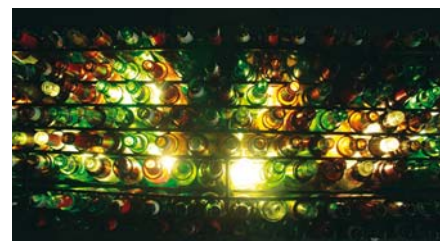
Benjamín Calleja of restaurant design firm Livit, shares his views on the role of design and technology in creating restaurants that are profitable and efficient as well as great on guest experience.



50 BAR & CAFÉ

A bar that does not burn a hole in your pocket

Yudhveer Singh of The Beer House Café, highlights the unique features of his establishment and the market strategy he has adopted to stay relevant in a competitive market.



48 CHEF TALK

A childhood passion becomes a profession

Chef Shaurya Veer Kapoor discusses how he has created the themes for the diners at Delhi-based Gola Sizzlers and Cafe Hawkers.



52 F&B TRENDS

"People look for quirky things and innovative concepts in summers"

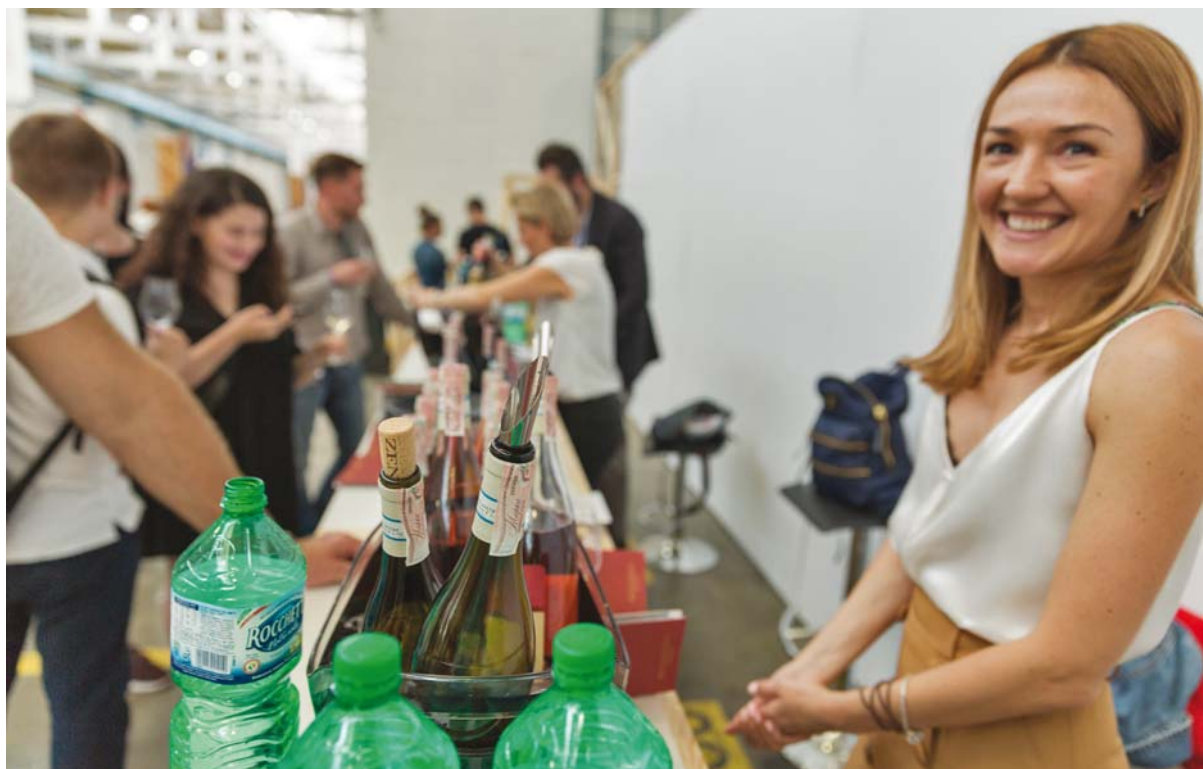
Amit Johari, Co-Founder, House Of Commons, on how summer trends differ from the other seasons in terms of the choice of beverages & appetisers.



How smart technology can lead the way for safe eating environments

As many forms of consumption drivers come together to fuel the growth of Indian food and beverage service retail industry, there is an increased focus on food safety, especially in terms of food preparation, packaging and distribution.

by George Pepes



The food industry is notoriously tough. Getting the front-of-house right is just the tip of the iceberg; executing the extensive list of tasks behind the scenes is extremely complex.

This can often mean employees spending more time in ensuring that processes are compliant and complete than focusing on ensuring an unforgettable customer experience.

Indian consumers' preferences are changing at a very fast pace, leading to an evolving landscape for its food industry as well. Factors such as robust economic growth, rising incomes, increasing urbanization and greater penetration of technology are driving consumption and fuelling the growth of the Indian food and beverage service retail industry. As such, there has been an increased focus on food safety, especially in terms of food preparation, packaging and distribution.

The Federation of Indian Chambers of Commerce and Industry (FICCI) has forecast that the food service industry will be experiencing a Compound Annual Growth Rate (CAGR) of 10 percent over the five-year period from 2017 to

2022. Comparatively, the Chinese and South Korean industries are only expected to grow at CAGRs of 4.4 percent and 3.6 percent respectively over the same period.

This scenario has given rise to the need for better food hygiene and food storage management, which are crucial elements in the hospitality industry, paramount to ensuring that businesses remain reputable and ensuring the safety of their customers. Inadequate management of produce at any point in the supply chain, from warehouse to the restaurant floor, can have wide-ranging consequences. In the first place, low confidence amongst consumers can result in revenue loss as they begin to choose alternative options. Fines can be imposed, and even arrests made if negligence occurs.

The Food Safety and Standards Authority of India (FSSAI) has laid down stringent guidelines to ensure that food safety regulations are observed across the country. The FSSAI stipulates that all food establishments are to be careful during the procurement of their raw materials. They are also to conduct prudent checks on the expiry dates of their food and be mindful of the temperatures

Millennials are looking for food that goes back to the roots

The millennials are very much aware of the benefits of healthy food; so the farm-to-table approach is growing and there is a boom in the demand for organic food cooked with sustainable methods. Chef Raji Gupta, in a conversation with *FoodService India*, throws light on the future of the food industry, changing trends and choices of people and the importance of catering to the evolving demands of customers.



Please take us through your culinary journey so far, the major milestones accomplished along the way and how they have shaped and influenced your career?

My journey of becoming a chef was no lesser than a roller-coaster ride. But I enjoyed every bit of it even though most people don't like it. Throughout this journey, I have had experiences that has made be sensible and responsible towards cooking and has taught me some life lessons. Every single person has made a mark in my life – be it teachers, trainers or customers.

What kind of a food person are you? What do you think are your key strengths as a chef?

I am into experimenting and curating different cuisines. The love for curating has encouraged me to learn and upgrade my skills through different levels of courses conducted in the food industry. As a chef, my key strength is the desire to serve hygienic and flavorful food to my customers.

How would you articulate the role of a modern day chef?

Earlier, a typical routine to becoming a chef would be to get into a culinary school and then into the kitchen. This linear career progression involved becoming a line chef, sous-chef, and head chef. However, nowadays, the platform is wide; there are a lot of options and many opportunities for a chef – from starting own restaurant or café to participating in a farmer's market, or own a food truck, take part in a competition, make a kind of comeback through a food show or become a food blogger. So the chef's role has a wide scope now.

What is the one thing that is going to change the way food will be promoted in future?

With the changing dimensions in the culinary landscape and in the choices of people, there is a boom in the demand for organic food, and for food cooked



Éminences grises of foodservice industry ring down the curtain on India Food Forum 2020

India Food Forum returned for its 13th edition at the Renaissance Convention Centre at hotel Renaissance Mumbai on 5-6 February where the crème de la crème of India foodservice industry came together on Day 2 of the event to offer insightful takeaways on the innovations in food retailing, HoReCa and food technology, and also ensuring that all those attending the day's deliberations were empowered with the products and insights that would help to maximise the opportunities offered by India's vast consumer universe.



As in the previous years, India Food Forum 2020 once again shone the spotlight on a ground breaking agenda geared to reframe our understanding of the trends shaking up modern food retailing. Through an innovative format of Conferences, Exhibition and Awards, India Food Forum 2019 brought into play a powerful and cutting edge agenda that set an exciting tenor for two days of knowledge sharing and exchange of ideas among industry stalwarts.

The theme of the Forum this year – **Charting the growth map for food grocery, food service and food start-ups in this fast, tech-savvy, digitally connected, demanding consumer-driven era** – was aimed at building the roadmap for food retail business to accurately read the underlying opportunities and predict future consumption paths that the Indian consumer will tread. Offering unique opportunities for networking and business ideas, and for exploring

growth opportunities in the dynamic world of food retail, the Forum gathered with the mission to "accelerate food retailing excellence by generating ideas, insights, innovation and opportunities for profitable growth."

Launched in 2008, India Food Forum is an annual business event showcasing ground-breaking insights, analyses, products, technologies, emerging innovations, trends and developments in the business of food in India. Every year since its launch, the Forum – through conferences, masterclasses and specialised exhibition zones – presents and analyzes unique research findings, consumption and retail trends in food. The event puts together the most comprehensive capsule of trends and innovations that affect businesses engaged in the all aspects of the food retail value chain – from sourcing ingredients to retailing.

With thirteen years of stellar track record as India's pre-eminent knowledge and business networking platform for food retail, India Food





Glorious launches @ India Food Forum

Launching a new product at a trade show is the best way to maximize exposure and connect directly with the consumers. Over the years, India Food Forum has emerged as the preferred launch vehicle for many food products. That's because the platform offers the opportunity for a live, captive audience, and an ideal way to showcase the product in the midst of a targeted consumer demographic.

This year, on Day 2 of India Food Forum, which is designated as India Food Service Forum, 2 leading HoReCa brands launched new products that's sure to make a market splash in the days to come.

KINGFISHER

KINGFISHER showcased Radler, the first non-alcoholic malt-based carbonated drink to launch in the Indian market. It has 30% less sugar than the average carbonated soft drink and is made from all-natural ingredients. Kingfisher Radler has the advantage of being the first mover in this segment in India. The product is targeted at consumers looking to replace colas and other carbonated soft drinks with healthier options.

Kingfisher's parent company UB Group also launched its global favorite non-alcoholic beer, Heineken 0.0 in India. Heineken 0.0 is made of natural ingredients – water, malted barley, and hop extract, and offers the same great taste of beer, but without the alcohol. The product is available in 2 variants – a 330 ml bottle, and a 330 ml can.



KAGOME FOODS INDIA

KAGOME Foods India presented a range of preservative-free tomato products that drive convenience, consistency, and customisation, offering an enhanced cooking experience to chefs. With a strong seed-to-table presence, combined with its Japanese lineage, the company offers 'global quality products at local prices'.

Kagome Foods India's launch portfolio comprises crushed tomatoes, tomato puree, tomato soup base, tomato makhani gravy base, Italian pizza pasta sauce, classic pizza sauce, and thick tomato concentrate. All the products are part of an exciting culinary portfolio targeted at chefs and gourmands! Kagome Foods India is the fully owned subsidiary of Kagome Japan, the country's No. 1 tomato company since 1899. ♦♦



PEPSICO IMAGES FOOD SERVICE AWARDS HONOUR FOOD SERVICE RETAILERS AT **INDIA FOOD FORUM 2020**

IMAGES Group presented PepsiCo IMAGES Foodservice Awards 2020 to recognise and celebrate exciting Indian foodservice and retail concepts, contemporary and cutting-edge foodservice formats and food retail professionals who displayed an inventive streak.



Thinking out of the box

Benjamín Calleja is the founder and CEO of Livit, one of the world's top restaurant design firms. He shares his views with us on the role of design and technology in creating restaurants that are profitable and efficient as well as great on guest experience.

Interview by **Flavia Fresia**



LIVIT

Livit was established in 1998. "It is currently the world's largest restaurant design company," says founder Benjamín Calleja. "We are active in almost 50 countries and have designed over 13,000 restaurants. Currently, a Livit designed restaurant opens every eight hours somewhere in the world. This scale and global presence give us a level of understanding of cultural differences, trends and business models that is unparalleled in the design industry."

Until recently, Livit had 18 offices around the world, but then they took the strategic decision to relocate everyone into one building in Madrid. "We work in two shifts, a US shift and an Asia-Pacific shift to make sure we are on our global clients' time-zones," reveals Calleja. "The beauty of this relocation is that now everyone gets the benefit of synergies and every team is aware of what the other teams are doing around the world."



What do you think are currently the most interesting industry trends influencing restaurant design?

The restaurant industry is facing a fourth revolution, which is pushing restaurant companies into two big categories. The first one is 'convenience', and is reflected in all the concepts that focus on speed of service, delivery, technology etc. Domino's Pizza has been spearheading this evolution over the past years. The second category is 'experience' and encompasses restaurants that focus on creating environments that are actually making customers want to leave their house and their sofa and go out to socialize and have a great dining experience.

What role does design play in creating the overall guest experience?

To us at Livit, the word 'design' has a bigger and broader meaning than traditional definitions. When you talk of restaurant design, everyone thinks of the front of the house – the tables, the seats, the lights. At Livit, we practice strategic design: How do we make a brand profitable? How do we get the right operating model? These questions are now more important than ever and are at the core of our work. As far as guest experience is concerned, the role of design is tremendous, especially if you have a broader vision of what the term design can really encompass. For us, design goes well beyond the physical aspect. The music, the lights or the uniforms are equally important.

How does Livit develop a project?

As I said, we have a slightly different approach than most design companies. Most of our clients are private equity and investors, so we are a business-first design company. We always start developing a project by asking: Is this the right business model? Is it the right footprint or the right development strategy? What needs to be changed? We do a lot of work on the brand positioning, the target audience. Once we have nailed all that, we look into the operating model, the labour component, how the kitchen is going to be

A childhood passion becomes a profession

A childhood passion turned into a full-blown career for Chef Shaurya Veer Kapoor, Head Chef, Gola Sizzlers (A Naresh Gola Group). In a conversation with *FoodService India*, he discusses the changing tastes of Indian consumers and how he has created the themes for the diners at Delhi-based Gola Sizzlers and Cafe Hawkers.



Please take us through your culinary journey?

My culinary journey is full of fun and nostalgia. I started cooking at the age of 8 at my home under my grandparents' guidance. They have been an inspiration for me since the beginning of my career; they influenced me to explore Indian cuisine in its myriad dimensions. It is because of my grandparents that I am today a head chef at Gola Sizzlers, a unit of the Naresh Gola Group.

What are your key strengths as a chef?

As a chef, I love to try different dishes and work on accentuating the flavors of that dish. My key strengths are that I try to innovate with food and make new dishes. I am passionate about cooking food and it is my most important life activity.

In your opinion, which are the hallmarks of a professional chef?

The role of a modern day chef is to try and invent new techniques of cooking, keeping his/ her roots in mind. The hallmarks of an outstanding chefs are: organized attitude, calm nature, passion towards cooking, great stamina, knack for creativity and honesty.

What is the one thing that is going to change the way food will be promoted in future?

In the future, the promotion of food will be dependent on the personalization of customers' preferences and the use of digital mediums for reaching out to consumers. Instagram has become the most important platform for showcasing food. Managing the data and productively using them will also help in attracting potential customers.

Does India have enough trained chefs to meet the demands in foodservice industry?

Yes, India has enough quality, trained and qualified chefs as they have to meet the demands of their customers in the food industry. India is developing every industry and sector and F&B is not the market where Indians should be lagging behind. There is an emerging demand for quality food and different cuisines. With the changing trends in food, it is essential to keep upgrading according to the demand and the chefs are sufficiently innovative to meet all these targets.



Which particular cuisines do you focus on?

I focus more on Indian cuisine and want to change the way it is perceived by the people. There is still a lot to explore in Indian cuisine. Thankfully, street foods are being introduced in different and innovative ways in the menus of high-end cafes. I once had *kamal kakdi ki chaat*, it was unique and delicious and totally different from regular *kamal kakdi ki sabzi*, which we eat at our homes. A bit of a spin-off is all that Indian cuisine requires to reinvent the essence of it. Indian cuisine has also evolved because of chefs like chef Vinit Bhatia and chef Gagan Anand.

What is the potential of Indian regional cuisines?

Indian regional cuisines have a lot of potential, especially north and east Indian cuisines. There are various options to explore for in our own Indian cuisine. One is the emergence of street foods of various states, finding their way into the fine dining space. Street foods are becoming popular like pav bhaji, batata vada from Maharashtra, litti chokha from Bihar, puri bhaji and more. Our future will revolve around several dishes from different states, which will garner attention and become mainstream.

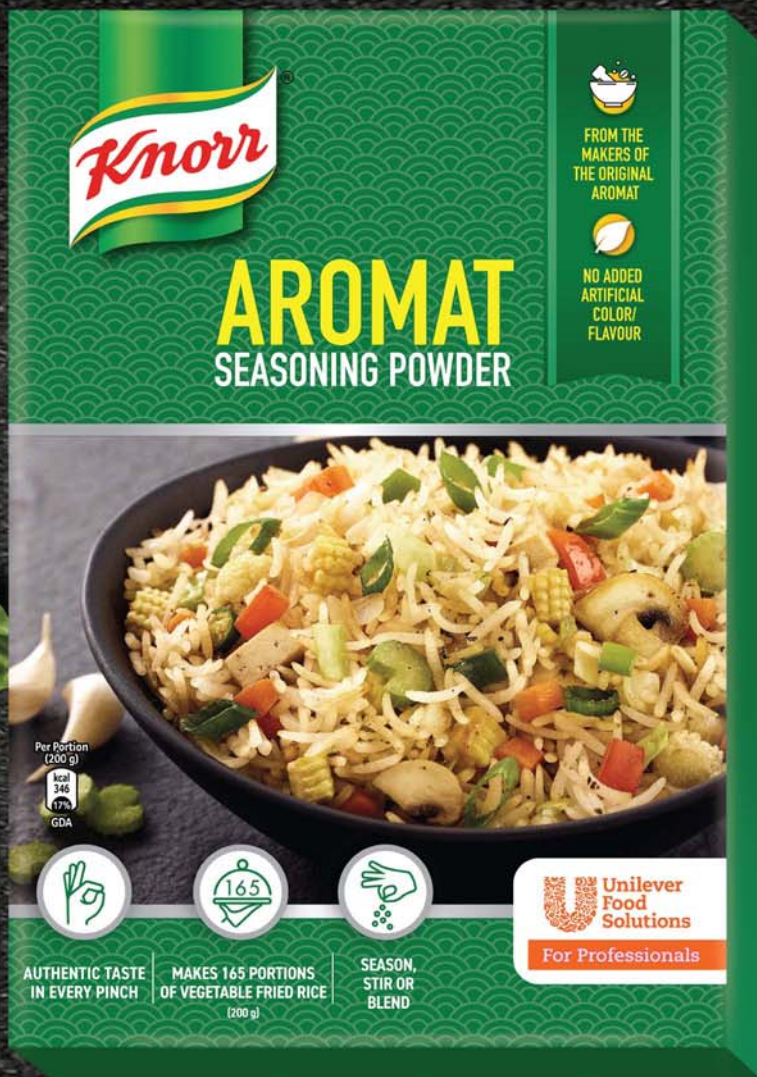


KNORR AROMAT

SEASONING POWDER

PERFECT FLAVOUR ENHANCER

Loved by Chefs in Asia



Creative visualization. Serving suggestion.

For free demo and samples of Knorr Aromat Seasoning,
Please contact us at: 1800-10-22-221 (Toll-Free No.)

www.unileverfoodsolutions.co.in

**Unilever
Food
Solutions**

For Professionals

एम डी एच के 100 साल, बेमिसाल !

आपका प्यार, आपका विश्वास, एमडीएच ने रचा इतिहास

1919·CELEBRATING·2019

1919·शताब्दी उत्सव·2019



मसालों में 100 साल की शुद्धता के जश्न

पर सश्री ग्राहकों, वितरकों एवं शुभचिन्तकों को हार्दिक बधाई

महाशय धर्मपाल जी

पद्मभूषण से सम्मानित

चेयरमैन, एम.डी.एच. (प्रा0) लि0

भारत सरकार ने व्यापार और उद्योग, खाद्य प्रसंस्करण (Trade & Industry, Food Processing) में उत्कृष्ट सेवाओं के लिए दिनांक 16 मार्च, 2019 को राष्ट्रपति भवन में आयोजित समारोह में महाशय जी को भारत के माननीय राष्ट्रपति श्री रामनाथ कोविंद जी द्वारा पद्म भूषण सम्मान से अलंकृत किया गया।

विश्व प्रसिद्ध एमडीएच मसाले शुद्धता और गुणवत्ता की कसौटी पर खरे उतरे।

भारत सरकार द्वारा "ITID Quality Excellence Award" से सम्मानित किया गया।

यूरोप में मसालों की शुद्धता के लिए "Arch of Europe" प्रदान किया गया।

"Reader Digest Most Trusted Brand Platinum Award" भी प्रदान किया गया।

The Brand Trust Report ने वर्ष 2013 से 2019 तक लगातार 5 वर्षों के लिए

ब्रांड एमडीएच को India's Most Trusted Masala Brand

& India's Most Attractive Brand का स्थान दिया है।

MDH मसाले

सेहत के रखवाले असली मसाले सच-सच



महाशय धर्मपाल जी ने सियालकोट (पाकिस्तान) से आकर कठिन परिस्थितियों और संघर्ष से अपने जीवन को संवारा है और बड़े पैमाने पर समाज और मानव जाति की सेवा के लिये अपने व्यवसाय को समर्पित किया है। अधिक जानने के लिये [YouTube Channel पर Mahashay Dharampal Gulati टाईप करें और देखें।](#)

