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BAKERY

Business Magazine for Bakery & Confectionery Professionals

REVIEW

Business
Maintaining Bakery Business in Pandemic

Ingredient
Soya Means Health

Dairy
Making Merry with Milk

Product
When Breads Speak German

Living it up at the Café!

Happy International Coffee Day



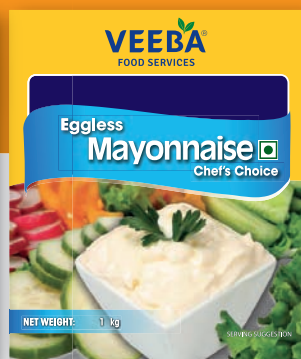
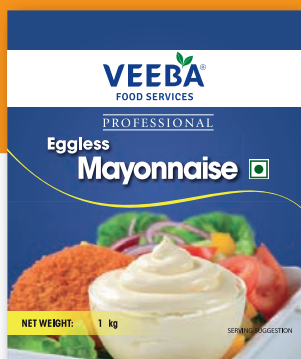
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Editorial



Before Covid, Coffee shops were often frequented by office goers, young executives, coming out of their offices in the evening, for a cup of coffee and their choice of cake or cookie, over a gossip about their peers and generally life. When India went into a nationwide lockdown to curb the spread of the Covid, workplaces were closed down, and employees started work from home and the fun over cup of coffee was lost somewhere during this period. They all started craving for those long sessions over hot cuppas at their favourite spots.

Many teens lost wonderful days of freedom when they freshly passed out of the schools and enter the new world of independence, never been able to go to college, since they were closed. They are now anxiously waiting for colleges to open to experience what they have missed till now, culture of coffee shops and free uninterrupted gossiping.

This year on the 'International Coffee Day', October 1st, the days, which were lost during the pandemic, once again seems coming back, with easing of norms for eating out. Coffee Shops have started operating now and the response has been very positive, seeing their customer numbers rise. There is a sense of longing for being able to go out and enjoy some good time.

Cafe owners are redesigning their cafe and format to fit the new requirements and ensure safety of the staff and customers. For a business that primarily operates on the sense of community, operators believe in staying true to its essence and being positive in its approach. The changing concept of café has been as revolutionary as the changing perception of coffee.

A handwritten signature in black ink, appearing to be 'Rajneesh Sharma', written over a light blue background.

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Bagrry's Launches Granola Range

Bagrry's, a pioneering brand in breakfast cereals and health foods that brought Oats, Muesli and Bran to India has launched the Superfood Granola in two exciting flavours for breakfast. The variants are Belgian Dark Chocolate & Almonds Granola and Exotic Fruits with Cranberries & Almonds Granola.



The Belgian Dark Chocolate & Almonds is an enhanced version of the double chocolate granola. With this, one gets a wholesome dose of fibre-rich oats, Californian almonds and protein packed quinoa.

The granola gets a delicious inclusion with Belgian dark chocolate, whole wheat, and crunchy rice flakes. This granola is made with 5 great grains along with 40% fibre oats and is 100% vegan & plant-based.

Aditya Bagri, Director at Bagrry's says, "At Bagrry's, we work with some of the finest natural ingredients from across the world to make wholesome, naturally and innovative breakfast cereals. For over 50 years we've pioneered in bringing the legendary goodness of grains to our consumers. With our new superfood granola range, we've raised the bar in nourishment and indulgence with generously loaded granola with the finest natural superfoods. We've slowly baked this multigrain cereal to give it the perfect crunch along with power packed nutrition. Our granola works well in warm or cold milk, with Greek yoghurt or simply as a snack!"

Lavazza Globally Launches La Reserva De ¡Tierra! India



Lavazza, the Italian brand that is among the world's leading coffee roasters, has announced the launch of La Reserva de ¡Tierra! India, a unique premium blend of refined coffees fully sourced from Karnataka and crafted in India, for professional use in cafes, fine-dine restaurants and star hotels.

This variant is part of Lavazza's brand-new La Reserva de ¡Tierra! range - a collection of the finest and sustainable coffee blends in carefully designed and crafted to offer professional baristas the unique taste experience of a coffee origin land while highlighting the Group's commitment to creating a sustainable coffee experience.

La Reserva de ¡Tierra! India is an espresso premium blend from the Malabar Coast of Karnataka and Kerala prepared with a slow, delicate and gentle roasting process containing the Indian specialty Monsooned Malabar coffee blend. Known for its soft and mellow characteristics with notes of cocoa, spices, liquorice and a winy aftertaste, the blend comes in a completely recyclable packaging and is 100% Rainforest Alliance certified. With a balanced body note, aroma and taste, La Reserva de ¡Tierra! India will bring the best coffee experience there is in the HoReCa & food-service industries, narrating the story of sustainability with every cup.

Commenting on the launch of La Reserva

de ¡Tierra! India, Jai Ganesh Ramnath, Managing Director, Lavazza India said, "La Reserva de ¡Tierra! reiterates Lavazza's commitment to our planet, our farmers and our customers. There is a story of sustainability behind every cup from this collection; ¡Tierra! Brasile and Colombia, two recently launched blends from this collection have been acclaimed globally for their unique blends. We take immense pride in launching La Reserva de ¡Tierra! India, a blend that has been 100% grown and procured in Karnataka and roasted in our Indian factory that is located in Sri City, Andhra Pradesh. We have had the opportunity to work in close quarters with farmers from Karnataka and to be exporting ¡Tierra! India to the rest of the world is a true testament to this unique blend that truly belongs to the soil of India."



Lavazza ¡Tierra! is a social responsibility project that was started by Lavazza Foundation in 2002, aimed at improving living and environmental conditions of coffee-producing communities around the world while providing them with the brand's technical know-how to help their businesses grow.

La Reserva de ¡Tierra! India is available in 1 kilogram packs. All Tierra ranges, due to its ethics & sustainability features, reveals, reminds and refers to the strong commitment to CSR of Lavazza Group which is symbolized by Blend for Better, Groups' commitment to sustainability.

Fuelled Nutrition introduces Healthy and Delicious Desserts

Fuelled Nutrition has introduced the yummiest yet the healthiest alternative to desserts in the form of protein bars. These bars are the outcome of the revolutionary journey of Viren Hariyani and Rashmi Roy, the co-founders of Fuelled Nutrition, which they undertook to resist their temptation for the usual unhealthy desserts.

The challenge to come up with a solution for satiating people's desire for desserts with healthy option took them two years. Looking at the dynamics of the country, they understood and identified the gap in the

Indian market where there were no tasty options to feed the cravings while reaching the fitness goals. Hence, they decided to find a nutritional solution for this high powered modern lifestyle by sourcing some of the



best ingredients from across the globe and a long process of experimenting recipes to fit

nutrition and indulgence in the most authentic manner in the form of Nutrition Bars. Nutrition Bars are not all that they have, they aim to build a whole line of healthy foods that one can intake without a second thought, may it be a pizza or a pasta, one should always take it as a guilt-free indulgence.

Rashmi Roy says "Let's help people become the best version of themselves and lead better lives. Fitness is a never ending journey and as the brand's tagline says "Never Done", there is more and more to it, every single day."

The easy way to make delicious breads



This product has higher sugar tolerance, faster fermentation and is suitable for high sugar and oil breads. It optimizes oven spring and can meet the requirements of different fermentation processes (direct method or sponge dough method) to ensure higher volume and larger sized bread.

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- Increased shelf life, better oven spring
- Improves volume, aroma and softness of bread



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The Most Popular Autumn Drink

Autumn has arrived and with the season come seasonal favourites, autumnal drinks! With the classic, hot chocolate, and the modern favourite, pumpkin spice latte, vying for the top spot, which autumnal beverage is the most popular worldwide?

To find this answer, 'Brewsmartly.com' utilised online analytics tool 'Ahrefs' to establish which autumnal beverage is the most popular worldwide.

Highlights from the research include:

Hot chocolate is the most popular autumn drink across the globe, according to this study!

Those living in India search for hot chocolate online 456,000 times annually!

Turkey and the Philippines are amongst those searching for pumpkin spice lattes' the most!

29 of the 42 Asian countries in the study prefer hot chocolate!

Which countries have the most Hot Chocolate fans?

Brazilians are some of the biggest hot chocolate fans in the world, as residents in this country have the highest number of monthly searches than any other country around the globe. It seems that Americans are huge hot beverage fans in general, as searches for the drink amount to 104,000 monthly searches. In third place is the United Kingdom, where hot beverage fans make

43,000 monthly searches for the drink, compared to 10,000 for PSL.

India (38,000), Canada (14,000), Japan (9,600) and South Africa (4,400) are also big fans of the classic hot chocolate as these countries feature in the top 20 countries for hot chocolate searchers.

Which Autumn Drink is Most Popular Per Continent?

Africa

Hot chocolate takes the crown in Africa, with 17 countries favouring the drink, and the other 26 countries showing an equal split in search results. In total, 98,880 searches are made annually for both hot beverages, on average, across the 43 countries studied on the continent. 89,880 of those searches are for hot chocolate, and just 9,000 searches are for pumpkin spice latte – 80,880 less.

Asia

Of all the 42 countries studied, hot chocolate wins the popularity contest in Asia, with 29 countries favouring hot chocolate over the pumpkin spice latte. On the continent, inhabitants make a total of 1,199,800 searches for both drinks, combined. 1,112,320 of those searches go to hot chocolate and a further 9,835,010 searches for pumpkin spice latte.

Oceania

Of the nine countries we studied on the continent (American Samoa, Australia, Fiji, Micronesia, New Zealand, Pitcairn, Samoa, the Solomon Islands and Vanuatu), hot chocolate takes the top spot. Australia, Fiji and New Zealand favour hot chocolate (three countries), however, the other six countries are split 50/50. They each have an equal average number of searches for the two drinks.

Europe

Hot chocolate again takes the crown in Europe, with 41 countries out of 48 favouring the popular drink. Our analysis found that 2,027,640 searches are made for the comforting beverage each year! By comparison, Europeans made 511,920 searches for pumpkin spice latte.

Overall Europe favours the hot chocolate, however, out of all the continents, Europe takes the crown for the most pumpkin spice latte obsessed continent!

Americas

In North America, 11 countries out of the 24 studied did not favour one drink over the other; they were split equally. However, the remaining 13 did in fact, like the previous continents, favour hot chocolate over a pumpkin spice latte. An impressive 3,819,860 searches are made for hot chocolate each month, compared to 359,280 for the PSL.

On the other hand, in South America hot chocolate dominates in all 12 countries studied! With 100% of the population favouring the drink over the infamous pumpkin spice latte. Residents of South America search for hot chocolate online 2,271,500 times annually!





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New Technology Designed to Detect Destructive Cocoa Virus



Swiss agrifood testing company SwissDeCode, in collaboration with Mars Wrigley, has created an on-site test that is designed to detect Cocoa Swollen Shoot Disease (CSSD) in asymptomatic trees in less than 60 minutes.

For decades, the virus has been infecting cocoa trees creating an acute problem for the cocoa and chocolate industry, as it can reduce cocoa yield by up to 70%. Until now, no efficient methods to quickly detect the presence of the virus in field in asymptomatic plants had been found.

An exciting new method, adapted to the needs of the cocoa industry

Built on SwissDeCode's DNAfoil proprietary technology, and incorporating underlying research from Mars Wrigley, the new solution is an easy-to-perform testing kit that would enable field personnel to quickly test cocoa trees, using their leaves as samples. The test would enable farmers to detect infected trees, even before they show any symptoms, and to take immediate action to prevent the spread of the virus to healthy trees, thus helping to safeguard their current and future income.

The new rapid test provides an opportunity to benefit not only cocoa farms but also cocoa tree nurseries, as

it enables monitoring of tree health on a regular basis, and the release of planting materials only when they are substantially free of the virus. Finally, replanting infected areas and regenerating old farms can be conducted with greater peace of mind, helping farmers increase both yields and income while preventing deforestation.

Collaboration with industry players is key

For the development of the new solution, SwissDeCode has partnered with Mars Wrigley, who, for a long time, has been advancing crop science to improve cocoa production across the globe. This successful collaboration has allowed SwissDeCode to understand the specific issues and requirements of end users, from cocoa farmers to trading organizations. Once field validations have been successfully completed, the kit will be ready for large scale use.

"Seeing that the result of our work helps to solve an issue that is impacting 14 million families makes us immensely proud. We are also making cocoa farming more sustainable, by preventing large-scale deforestation caused by recurring infections."

Brij Sahi, CEO & Co-Founder, SwissDeCode

We have been looking for reliable preventive solutions against CSSD since the 1940s, as each year cocoa farms are being increasingly affected by this virus. Joining forces with SwissDeCode, we have finally found a rapid and reliable on-site diagnostic!"

Jean-Philippe Marelli, Senior Director Integrated Pest Management, Mars Wrigley

What is Cocoa Swollen Shoot Disease?

The Cocoa Swollen Shoot Disease is caused by plant viruses and transmitted by mealybugs from infected to healthy cocoa trees. The region of West Africa is particularly affected, especially Ghana and Ivory Coast, where over 780,000 hectares of cocoa trees are believed to be infected.

Cocoa trees affected by CSSD can be asymptomatic for up to 2 years, but then they start to show symptoms such as red leaf veins or swollen stems and roots, and typically die within 3-4 years of symptom development. Sick trees cannot be cured, and the disease can only be managed by preventing further spread to healthy trees, for example by planting barrier crops or cutting out infected trees entirely.

These measures can have a great impact on the sustainability of cacao production, since they are responsible for the loss of thousands of hectares every year, and millions of dollars are spent in replanting cocoa trees, which is considered the best solution to stop the spread of the disease. This new technology enables early detection, which allows for targeted intervention and helps decrease the need to cut down adult trees to mitigate the spread of the disease.

Organizations involved in the production, trading and quality control of cacao and cocoa trees can benefit from the new test, and can learn more here: <https://swissdecode.com/dna-foil/cssd>. SwissDeCode is at the forefront of food quality, authentication and compliance, offering a variety of DNA detection solutions to help boost confidence in the entire food supply chain.



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**Living it up
at the Café!**



Cafes are no longer places where one goes to have a cup of coffee. It has become a meeting place for friends and colleagues. With the introduction of Wi-Fi, in most of these places, cafes have also developed into substitute places of work. The changing concept of café has been as revolutionary as the changing perception of coffee. Initially, about two decades ago, coffee was available only as South Indian filtered coffee. This pick-me-up was, later, available as instant coffee and then as Espresso. Now this drink has acquired various formats like Cappuccino, Latte, Frappe, et al. **Ashok Malkani**, on the occasion of International Coffee Day, on 1st October, look at the changing café scenario, the effect of the pandemic on these outlets and their future. He also examines how the tippie called coffee is now available in various cocktail forms – hot or cold.



popularization of Wi-Fi, coffee houses with this capability have also become places for patrons to access the Internet on their laptops and tablet computers to complete their college or office work.

Though coffee culture has thrived over the world for years, in India it is yet an evolving process. The revenue earned from coffee segment in India, according to reports of Statista, stood at \$ 0.6 and the consumption at 0.3 kg in 2020.

It may be explained, for a novice, that a coffee house, coffee shop, or café is an establishment that primarily serves coffee of various types, e.g. espresso, latte and cappuccino, etc. Some of them may also serve iced coffee or tea and other non-caffeinated beverages.

The café culture in India is on the rise, and the main reason is because of its ambiance, quality, taste, and surrounding of the coffee shops. In a report by market researcher, Euromonitor International, India is listed as the 10th fastest growing market for specialist coffee retail shops. The café chain market, led by Cafe Coffee Day and Tata Starbucks, is also one of the fastest growing categories in the consumer food service industry, estimated to grow 6.9% a year to Rs 4,540 crore by 2023 in value sales at constant prices exclusive of inflation.

Coffee shops, coffee houses, cafes, and coffee bars, have existed for centuries, although research into their social meanings seems to have begun in the

1970s. The “third wave” coffee shops are attracting attention these days as social institutions based on good tasting and ethically sourced coffee.

Essentials of Coffee Shops

According to Euromonitor, “Specialist coffee shops appeal to young people, especially in large cities, as they not only offer high quality coffee, but also free Wi-Fi and a friendly environment. Consumers frequenting cafes in India are primarily 18-35 years old which comprises the country’s primary working force with higher disposable income and fast-paced lives.”

Today, having a Wi-Fi has become an important aspect in the popularity of a café. Almost all coffee house chains have them. However stand alone cafés have different opinions about having a Wi-Fi in the premises.

Vandita Purohit, Founder of Mauji Time Café, Pune, claims “We have Wi-Fi in every corner of the space. And a lot of people come to Mauji for meetings, to work, or write, etc.”

Pawan Sharma, Food & Beverage Manager, The Mirador, Mumbai states, “We offer free Wi-Fi only on request. Guests often visit our café to do official and personal discussion, and sometime they work on lap tops.”

Naveen Mehta, Director Food & Beverage, Crowne Plaza New Delhi Rohini, said, “Most of the Cafes provide complimentary Wi-Fi to lure guests. At our unit we provide but

Thomas Jefferson’s remark that coffee is the favourite drink of the civilized world has proved to be popular through generations.

However, today people don’t visit cafés just to have a cup of coffee. It has become more of a recreation place. They have become havens of different activities for people of different ages. From a cultural standpoint, one can say that coffee houses serve as centers of social interaction: a coffeehouse provides patrons with a place to congregate, talk, read, write, entertain one another, or pass the time, whether individually or in small groups. Since the

on chargeable basis. Corporate meetings and single guests have been a good chunk of business in afternoon till Hi-Tea meals, which has been there from ages and still prevails.

Karan Kabu, Owner of Light House Café, Mumbai, disclosed, "Giving generic Wi-Fi access to customers can have legal consequences as the law says that Wi-Fi access can only be given to public if individual login tracking is done. This is to keep a check on cyber crimes. Individual Wi-Fi login access is common and economically feasible only for big entities like malls, hotels, airports."

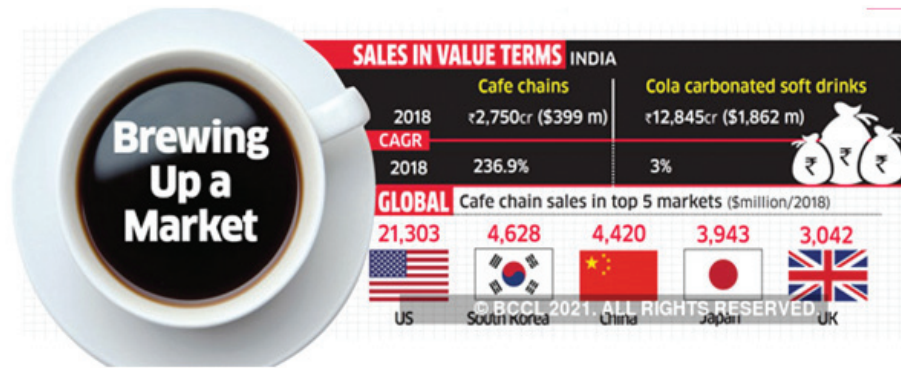
People Visiting Cafés

Whether you are young or old, you always want to visit a café to meet up, as that is the most happening place in today's times. As potential customers are looking forward to the coffee shop for their network and relaxation, the business is growing. But who are the most frequent visitors – or the regular customers – at these coffee houses?

According to a Bloomberg report, coffee consumption in Indonesia has more than doubled in the past decade, thanks largely to millennials. Indian consumption might follow the same pattern. But it is generally noticed that the most frequent visitors are tourists or Gen X people.

Vandita states, "At Mauji we get all sorts of people coming in, but the majority are 22-40 years. We mostly either have young college-going students & friends coming over to hang out, or we get a lot of WFH (work from home) audience, freelancers, and entrepreneurs coming."

She adds, "As far as gender is concerned, I believed that both prefer coffee equally.



Source: Euromonitor consumer food service data

Obviously, people who come to work have more black and hot coffees vs people who come to just hang out with friends. They usually have more cold beverages."

Naveen iterates that people of all ages visit coffee shops. He categorizes their different age percentages thus: 60% are those below 45 while those between the age of 45-55 account for 30%. The other 10% are above 55.

Commenting on which sex is predominant visits the café disclosed, "According to the earlier-noted study from Food and Nutrition Sciences, more than 50% of males consume coffee compared to around 32% of females, but we see a different trend in this part of the city. Guests (Male and Female) are more inclined towards experiments or trying new styles, brews and flavours apart from traditional stuff."

Pawan asserts that both, males as well as females between the age groups of 25-55 were frequent visitors at coffee shops. He added that coffee shops were popular in urban areas.

Karan avers that the audience at his establishment, Lighthouse Café, comprised of the age group 18-45 years. He continued,

"We have seen that men prefer coffee more as compared to their female counterparts."

Variety of Coffees

Customer, today, have immense choice of the type of coffee that they can relish – be it hot or cold coffee. Choosing the right brew often proves difficult for Indians, most of whom have had only filtered coffee or south Indian coffee. There are several other famous types of coffee cocktails, which are proving popular, like Espresso, Latte, Cappuccino, Mocha, Americano, Frappe, etc.

These are some of the different types of coffees which are relished:

'Espresso' has no milk. It is just pure coffee. It is generally made from 1 oz of coffee.

'Latte' is made when you pour steamed milk on top of Espresso. Since this is an espresso mixed with milk, the consistency of the foam is not always the same. Sometimes the foam at the top has a fancy design on the top.

'Cappuccino' consists of equal parts of Espresso, steamed milk and froth milk. Thus a cup of cappuccino has a lot of foam at the top. Sometimes, to suit individual palettes, chocolate or cocoa powder is sprinkled on top of the foam.

'Mocha', which is quite popular with the ladies, has one part Espresso with one part chocolate syrup and two or three parts of frothed milk. The final taste of the cup depends on individual taste but generally the sweetness of the chocolate is balanced with the bitterness of the espresso.

'Americano' is a shot of Espresso which is diluted with hot water. Americano has no milk.

'Frappe' is a form of cold Espresso. Generally it is prepared using one or two spoons of instant coffee with sugar water and ice. This brew is placed in a long glass with ice and milk turning it into a big coffee milkshake. It is an iced drink with different



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flavours.

One also has several other coffees like the Turkish coffee, Madras coffee, Cuban coffee, et al.

There are thus various preparations of coffee.

Vandita states, "There are some coffees that need different preparation. Like Vietnamese Coffee, available at our outlet, Mauji Time Café. This is made in a cocktail shaker and has no milk. It's our signature coffee with condensed milk and lots of ice. It's a must-try at Mauji! We also have a drink called Founders Special. It is my own recipe, it has coffee, bournvita, and mint leaves (lots of it), no sugar, and I prefer it iced. But some of our customers also like it blended."

She elaborates on preference of cold and hot coffee by declaring that it depends on the weather and the mood of the individual.

Delving on the reason why cold coffee is costlier than hot coffee she states, "I think there are 2 reasons: one, it needs more ingredients than hot coffee like ice and the second reason is, cold coffee is served in a larger quantity than hot coffee. A lot of places also make it look fancier and hence the high price."

Naveen avers, "The coffees preferred are: Frappuccino (Ice, Espresso, Whole Milk, Sugar, Flavoured Syrup), Café Mocha (Mocha/Chocolate Powder, Dark Roasted Coffee Beans, Skimmed Milk, Whipped Cream), Americano (Espresso, Hot Water) Café Latte (Espresso, Non-fat Milk, Cocoa Powder), Irish Coffee (Whiskey, Double Espresso, Whipped Pouring Cream, Sugar), Espresso (This coffee beverage is made by forcing nearly boiling water under pressure through ground coffee beans, resulting in a brew that's thicker than those made from other brewing methods), Cappuccino (Espresso, Milk)."

Questioned about new flavours and variants of gourmet coffee being offered by the coffee producers/manufacturers, he revealed, "Although Arabica and Robusta are main types of gourmet brews, it is important to note that there are other high end coffees which could also be categorized under the gourmet bracket Like Hawaiian Kona coffee, Jamaican Blue Mountain and Blue Tokai."

Karan averred, "There are many ways to prepare and enjoy this beverage. At Light House Café, we do Espresso based, cold brews and manual brews. Some of them

International Coffee Day is here and coffee lovers have been granted a whole day to indulge in all things caffeine, be it morning cappuccinos, evening lattes or midnight mochas. But there's another way to give your coffee an extra kick; by simply adding a little spirit, you can turn your regular coffee into an enticing cocktail and celebrate the day with something a little stronger other than a regular flat white.

As a world leader in premium spirits, Beam Suntory's portfolio of brands consists of world-renowned bourbons, Japanese whiskies, single malt scotches, gins and cognac crafted beautifully to bring out diverse, rich and unique flavours from different regions across the globe. This International Coffee Day, they bring you a caffeinated concoction inspired from South India and homemade cinnamon that combines the classics - coffee, whisky, and bourbon!

Kaapi Rituals

Across South India, and even in the rest of the country, long before people took to their cappuccinos or lattes, everyone's cup of coffee in the mornings would be a filter coffee. Made with a combination of coffee beans and chicory, this hot beverage has a distinct taste and aroma and one which is a firm favourite for many.

Recipe:

Oaksmith® Gold 50ML
Coconut Milk 50ML
Filter Coffee Decoction 30ML
Dark Jaggery Syrup 45ML
Ice

Glass:

Filter Coffee service ware



Method:

Add all the ingredients together in a shaker with ice and pass the liquid between the two shakers to mix. Just like how a professional coffee maker would 'throw' filter kaapi between two mugs. This will bring in a nice element of theatre into your drink.

Kentucky Coffee

In addition to Maker's Mark® and coffee, this recipe is rounded out with the sweetness and spice of crème de cocoa liqueur and homemade cinnamon simple syrup. The syrup lives up to the "simple" in its name and is worth revisiting for use in other recipes. If caffeine gets you easily wired, there's no need to deprive yourself of this cold-weather classic. Substituting your favorite decaf coffee will work just as well with this recipe.

Recipe:

1 part Maker's Mark Bourbon
3 parts hot coffee
1/2 part crème de cocoa
1/4 part cinnamon simple syrup
Top with heavy cream or whipped cream
Grated chocolate or cinnamon for garnish

Glass:

Irish Coffee Glass

Method:

Add all ingredients to a mug or Irish Coffee Glass and stir. Top it with heavy cream or whipped cream and garnish with grated chocolate or cinnamon (or both!). To make cinnamon syrup, mix equal parts sugar and water with one broken-up cinnamon stick per half-cup. Bring to a boil. Once sugar is completely melted, remove the pan from heat and let sit for at least 30 minutes. Strain out the cinnamon. The syrup can be stored for up to three weeks.



are: Cortado (Equal parts Espresso and smooth steamed milk), Cold Brew G&T (A shot of cold brew Gin and Tonic), Cold Brew Lemonade (A shot of concentrated cold brew and tangy lemonade), New Fashioned Hot/Cold (Cinnamon, nutmeg, clove ginger and brown sugar)”

He added that cold coffees were generally more expensive because “Hot Coffees are only Coffee and Milk. In cold coffee you had to add ice cream and flavoured options.”

Pawan cites different preparations of coffee thus:

Cappuccino Con Fuso (20ml Espresso, 40ml milk, 20ml foam, top up with 20gm of melted chocolate (milk chocolate / white chocolate / dark chocolate – Ask guest choice of chocolate)

Macchiato – 30ml Espresso, 30ml milk foam

He disclosed, “We are using 100% Arabica, in our café at The Mirador Mumbai.

Not Just Coffee!

Today’s café and coffee shops are different than they were over a decade ago. Today these outlets offer not only coffee but



also a variety of food items. They are no longer places which offer only a small assortment of desserts and pastries but offer much more

Pawan declared, “We offer a choice of Salads, Sandwiches, Rolls, Burger, Pizza, Pasta, oriental food besides Soups.”

Naveen disclosed, “Cafés, today, offer contemporary snacks like Panini, Sliders and Brownie etc. Our café, at the Crowne Plaza New Delhi Rohini, also offers a wide variety of snacks and comfort food, starting from Indian, Continental, Chinese and Italian.”

Karan agreed that cafés also offered snacks. He stated, “At Light House Café we offer Cookies, Nachos, Chilli Cheese Toast, Garlic Breads, Grilled Sandwiches, etc.”

Vandita states, “At Mauji Time Café, we offer a wide variety of Sandwiches, Omelets, Pasta, and Rice bowls besides Tea, Coffee, Juices, and flavoured Yogurts. Our menu is curated in-house and has been customized by our chef completely.”

Effect of Pandemic on Cafes

The spread of COVID 19 unfortunately

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Naveen Mehta



Pawan Sharma



Vandita Purohit



resulted in lockdowns in almost all cities. Since people were advised to stay at home to limit the transmission of the virus, it also meant fewer people were going out to cafes and other coffee shops. However, with lifting of lockdowns in most of the cities, the entire F&B industry, including the coffee shops, are welcoming the guests back under the new normal.

Vandita states, "COVID 19 has had its impact, but we are a very new space. We started Mauji Time Café in October of 2020 and as much as we were assessing the impact, we also felt there was a huge opportunity to create something unique. The footfall has only been on the rise since we opened."

Pawan, however, asserts, "COVID 19 has definitely had an adverse effect, not only on cafes but on the entire hospitality industry."

Karan prefers to look at the brighter side. He says, "The visits were zero at time of lockdowns, but its steadily improving with vaccination and unlock process."

Naveen declares, "With social distancing in place, guests are little reluctant in visiting restaurants. We are hoping that the very uneven graph of footfall will streamline with due course of time."

Future of Cafes

Though the pandemic has affected the F&B industry adversely, it is now getting back on its feet. The cafes are expected to flourish. According to a report by the market researcher, Euromonitor International, the outlook for both independent cafes as well

as café chains remained strong.

Naveen seems to be of a similar view as that of Euromonitor. He avers, "Rising middle class, growing brand awareness, and the availability of international experiences are fuelling the coffee culture in India. The rapid development of high-quality malls and commercial complexes are enabling coffee chains to increase their footprint in the country. Besides this the consumers' changing preference for sophistication and elegance is increasing the demand for high-end brands which is providing the much-needed impetus to urban India's new 'hangout zones'."

Karan says, "Coffee culture will continue. The coffee industry is growing significantly and the most exponential growth is expected."

Pawan adds, "Day-by- day demand will increase."

Vandita asserts, "It is only going to grow more and at an even faster pace for the next few years given that the pandemic has changed the way we work and live. Working is now majorly remote, and coffee places will become a necessity to get out of home, hang with friends and colleagues. Cafes will now serve as a place to work from, which wasn't as prevalent before."

She adds, "With travel restrictions, unique coffee and cafe concepts should add a lot of value."

So, on the International Coffee Day, on October 1, 2021, visit your nearest café and have a cup of the brew in your favourite format – Cappuccino, Mocha, Latte, etc. – along with an accompanying snack! ■



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Bakery industry is the largest segment of the food processing sector in India. There are over 2,000 bakeries in the organized and semi organized subdivision of the industry producing about 1.3 million tones of the bakery products and another 1,000,000 small scale bakeries producing 1.7 million tones. COVID 19 affected the working of this industry, also, adversely. Though bakery products were not as badly affected as food items in the F&B sector, the industry has to adopt measures to ensure that its production and distribution attain high standards of hygiene in order to retain its status in the food processing industry. **Ashok Malkani** takes a look at how the industry can maintain hygiene in the production line-up (including personal hygiene), distribution and retail segments.

The bakery industry, one of the largest food processing segments worth about \$ 6.70 billion in 2020 is, according to EMR (Expert Market Research), estimated to grow at a CAGR of 8.5% between 2021 and 2026 to reach a value of \$ 12.39 billion by 2026. The Indian bakery market is being driven by the increasing population and advanced technology.

There can, however, be no doubt that if the industry wants to keep its pace of growth; it will need to undergo various changes, due to the pandemic. When done right, without compromising on quality or quantity, the bakery business is easy to scale from your first location or home-setup to multiple outlets.

According to a research by Mintel, almost three out of four Indians have cited healthy eating as a higher priority, due to the pandemic. Thus the bakery industry would have to lay stress on their products being healthy. The bakery industry, to continue with its growth graph, has to introduce products which consist of multi grains, nuts and other healthy ingredients.

To satisfy the consumer demand for products which are nutritious, healthy, fresh with more complex flavour profiles, the companies are expected to use lesser known grains like millet and ragi. The trend is, for the baking companies, to use flour

of these grains for their baked products.

The consumption pattern of bread, according to Mintel, is expected to see a major shift from the white breads towards more multigrain, wholegrain, specialty, ethnic and seeded breads. This is mainly due to consumers' desire for nutritious and healthier products due to the pandemic. Several companies have already started production of multigrain and whole wheat breads, which are finding an increasing preference among the consumers.

Bread is only one of the products that the bakers are concentrating on converting into a healthier product. The biscuits and cookies industry, which accounts for nearly 72% of the sales of Indian bakery products, also is also turning its attention to making these items healthier. It may be mentioned that India is the second largest producer of biscuits in the world. However, it is the world's largest biscuit consuming nation. Bread and biscuits form the major baked foods accounting for over four-fifths of total bakery products produced in the country.

Besides this, many companies have also started manufacturing handcrafted granola bars which are gluten-free, full of nuts and seeds, and well-sweetened with locally sourced organic honey. The trend towards nutritional and healthier bakery items has grown to a new level.

Maintaining Hygiene

Corona virus has also made it necessary for bakeries to maintain a hygienic environment inside the factory. Proper maintenance of the machines as well ensuring proper hygiene within the premises has become essential as the customers have become more demanding as far as hygiene in production of merchandise is concerned. There is a need for transparency and the companies have to convince the customers that all the equipment is sanitized and a proper audit is done. It has been observed that several hazards can be avoided with proper implementation of pest control, waste control and cleaning programmes.

To fight the pandemic, bakery industry has to concentrate on hygiene not only in the production of the merchandise but also the personal hygiene of the people employed in the bakery. Sanitation has always been important in bakeries and other food service establishments. But now, due to the COVID 19 peril the stakes are even higher.

Bakers rely on an array of machines to prepare their goods efficiently, such as mixers, dough shelters, and bread slicers. In some cases, it may be a challenge to take a machine apart and keep it clean. Still, it is important to take the time to perform these tasks on a regular basis, so pieces of food aren't left inside.

The entire area of operation has also to be sanitized and maintained in a clean and hygienic manner. Some of the methods that need to be adopted are:



- Have facilities which will provide minimum hand contact with raw material.
- All production equipments and supplies should be arranged in an orderly fashion.
- The food contact surfaces, like working tables, machineries and utensils should be properly cleaned and sanitized.
- To prevent clogging due to flour, sugar, etc., use hot water jetting
- The bakery equipments should be compliant to ensure that there is no physical, chemical and biological contamination of the baked goods.

Preventing Contamination

The fundamental objective of hygienic

design of the bakery items' manufacturing plant is the prevention of contamination or adulteration of baked goods, which is most essential not only during this period of the pandemic but also in normal circumstances.

Contamination, it may be mentioned, can come from raw materials. However, the products can also be contaminated by the processing and packaging environment inside the plant. One example of this is that if the equipment has even one piece which has an inadequate hygienic design the entire machine will be difficult to inspect, maintain, clean, and/or sanitize. This could result in residues (like dirt soil and debris) being retained in the cracks and crevices, allowing microorganisms to harbor and multiply. These biological hazards may then cross-contaminate subsequent batches of the product.

Hygienic design of the equipment must be such that it meets the following requirements:

- It should be easily cleaned (i.e. it should allow for straightforward dry/wet cleaning)
- It should provide easy access for inspection and maintenance
- It must have parts which can be easily disassembled and reassembled
- It should be designed, constructed and installed so as to preserve food safety

Personal Hygiene

Personal hygiene is also of utmost importance. Besides, the machinery, it is also essential that all bakery workers maintain extreme cleanliness and sanitation. Some of the recommendations for maintaining a healthy and hygienic environment, offered



by the industry stalwarts and health experts are:

Frequent washing of hands by all workers, before handling food material. Keeping the hands clean will help in removal of bacteria. Hand washing will remove bacteria which can contaminate bakery products.

Person suffering from any skin diseases like ulcer, pus or even large cut should not be allowed to prepare bakery products.

Workers should use gloves which have been washed with a sanitizer

None of the workers, particularly bakers should wear ornaments like ring or wristwatch or bangles.

The workers should keep the nails small and clean.

Keeping the hair short and clean.

None of the workers should be allowed combing or brushing of hair in the premises

All workers should wear a cap to avoid any hair fall in the product mix

It is necessary for the employees to practice good hygienic habits at all times

The regulations of Food and Safety Standards Authority of India (FSSAI) makes it mandatory for food handlers to undergo medical examination on following aspects:

Physical examination

Eye test

Skin examination

Compliance with schedule of vaccine to be inoculated against enteric group of disease

Any test required to confirm any communicable or infectious disease which the person suspected to be suffering from, on clinical examination

Bakeries, as all other segments of the F&B industry, have to adhere to Food and Safety Standards Authority of India (FSSAI) rules and regulations.

Construction of Bakery Premises

For a new entrepreneur, it may be mentioned that if he is keen on constructing his own bakery plant premises, it is essential to study the location and surroundings of a place where he intends to start the bakery. This is because he has to ensure that the place has hygienic surroundings enabling him to manufacture goods in sanitized environment.

The factory, thus, has to be preferably located where there is minimum contamination. Thus it must be away from:

Industrial activities that produce disagreeable or unpleasant odour, fumes,

excessive soot, dust, smoke, chemical or biological emissions and pollutants that pose a serious threat to food safety

The boundary must have access control to avoid entry of pests like rats, etc.

The area should be flood free.

While constructing the premise, it is necessary to adhere to the following instructions:

Building material must be safe for use near food and must not release toxic substances

Where steam or excessive humidity occur, some form of natural or mechanical ventilation/extraction should be provided

Overhead cables should be kept to the minimum

To avoid infestation, pipe-work should not be boxed-in

Possible entry points for pests should be proofed

Food Safety in Bakery Retail Outlets

There are several precautions to be taken even in retail outlets of bakeries. One has to pay special attention to product assortment and storage conditions. Bakery items, as everyone is aware, have low water activity (aw), pH, which can result in fungal growth, particularly on cakes. One has to prevent growth of microorganism which could result in spoilage of bakery products. They have to be stored at ambient temperatures. Some items, like custard/cream-filled pies/pastries, cheesecakes, and focaccia breads topped with cheese and fresh vegetables, need further evaluation to understand the food safety storage conditions, shelf life, and general food safety risks.

Products with pH and water activity (aw) above 4.6 and 0.85, respectively, may be considered time-temperature control for safety (TCS) products and will require shelf-stability validation through a microbial challenge study, if ambient storage is desired. Water activity (aw) is considered as one of the important parameters in food preservation and processing.

If proper care is not taken in storing food in retail outlets, some bakery products can cause food-borne illness involving *Salmonella* spp., *Listeria monocytogenes*, *Staphylococcus aureus*, and *Bacillus cereus*. It is thus necessary to incorporate food safety controls

Customer safety is also essential in times of pandemic. Thus a retailer has to

maintain clean environment for both, the customer as well as the team members. This should be the establishment's topmost priority. It is thus necessary to pay extra attention to cleaning surfaces and objects that are touched by different people. This includes:

Payment terminals

Counters

Work desks

Door handles

Cash registers

It is also advisable to avoid touching products with your hands.

The retail outlet has also ensure that the products on display have proper labels with accurate information regarding nutrition, ingredients, et al. If the item is labeled incorrectly or an allergen warning is not properly declared on the label it can prove to be dangerous to certain sensitive individuals. This would affect the reputation of your outlet.

A bakery manufacturer may not be able to provide proper nutritional information on a label of products which may be too small. But packages, like those of biscuits or even cakes, should provide all information for the customer. This would be appreciated by the consumers.

The labeling also helps promote the products of the manufacturer, as he can make claims highlighting product attributes. Some common claims found on bakery products are "low fat," "0 grams of trans fat," "organic," and "no genetically modified organisms."

Some of the other claims which could increase the demand of your bakery's goods are "allergen-free" or "gluten-free".

Most finished products in a bakery setting are able to be stored and sold under ambient conditions. However some products have to be stored under certain temperatures. Retail outlets have to be careful regarding this aspect.

In conclusion, one may state, that during the pandemic, there is an increasing demand for bakery products but the bakeries need to make sure that they leave no stone unturned to see that the customers continue to have faith in their products. And this can be done by manufacturing quality products which do not endanger the health of the consumers during the pandemic. The future is bright for the bakery industry, irrespective of certain difficulties, for the forecast of the Bakery industry is positive. ■



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Surendra Negi, Master Pâtissier, Taj Palace New Delhi

With close to two decades of inimitable experience in patisserie and bakery, Chef Surendra Negi, the Master Pâtissier at Taj Palace, New Delhi, have worked across a spectrum of famed brands – both international and domestic, Chef Negi's expertise and craftsmanship in the field is truly extraordinary. He specialises in creative chocolate craft and bespoke wedding cakes, and his proficiency in classic patisserie techniques and artisanal, traditional recipes makes him a force to reckon with. His favourite desserts are the quintessential coffee-infused Tiramisu and the delicate Opera Cake – both of which are amongst his bestsellers too. In an exclusive interview with **Sharmila Chand**, he talks about his work philosophy and more...

What are the current hot trends in Indian Bakery industry?

It's interesting to see the incredible growth in the Indian bakery industry, especially over the last five to seven years. From home bakers to large brands launching dedicated bakery and patisserie arms, it is heartwarming to see the clear focus on this sub-segment of the industry.

With more and more kitchen professionals earning well recognised bakery certifications from some of the world's finest culinary schools, the industry's overall output has extraordinarily been enriched by leaps and bounds. So while classic cakes are an evergreen bestseller, entremets and more intricate desserts have made a mark.

Breads and bread making particularly have seen a revolution of sorts with more and more people becoming conscious of consuming freshly baked artisanal bread as against the store-bought packed variety. Specialised bakeries, offering bakes from different regions of India and the world, are also making a mark.

How did you become a Pastry Chef?

My uncle ran a successful restaurant business in Australia and every time he'd visit our native village in Uttarakhand, he'd inspire us to build our careers like his. We deeply admired his efforts and passion and as kids, wanted to be as successful as him. His success in the industry drove me to hotel school. It was then during my internship with a hotel in Delhi that I was introduced to the fascinating world of bakery and pâtisserie. I then showcased

my skills at a college level competition, and after winning the title position, was blessed with a lot of opportunities in the field. I found my calling and there's been no looking back thereafter!

What is your Cooking Philosophy?

Here's a little story. On my third day as a fresh new entrant in a professional kitchen, I was not just excited, but was quite nervous too. Thanks to my tensed self, I inadvertently made a huge mistake which got me reprimanded by my then head Chef. Being an absolute perfectionist, I was extremely hurt. I was fortunate to have some very understanding and considerate co-Chefs who were thoughtful and helped me realize and get over my mistake. That day remains deeply etched in my memory and my mantra has thereafter always been - "We learn from failure, not from success!"

Besides this, while I love experimenting with flavours in my kitchen, I also believe that one must never over-experiment with food as the eventually, it needs to be palatable for the end consumer. I am also a stickler with standardization and recipes, as baking is sheer science.

What are your Hot Selling bakery items?

Our artisanal sourdough, rye bread and focaccia are the most popular. Among the sweet variety, our classic tea cakes, brownies, palmiers and cookies – especially the Peanut Butter and Chocolate Chip are bestsellers. Cakes – particularly our decadent Chocolate Truffle and Fresh Fruit



Gateau are popular for celebrations.

What about the health quotient? How do you take care of that aspect?

We always ensure that the products that we use are fresh, and of the highest available quality. While a majority of desserts and patisserie products are rather indulgent, we also do a lot of sugar-free, lactose-free variety for those with dietary intolerances and preferences. Our breads are baked fresh everyday and we do ensure that we take into account their calorific levels in moderation as much as possible.

What are the challenges a Bakery Chef has to face in his job?

First and foremost one must ensure that the team is working in synchronicity and in a collaborative manner. In large professional kitchens, it is all about teamwork and success purely lies in how well the lead Chef is able to ensure synergy amongst all members.

Next, there's always a tacit demand for novelty. While as bakery Chefs we must constantly innovate and stay ahead of the curve, classic quintessential products will always be sustainable in the long-term and hence, should never be forgotten. Striking this balance between the old and the new is crucial.

Last but not least, I believe it is important for bakery Chefs to expand their repertoire. Many are quite adverse to the idea and hence find this challenging. However in the long run, it always helps to have a diversified perspective.

What do you like about your job?

I love the fact that I am able to craft something creative, indulgent and smile-inducing every single day!

What is your strength as a Bakery Chef?

I am very focused with technique and precision and ensure that there are no compromises made in our kitchen at all. The perfectionist in me constantly drives these technicalities and this I feel helps ensure consistency and quality.

What are you passionate about besides baking?

I like trying my hand at cuisines I haven't specialised in. Of late, I have been trying my hand at Italian for a while now to impress my teenage son who loves a bowl of good pasta!

How do you like to de-stress?

I love cooking for my son at home – gives a different sense of satisfaction to see him smile after eating food prepared by me! I also spend a lot of my time off the kitchen to do research on trends and techniques online on visual platforms like Instagram and Pinterest. Besides this, I absolutely love watching the MasterChef Series – both the Indian and the Australian editions.

What is your Mantra for success?

Firstly, remain focused. While there's a lot of creativity involved in the kitchen, a sharp eye and strong attention to detail is what can set you apart. Second, whether

it's the kind of ingredients being used or the equipment, do not compromise with quality. So if a Tiramisu for example, needs a certain quality of espresso, ensure that you use the best quality coffee extract. Lastly, and most importantly, there are no shortcuts to success. For example, if a certain step in a recipe, asks you to rest the ingredients, please do so. There's a reason while resting itself is a stage in the cooking process.

Your favourite ingredient which you like to use more often?

Not exactly an ingredient – but I love working on layered cakes such as the Opera or Classic French cakes. These require precision, time and a huge amount of effort but the results are spectacular and definitely worth it!

Your fav Chef who has influenced you and inspired you the most?

Our Executive Chef at Taj Palace, New Delhi, Rajesh Wadhwa is a constant source of inspiration. He is a brilliant leader, enabler and mentor and he ensures that we bring out the best of ourselves in the kitchen.

What do you personally like to eat as your fav comfort food?

I have a real sweet tooth and I reminisce those blissful days of my childhood when my mother used to make a delicious bowl of kheer or sevaiyan on special occasions that I absolutely cherished! So a nice bowl of kheer is my go-to comfort food!



With the excitement about healthy foods reaching its crescendo, it has become almost difficult to enjoy a sinful dessert or a creamy pastry without gulping a few slices of guilt along with them. So when a healthy ingredient is used in such bakery items, people welcome them with both hands and eat them with utter delight. Soya is such an ingredient that is finding increasing use in the preparation of bakery and confectionery items.

According to the Soybean Processors Association of India (SOPA), a good number of studies today reflect that soya foods may act as preventive measures for heart diseases, cancer, diabetes, osteoporosis, high blood cholesterol, and such other diseases. Soya is also believed to help fight arthritis, kidney disease, and even menopausal complications among women. Soya has today established as an excellent source for plant-based protein, and contains low saturated fat and cholesterol.

Several studies have established that eating 25 to 50 grams of soya on a daily basis can reduce the levels of bad cholesterol in blood and therefore reduce the risk of coronary heart diseases. Soya is today also accepted as an excellent alternative for those who are fighting obesity.

With its usage increasing, the production of soya bean has also seen a meteoric rise in India. What is interesting to note, however, is that with the increasing usage of soya, the product is today also getting its due recognition. Thanks to the positive vibe that it arouses in the minds of the consumers, the usage of soya is today highlighted in the packages of edible items, where soya is used.

Many production units make use of soya as it also makes for good business sense in the wake of the rising wave of health consciousness spreading through the society. Thus the market is afloat with soya protein isolates and concentrates, soya fibre, textured soya protein concentrates, soya protein crisps, soya milk, tofu, and such other soya products. While certain kinds of soya flour can be used as full or partial egg replacements, soya proteins can also be used as replacements for whey, caseinate and other milk proteins.

Soya Flour

Soya flours can be found in various forms such as defatted soya flour, toasted defatted soya flour, enzyme active soya flour, lecithinated soya flour, low fat soya flour, high fat soya flour, full fat soya flour, etc. Obtained from solvent extracted flakes, defatted soya flour contains less than one percent oil. On the other hand, full fat soya flour contains 18-20 percent oil. It is obtained from unextracted beans and needs special mill for grinding.

Low fat and high fat soya flours are made

by adding the required quantity of oil to the defatted flour. In low-fat soya flour, oil content varies between 4.5 to 9 percent, but in high fat soya flour, oil content may reach up to 15 percent. To impart some emulsifying characteristics, one can add lecithin to low fat, high fat or defatted soya flour to make lecithinated soya flour. The lecithin content in soya flour may go up to 15 percent.

While defatted soya flour can be used in breads, cakes, doughnuts, sweet dough and pasta, toasted soya flour is suitable for cookies, crackers, and cereals. Enzyme active soya flour is especially used in the preparation of white bread. According to one's preferences, lecithinated soya flour, low fat soya flour and full fat soya flour can also be used in breads, cakes, doughnuts and other preparations. Although soya flour is very useful in baking, it can only partially replace wheat flour because it lacks a protein called gluten that helps in endowing structures to the bakery products. Soya flour is also useful for moisture retention, fat absorption, improving whiteness, and as a dough conditioner.



Applications in Bakery

Apart from taking care of the health issues, the usage of soya also provides certain functional benefits to a bakery. In the preparation of snack foods, the usage of soya protein crisps can provide the required crispy texture. The usage of soya protein can also improve the shelf life of cookies and cakes. Soya has found widespread usage in bakeries as it is used for emulsifying and binding, and water absorption. Soya concentrate can be used in a variety of meat systems, specialty

BAKERY REVIEW

items, and baked goods. Soya isolate can be used as an ingredient in high protein foods such as nutritional beverages, dairy foods, as a milk replacement, and other nutritional supplements.

The benefits of soya can be ensured through the consumption of soya bean oil, soya nuts, soya papad, soya milk, nuggets and granules, etc. However, in a bakery, the use of tofu, which is one of the most popular soya milk products, is quite popular. Tofu is often used as a replacement for meat sausages in products like hot dogs. It can also be used as a replacement for paneer (Indian cottage cheese).

The Indian Story

The use of soya flour is especially important in developing countries like India where malnutrition is a major cause of child mortality rate. Moreover, with increased urbanisation, the use of breads and other bakery items have also increased tremendously in the developing countries, leading to an increase in imports of wheat from the developed countries. With a view to decrease the dependence of developing countries on the imports of wheat, Tropical



Products Institute, Culham Abingdon Berks, Berkshire, the UK conducted studies on composite flour, i.e. blends of cereal, oilseed and root flours which can be used as replacements (either partial or full) for wheat, in the production of breads.

After conducting studies on various possible alternatives, they found that soya provides the most suitable alternative as protein content in soya is very high. It is now found that with the addition of 10 percent defatted soya flour to wheat flour, rotis (Indian breads) can be made without affecting their appearance and

INGREDIENT

taste. Researchers have also found that blending of defatted soya with wheat flour also increases the amino acid balance. It is interesting to note that realising the importance of soya, Mahatma Gandhi wrote about its benefits, way back in 1935, when healthy diet had not yet evolved into a fashion and a passion.

Succinctly, soya is a cost-effective alternative for the producers. It is also greatly beneficial for the consumers for its myriad health effects. Despite such visible benefits of soya products, its usage is still far from optimum in India. Some studies on consumer behaviour have established that in the developed countries like USA, people are willing to pay more for the healthier bakery options. With increasing awareness about the ill effects of transfat and the availability of healthier options, this trend is expected to find reflection in India too, in the near future. To increase the awareness about the usage of soya and other healthier options among the consumers and the producers of bakery items, active involvement of the government and other concerned bodies is strongly being felt. ■

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Human being is the only mammal who drinks the milk of another mammal and this drink is most pleasurable at a cold temperature when the mercury rises. A cold glass of milk, flavoured or natural just before going to bed or the first thing in the morning is liked by all age groups. The latest trend of Vegan, especially popular in developed countries, suggests limited or no use of animal or dairy based products. Indians traditionally consumes dairy products as the major source of nutrition since centuries. It is an integral part of their diet and even perceived sacred.

Health Issues

As is the case with most enjoyable products, there have been scares about milk consumption as well. While some studies link it to breast cancer others say that too much of milk or even other dairy products could be harmful as it leads to high cholesterol levels.

Most of these studies are then refuted in a short time by yet another study that would declare that drinking milk does not cause coronary artery problems and that it actually protects against poor health.

A Bristol University study revealed that even drinking full fat milk, which was more common a couple of decades ago, was not linked to an increase in deaths

from coronary heart disease. In fact heart disease death rates among regular milk drinkers were even found to be lower.

Report author Dr Andy Ness, a Senior Lecturer at Bristol University, said his research could not find any health problems associated with moderate milk consumption. "People have been discouraged from drinking milk, but we cannot find a link between this and heart problems," said Ness. .

In Favour of Moderation

When we speak of advantages or



disadvantages of milk consumption by adults we are not talking of unlimited consumption of extra quantity, or even full fat milk, for that matter. Skimmed milk is easier to digest, gives the same benefit, and is considered better than full fat milk for health benefits.

The benefits of milk could be linked to its high calcium levels and that this might counteract the adverse effects of the saturated fat content of milk.

Milk through Childhood

Most children run from mothers offering glasses of milk, but it has been found that children who drink milk in childhood tend to be healthier than those who do not. Though not proven it has been suggested that regular milk drinkers are also found to smoke less than others. The British Heart Foundation are continuing their research on effects of milk on health as there have always been conflicting results regarding the effects of milk in our diet.

Anita Wells, Nutrition Manager for the Dairy Council, UK said that another study validated what they had been telling people for years. "Milk is beneficial. It is not a good idea to cut out dairy products. We are encouraged by these findings which are adding to a body of evidence, which says that you should have three portions of dairy

food in your diet each day," She added.

Benefits for Adults

It has also been said by that drinking milk helps gain muscle and lose fat after exercise. The impact of drinking milk after heavy weightlifting has found that milk helps exercisers burn more fat.

In fact, researchers found that the milk drinking group had lost nearly twice as much fat – two pounds – while the carbohydrate beverage group lost one pound of fat. Those drinking soy lost no fat. At the same time, the gain in muscle was much greater among the milk drinkers than among those who drank either soy or carbohydrate beverages. "The loss of fat mass, while expected, was much larger than we thought it would be," said Phillips, Associate Professor of kinesiology at McMaster. "I think the practical implications of these results are obvious: if you want to gain muscle and lose fat as a result of working out, drink milk," He elucidated.

Milkshakes & Smoothies

While home consumption of milk might be a simple blended exercise of fruit and plain milk, the commercial version is often sold as a cold beverage made from milk, often with added ice cream, flavourings or sweeteners and syrups with sauces. Most fast food outlets use machines and often the overdose of sugar and flavourings just takes away the food value factor of the milk content.

The earlier practice of hand blended milkshakes without ice cream is followed in just a handful of Commonwealth nations. Or it might be followed in private spaces of kitchens at home by health conscious mothers.

Milk shake recipes that use yogurt or fresh fruit without ice creams are technically called 'Smoothies'. Yet another term for them, popular in the UK is a 'Frappe'. Its popularity revolves around the acceptance of 'Coffee Frappe' which is enjoyed while on the move or as a relaxing beverage during any time of the day.

Unusual Milkshake Renditions

Technically, constant reinvention of popular food items is what keeps them ever popular. The easiest way of revamping the milkshake to an adult drink is to add liquor or liqueur to it, like whiskey or Kahlua.

However, even while keeping it for the non alcohol drinking age group you could



add chunks of candy, jelly or even peanut butter. A crunchy shake adds a different dimension in the field of milkshakes.

Commercial Advantage

Many a consumers, children and adults alike, would shy away from making a milkshake at home but not hesitate in getting one from a commercial outlet. One of the reasons could be that it seems a healthier option when compared to a carbonated drink and often the consumer does not look at the fat or sugar content of the commercial product.

Then there is a variety of choices that the consumer is faced with. While at home one would make one type of milkshake, in a commercial outlet the sheer options available can ensure that each member of the family gets to try something different



and share it to get a wider experience.

Of course the creamier and smoother feel, as also the chilled factor of a commercial product makes it more appealing during the warm season. Many an individual consumer has been enticed into buying ready flavoured powder or concentrate that makes the actual task of churning up a milkshake far simpler – just open the sachet, add milk and ice and it is ready.

Bottled Milk Shakes

With increased availability of international products in the Indian market there is easy availability of many a brand that were earlier available only during international travel. More modern and better stocked outlets have a section where bottled long life milk shakes and many others including the whole segment of cold coffee.

It is worthwhile to pay attention to added ingredients that extend the shelf-life of these items making it even less healthy in terms of advantages to be gained from a milk base drink.

There are also low fat versions or even sugar free options for those who wish to avoid these two factors while enjoying the 'milkshake factor'. These products are not ideal for growing children though adults could also be warned to just be aware of the food value and other contents of the product.

For the medically challenged who are unable to enjoy a milkshake there is no reason to feel left out. There is the version of Soy Milk or Rice Milk available to them. However, the limited option is a serious problem for them in the ready made sector. Yet the imaginative and innovative consumer can try almost any combination at home.

In Conclusion

Milk shakes are neither seasonal nor age or gender specific, however, in summer they tend to sell more. While the old fashioned versions will always be available – like the vanilla, strawberry or chocolate options, newer versions are continually added by the dedicated Chefs.

New flavours bring new clients, and also the old customers who are tired of the same old product. The new age milk shakes might become more exotic or even more 'adult' in its approach by using exotic fruits or expensive alcohol contents to ensure that the young customer of yesterday continues to enjoy his glass of milk, albeit in a different form. ■



When Breads Speak German

The importance of bread in every society is unique in itself. Every country has many variations on the offer. Used in many cultures for auspicious occasions during the festive season, now breads have taken on a more glamourised avatar. There are many variations on the basic recipe of bread, including pizzas, chapatis, tortillas, baguettes, pitas, lavash, biscuits, pretzels, naans, bagels, puris, and many other variations.

Unique German Breads

Bread, in one form or another, has been one of the principal forms of food for man from the earliest times. History of bread and cake starts with Neolithic cooks and marches through time; with their speed varying according to ingredients' availability, technological advancements, economic conditions, socio-cultural influences, legal rights (Medieval guilds), and of course, continually evolving tastes.

Through much of history, a person's social station could be discerned by the colour of bread he/she consumed. The darker

the bread, the lower the social station of the person. This was because whiter flours were more expensive and harder for millers to adulterate with other products. Today, we have seen a reversal of this trend when darker breads are more expensive and highly prized for their taste, as well as for their nutritional value.

At the Munich airport you are flanked on both sides with outlets selling their bread products. There was the most delicious

aroma and quite an impressive rush at both of them. Germans are extremely proud of the bread culture of Germany. German expatriates find it very difficult to get good German bread.

Germany produces more varieties of breads than any other country. Germans are some of the best master bread-bakers and produce over 300 different kinds of bread. What is even more impressive is that German breads tend to be of the healthy wholegrain (Vollkorn in German) type, packed with flavour and nutrients. All German breads boast an abundance of vitamins, mineral salts, protein and carbohydrates.

The most popular breads include rye flour, either with or without wheat. Rye flour has low levels of gluten and so the texture tends to be denser. Wheat is added to give a lighter texture and a good crust. Seeds and whole grains are popular additions for flavour and texture and, of course, regional variations means breads come in many shapes and sizes. Rrye breads have a moist and chewy texture and can be stored for



a good length of time without going stale.

The base is a Sauerteig (sour dough). This is made by mixing rye flour and water and leaving it to stand for almost a week. The bacteria that forms (if you are lucky) create the sour-tasting catalyst, which causes the bread to rise. As the dark, heavy German bread keeps for up to a week, baking need only be done on Saturdays.

Germany has the widest variety of breads available to its residents. About 300 types of breads and approximately 1200 different types of pastry and rolls are produced in about 17,000 bakeries and another 10,000 in-shop bakeries, throughout Germany.

What makes a Bread Unique?

Eating bread in the UK tends to be a rather limited set of option and their focus is on

bread, with different proportions of wheat and rye from Roggenmisch. Weizenmischbrot is a wheat-rye bread.

Anyone who has observed Germans buying bread will have noticed the squeeze test: If the bread is soft to the touch, it is not considered fresh (unless it is white bread). German bread should always have a hard crust that stays firm to the touch. Bread is served with almost every (non-main) meal. Bread is not considered a side dish and is considered important for a healthy diet.

Breakfast and dinner in Germany usually feature bread and butter, with various cold-cuts, ham, cheese and other toppings. 'Butterbrot' also goes to school and to work with the Germans, to satiate their hunger in the form of in-between meals.

Germany's other most popular

sourdough with or without yeast and have a brown, hard crust. Mischbrot is an example of a mixed-grain bread [Meeshbroht].

Germans use almost all available types of grain for their breads: wheat, rye, barley, spelt, oats, sorghum, corn and rice. Some breads are even made from potato flour. Whole grain is preferred for high fibre. Pumpernickel is a type of sourdough bread from Germany that is made with a combination of rye flour and rye meal (more coarsely grinded than flour) and is very dark in colour (even when compared to breads made with flour that includes bran). It tastes very similar to rye bread, but differs in that its recipes often call for molasses, helping to give pumpernickel its dark colour. Pumpernickel is about three times as dense as wheat bread. Traditional



white breads. France has its famous bread baguette. Italy offers a variety typical to every region. In India, of course, they have all the options of Indian breads – rotis, paranthas, naans to kachooris and puris. All of these may be made with a stuffing.

Every ingredient and its proportion is as important as following the steps of making that bread; skip one and you have ruined your bread. The different popular breads of Germany are:

Vollkornbrot: Uses the whole grain. In some versions, the grains are grind finer, and in some other versions, coarser. If you prefer the finer grain for easier digestion, or the coarser to get the old bowels moving, you could ask to see the inside of a cut loaf. Vollkorn can of course be applied to any type of grain.

Roggenmischbrot: It is rye mixed with wheat or other flour. This is the most common and cheapest type of bread. It has a light colour and texture and is sold in loaves of one (Einpfunder) or two (Zweipfunder) pounds. It does not keep for long once cut. Roggenmischbrot is a mixed-grain rye bread.

Weizenmischbrot: It is light-coloured

bread, with

Zwiebelbrot (Onion Bread): Typically German special bread with roasted onions. This brave bread is a true joy to the palate, and shouldn't be missing from any celebration. It goes well particularly with meat dishes and soup.

Vollkornbrot (wholemeal bread): It is a dense, moist and heavy bread made out of bruised and whole grain instead of flour. It's very common in Germany and a favourite too.

Kürbiskernbrot (Pumpkin Seed Bread): This is a modern bread like the sunflower bread. Flax seed containing oil is added to the pumpkin seeds. This makes it very well digestible.

Breads & More

Graubrot: They are called gray breads in German or mixed-grain breads.

Here it deserves a mention that the Germans call any type of breads between white and black breads, very logically, gray breads. This term refers to mixed-grain breads. They become wheat or rye mixes depending on the predominant type of flour used. Mixed-grain breads are made from

German pumpernickel contains no colouring agents (such as molasses).

Bread Rolls

German bread rolls too have a hard crust. Whatever variety there is in the German bread loafs can also be found among the Brötchen, the German bread rolls. Just like the name says – the suffix chen is a German diminutive, indicating a smaller version – Brötchen are nothing but small loafs of bread. They are made from all the flour mixes and types of dough described above, and can be round, long or pretzel-shaped.

Kümmelstange – caraway stick [Kueemalsthangah]

Laugenbrezel – soft pretzel made from sourdough [Louganbrehtsal]

Mohnbrötchen – poppy seed roll [Mohnbrehthien]

Müsli-Brötchen – muesli roll with raisins [Mueslibrehthien]

Rosinenbrötchen – sweet raisin rolls [Rohseenanbrehthien]

Sesambrotchen – sesame roll [Zehzahmbrehthien]

Vollkornbrötchen – whole-grain roll [Follko-ahnbrehthien].

CHEF'S FORNO

Authentic Italian Pizza can only be made in traditional oven offering the right process and temperature to create a perfect pizza. Chef inferno in its unique creative approach developed for the first time in India a pizza oven, reaching almost next to the perfection in pizza making.

Chef's Forno a innovation by Chef Gurmit Singh Grover, created a ripples in pizza making technology by introducing a pizza oven offering the near perfection of pizza making, to the chef's satisfaction. After completing IHM from Bhubaneswar and specialization from IHM Pusa Delhi, he joined his 34 years old father's kitchen equipment business but wanted to create more innovative products for the ever changing foodservice industry in India.

Chef's Forno can create an authentic Napoleon / Florence pizza in just 90 seconds and retain real flavour of pizza. It provides perfect burn marks on pizza dough as well as cheese in smaller time of baking. The refractory stone used in oven base and tomb, absorbs large amount heat in a smaller period of time, where by consuming lesser gas, thus reducing operational cost. The company also provides special wood chips to provide perfect flavour to the pizza. The specially designed burner provides equal heat inside the oven, thus ensure proper baking in minimal time. The technology used to bake pizza is on the same lines as an Italian pizza is made.

Traditional pizza ovens weighs 800-900 kg weight where as Chef Forno only weighs 450 kg. Thus it can be easily installed and move around. This feature gives good reason for caterers to use it more often too.

Chef Forno is a perfect alternative to any Italian or imported pizza oven. It is more economical and easy to handle and serviced. With pan India service, company offers easy spares and service to its customers. The oven is available in all colour options to match the interiors of the property.

The oven has already been installed at Radisson, ITC, Leela, Amici, Monkey Bar, Toast & Tonic, Olive Bar & Kitchen, The Coffee Shop, Fatty Bao, Wine Company, The Grid, a few to name.

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Ornima is a technologically modern company, manufacturing whipped cream and food creams. It has invested heavily to ensure that its standards of quality are very high and in compliance with the strict regulations. These efforts have rewarded the company with the Certification of Quality, after several years of hard work providing the best quality and service for the customer.

With production facilities, 12 brands, and around 150 employees, reaffirm the constant rate of growth of the past few years. A genuine talent for internationalization, the constant focus on innovation, and close attention to details.



The company has always focused its attention on constant Research and Development work. Studying the market and its needs in order to continuously upgrade raw materials, ingredients, and technologies, whether existing or in development, is fundamental to the daily working life of the company's Team of Researchers. To respond to this need for innovation, a special RND Center was founded in 2007 to concentrate the elements of expertise in one location: Unique for its specialization, innovative products and processes for whipped cream and food creams market are not only researched here, but pilot plants make it possible to simulate industrial productions so that new, improved products can be developed, while new technologies are tested for implementation.

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when added in tea, coffee or desserts to heighten the taste.

All flavours have been specially created and jointly developed by Maison Routin of France and Cremica Foods. Bonheur Syrups offer diverse range and specially formulated to offer intensity and creativity in the entire range. These syrups have been designed to bring out the best of French aromatic

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Passionate & Versatile!

Aavika Chhawchharia, Co-Founder of 'Honey&Dough' Coffeehouse & Bakery

Aavika Chhawchharia, the Co-Founder of Delhi-based bakery and café, 'Honey&Dough', has been a stickler for quality, innovation and consistency. These three qualities have helped her in steering through her brand with her partner. Honey & Dough has been a result of the couple's realisation that there was a dearth of good bakeries and coffeehouses in the capital. They took the matter in their own hands and it was in 2017 when the duo started the bakery. Inspired by their travels around the globe, Honey & Dough is built on providing authentic international menu and baked goods crafted by the brand's in-house chefs. The bakery is a venture under ANR International Pvt. Ltd. in its line of business, ANR Foodworks LLP. The family-owned enterprise is named after the two ingredients that are basic to any bakery – honey and dough. Artisan loves of hearty bread, buttery pastries, custom made chocolate bars, and classic desserts form the core of the bakery. Along with the baked selection, continental food favourites have also become a part of the café's menu. Within just 4 years of the opening of their first store, Honey&Dough has expanded to 7 outlets across Delhi and NCR. In an exclusive interview with **Sharmila Chand**, she talks about her work philosophy and more...



What is the USP of your brand?

It is a one-stop-destination for premium quality and authentic global baked goods, freshly brewed coffee, custom desserts, decadent chocolates as well as savoury offerings.

It is one of the fastest growing brands in the capital and is a favourite amongst food aficionados.

It provides high-quality products at a reasonable price to make the bakery accessible to anyone who wishes to relish quality baked goods and desserts.

What are the distinguishing features of your product range?

Honey&Dough has a range of products that includes, Croissants, Cakes, Cookies, Pizza, Pastas, Salad, Burgers, Sandwich, Pancakes, and Waffles amongst other things. With more than 200+ items to offer, it has something different for their customers in every product category. For example, in cookies, French Heart Cookies and Cinnamon Sticks, the hand-made cookies are loved by customers. For breads, their Sour Dough Bread and Honey Cinnamon Bread are extremely popular.

Key challenges you faced while launching your brand?

The main challenge that we faced initially was to get the right manpower. Overall, it took around 2-3 years for us to build a team

and I am proud to say that after 4 years, we have a team that believes in the principle of – 'Customer First'.

What has helped you the most in image building of your brand?

We believe that the location of the brand plays a very important role when it comes to image building. We opened all our outlets at some of the competitive markets and we offered the right range of products, both affordable and of superior quality.

When did you launch the brand and outlets? How has the journey been so far?

We started Honey&Dough in the year 2017. Overall, it has been a great journey, with its share of ups and downs.

What do you enjoy most being in this business?

The best part about being in this business is that we get to learn so much every day. There are so many aspects that we have to take care of, marketing, production, operation management, it helps us learn and grow every single day.

What is your work philosophy?

We believe in working hard and offering superior quality and authentic baked products to our customers. 'Never to compromise on Quality,' is our basic philosophy.

What are your future plans to further expand the brand?

We are planning to come up with four new outlets in the next two months. We are opening new outlets in Janakpuri, Pitampura, Cyber Park Gurgaon and Mall of India, Noida. And we will continue to expand.

How would you define yourself in one sentence?

I would define myself someone who is passionate about Honey&Dough and loves to see it grow every single day.



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