

FEB-MAR '21 VOL. XII NO. 6 ₹ 100

BAKERY

Business Magazine for Bakery & Confectionery Professionals

REVIEW

Te(a)otaler

Business

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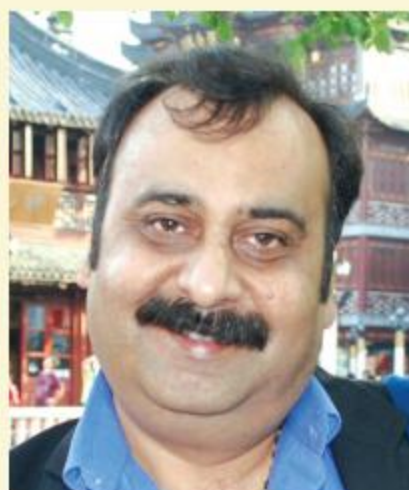
Bakery Review is a bi-monthly magazine, printed, edited, owned and published by Rajneesh Sharma from 206, Samrat Bhawan, Ranjeet Nagar Commercial Complex, New Delhi. Printed at Print Creations, C-112/3, Naraina Industrial Area, Phase-1, New Delhi.

Editorial Policy: Editorial emphasis in Bakery Review magazine is on educational & informational material specifically designed to assist those responsible for managing Bakery & Confectionery business. Articles are welcome and will be published on the sole discretion of the editor.

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Annual subscription rate within India is Rs. 600 and for overseas it is US \$110, for surface mail. Single issue is available for Rs. 100 in India and US \$25 for overseas. Cheques are payable to Hammer Publishers Pvt. Ltd.

Editorial



When food service sector is plummeting due to lockdown, bakery sector has shown an increase in sales of bakery products. At present time, it is difficult to estimate for the bakery products sales of food service sector, but once the situation of Covid is under control, it will also regain its position as it was in previous years.

Tea is an integral part of Indian culture and it goes well with bakery products. For Indians having a cup of tea is the ideal way to begin the day. Cover Story gauges the popularity of numerous types of tea available in India and growth of tea cafes/tea centres, offering benefits to the bakery segment of the foodservice industry.

The sales of ice cream had noticeably declined during the lockdown last year but the commencement of New Year saw a rebirth of the demand for this delicious delicacy. Business story take a look at how the early onset of summer this year is likely to see an increased sale of this cooling delicacy.

Saffron has myriad applications in recipes. Ingredient section points out some of the culinary applications of saffron in the bakery and confectionery products. Fats & Oil section views how baking with olive oil though does not work out to be an economic option, but still its different grades and quality continues to find favours with the bakery chefs around the world. Unlike most cheeses Paneer keeps its firmness even when heated, rather than melting. Dairy section discusses Paneer as a versatile dairy product for its usage in bakery, sweets and snack products. Product story talks about Pudding, a very common but delicious dessert or savoury dish in the western countries, has gained popularity in India.

ITPO has announced the dates for Aahar 2021. See details on the event page and plan your participation or visit to the show. You can contact industry associations like HOTREMAI or ARCHII for exhibiting at the show.

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AAHAR 2021

April 06-10, 2021, Pragati Maidan, New Delhi

ITPO has announced the fresh dates for Aahar 2021. It will now be held during April 06-10, 2021 in newly build halls 2, 3, 4 & 5 (Ground & 1st floor) of International Exhibition-cum-Convention Centre (IECC), Pragati Maidan, New Delhi.

The 36th edition of International of Food & Hospitality Fair – AAHAR 2021 will be a mega attraction for expert Chefs who persistently strive to make emerging India a food basket for world. Promoting “the Taste of India” globally, these masterful chefs are marrying old farming practices to biodiversity and modern techniques.

A five day flagship event of the India Trade Promotion Organization (ITPO), AAHAR2021 - is being offered with discounted rate of 45 per cent on participation charges, to support the industry. The fair will feature the emergence of India in F&B as well as hospitality services including food processing, culinary tech, retail and new innovations.

Significantly, AAHAR2021 is being organized in the halls of iconic International Exhibition-cum-Convention Centre (IECC) at Pragati Maidan, the display profile is segregated into four categories namely, Food Products, Ingredients & Additives, F&B Equipment, House Keeping & Engineering Equipment and Bakery & Confectionary.

It is expected that the large number of trade visitors will visit Aahar 2020.

Besides the potential to foster business revenues, Aahar also provides an effective platform for the players across global food & beverage and hospitality industry to disseminate/gather relevant information and gauge ongoing and future trends, which can greatly benefit the participants at the fair.

Apart from the meaningful display, the fair offers an insight to operational and food safety concerns and innovations to become energy-efficient, finding budget friendly raw materials boosting productivity, while still aiming for greater profitability.

The forthcoming mega event can be the right place for importers, overseas trade delegations and Indian players in the food & beverage and hospitality space, and also for policy makers and media personnel to exchange knowledge and information.

Going by the emerging and futuristic trends in the Indian food & beverage and hospitality industry, we can safely assume that the forthcoming edition of Aahar is expected to grace by impressive numbers of visitors.

In conversation with Rajesh Agrawal, Executive Director, ITPO

Aahar being the leading Food & Hospitality show in India, How are you going to ensure its success in these unprecedented times?

The 36th edition of AAHAR - the International Food and Hospitality Fair is a real manifestation of commitment of ITPO as well as incredible grit and resolve of the industry. In the present scenario, the success of this B2B event will be ensured through strict adherence by all stakeholders of the mandatory ‘SOP’ as per prevailing health protocol notified by the Government. Apart from providing meaningful media interface, ITPO has been working to provide conducive business environment for the event in the new halls of IECC at Pragati Maidan, New Delhi. The success of a fair primarily depends on the business visitors, trade discussions, enquiries and business networking. ITPO has taken a special initiative for AAHAR 2021 and is planning to host Buyer-Seller Meet completely funded by ITPO. We expect the buyer support programme will contribute to the visitorship to the event. Furthermore, keeping in view the challenges being faced by exhibitors in current COVID times, ITPO has gone ahead for significant reduction in rentals for AAHAR 2021 to support the Industry. We expect that with continuous efforts being made by the ITPO and with the support of all stakeholders, we will be able to together ensure the successful organisation of AAHAR 2021 in these difficult times.

How are you ensuring the proper representation by the industry in the form of exhibitors?

Significantly, AAHAR2021 is a collective effort of ITPO and its associates. Ensuring support of all verticals of food and hospitality industry, the event is being organized with support of the Ministry of Food Processing Industries (MFPI), Govt. of India and APEDA in association with apex trade bodies. These include: AIFPA, ARCHII, FAIC, FHSAI, FIWA, FIFA, HOTREMAI, FIFHI, KREMAG and ICMA.

How will you ensure visitors’ attendance at the show?

This year too, a large number of trade visitors are expected to visit the fair. These include top echelons of the hotel and hospitality industry including CEOs, General Managers, Executive Chefs, Executive House Keepers, Purchase Managers, F&B Managers etc, besides the senior representatives from Centre and State Government, catering industry and



academic.

In view to ensure a good footfall of visitors from all sectors of the industry, an integrated media plan has been implemented. Apart from online media interface, this includes focus on Industry publications, national dailies, FM, TV, outdoor and social media. Also the apex trade bodies are also making efforts to invite potential buyers from India and abroad.

Moreover, as mentioned earlier, we are hosting a buyer’s programme on the sidelines of AAHAR 2021 to supplement the visitorship during the event. We have also planned a culinary show on the sidelines of AAHAR 2021 to attract the relevant visitors especially the Chefs of the industry to this show.

What Covid SOP’s you will observe during the show?

All the visitors, participants and service providers have to strictly follow the Standard Operating Procedures (SOP) as per the guideline issued by the government for managing the Covid19 during the B2B event Aahar 2021. It is mandatory to register on Arogya Setu app. All persons must follow COVID appropriate behavior like maintaining a minimum distance of 6 feet in public, use of face covers/masks, frequent use of sanitizer, etc.

What major activities / events are planned during the show?

An exclusive ‘MICE Industry Unity Conclave’ will be held during the show. The event will be jointly organised by ITPO, on 9th April, in collaboration with the Exhibition Showcase magazine. The objective of conclave is to discuss issues being faced by the exhibition industry, especially ones which can be addressed collectively as a group. Furthermore, a number of exclusive seminars on the topics relevant to food and hospitality sector are also planned on all the days of exhibition. We expect industry will use this platform to debate and discuss the challenges before the industry and new opportunities COVID pandemic has opened for the sector.



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Burger Singh Launches Vegetarian Outlet

Burger Singh, the leading chain of Indianised fusion burgers, has launched its first Vegetarian only outlet in Ahmedabad. By 2022, the company aims to have over 45 outlets in Ahmedabad, Surat, Vadodara and Rajkot. Burger Singh's Indian taste and flavours make it stand out from the other burger brands in the QSR category. In Gujarat, the burger chain has gone one step further and has introduced new vegetarian burgers influenced by the predominantly vegetarian local cuisine to cater to the local palate.



"Gujarat is a phenomenal market on account of the tremendous love for food. To add to the excellent street food options available in the state, we are bringing our wide range

of vegetarian burgers, curated especially to match the vibrant flavours of Gujarat," said Kabir Jeet Singh, CEO and Co-founder, Burger Singh on the launch.

Burger Singh has capitalised on the unique Indian palate and has catapulted to new heights by fusing Indian flavours into western burgers and is also renowned for its vegetarian range of products. Presently 60% of all Burger Singh sales countrywide come from their vegetarian offerings. The Veg menu includes a wide variety of Burger ranges - Potato Crunch, Udda Punjab 2.0, Crispy Paneer Bhurji, Veg Keema, and many more.

Currently, the burger chain has 35+ outlets across India with other 26 franchises under fit-outs across the country in cities like Lucknow, Jaipur, Nagpur, Hyderabad, Surat, Delhi NCR, and Chandigarh. The brand also has established an international presence with three outlets and one food truck in London. The respective franchise partner of Burger Singh has plans to take this number up to 17 in the next three years.

'Mrs. Bector's Cremica' Founder Rajni Bector Gets Padma Shri Award

Mrs. Rajni Bector, who started 'Mrs Bector's Cremica' food brand, was awarded prestigious Padma Shri award by President Ram Nath Kovind. The Padma Shri is amongst one of the highest civilian honour of the country. She on receiving the award said, "I had never expected that such a big honour would be conferred upon me. I never even dreamt of it. I was extremely happy after getting the news of my nomination. I am really very thankful to the Government of India for selecting me for this honour".



Mrs. Bector started the food business around 43 years ago at Ludhiana in Punjab. She was fond of cooking and use to invite family and friends at home to experience her passion. People started encouraging her to step into the business and soon after, this idea received support from her husband Late Dharamvir Bector and father-in-law Late Lakshman Das, prompting her to convert hobby into profession.

Starting with an ice cream stall at a fair, she became an entrepreneur by starting in 1978 an ice cream business from home, which was further expanded to puddings, cakes and breads. Later she established 'Mrs Bectors Food Specialities' selling various products under the initial brand name. As of now, her company operates 'Cremica Foods', 'Mrs Bector's Cremica' and 'English Oven', brands manufacturing biscuits, bread, and ice cream along with condiments, sauces, spreads, syrups, jams, opera chips etc. Her two sons, Anoop Bector and Akshay Bector are currently running different divisions of the company.

Foodservice India Acquires SIL

The investments in food industry are on the roll again. Sil Foods Pvt. Ltd., one of India's oldest and trusted food company has been acquired by Foodservice India Pvt. Ltd., a leading food solutions company for the Food service sector in India and Middle East, for an undisclosed amount.

With this acquisition, SIL will get the resources to expand its distribution footprint as well as product range. SIL has a presence in Indian market for over 70 years and has a product range which includes Jam, Sauces, Ketchup, Canned products and Mayonnaise in their retail product portfolio. It is one of the brands which have been in the country ahead of its time in launching the niche products like

baked beans, mayonnaise in the country.

The company is known for unique products which are made using the traditional processes combined with modern technology. The Soya sauce



manufactured by the company is made with the traditional fermentation process. The company manufactured all its products in a factory near Pune, Maharashtra.

Food Service India has established itself



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A VKL Food Solutions Enterprise

as a leading food solutions provider with a strong market presence in the hotels, restaurants and catering segment with multiple product categories like seasonings, spices, gravies & sauces, beverage solutions, etc. Foodservice India Pvt. Ltd. solutions are used by over 25,000 Restaurants across Indian Subcontinent and Middle East. The company is present in over 70 cities across India.

Foodservice India Pvt. Ltd. is a part of VKL Food Solutions Enterprise which is India's leading food solutions group, which established VKL seasoning Pvt. Ltd., a company where Firmenich, one of the world's largest ingredients and flavours company, has recently invested.

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Packaged Sweets is Revolutionizing Packaged Food Industry

By Manish Aggarwal, Director, Bikano

With packaged food industry as a whole evolving and maturing in the country in recent years, packaged sweets have come to register as an integral part of that process. In fact, the traditional popularity of sweets coupled with an increased consumer consciousness of hygiene and cleanliness has made sure that packaged sweets have acquired an extraordinary traction. Popularity of sweets offered in a hygienic package itself in a way is giving a fillip to the packaged food industry in the country. In other words, packaged sweets is revolutionizing the packaged food industry. With authorities increasingly clamping down and tightening norms around food labeling and general safety and hygiene, this is further serving the cause of packaged food industry.

The Emerging Packaged Food Landscape

Even before Covid-19 had 'bared its fangs,' the Indian packaged food sector had been on a positive trajectory. For instance, last year it was reported how packaged food industry had recorded an impressive over 14% growth for April to August period. However, what is particularly notable is that this growth had occurred despite the wider consumption slowdown. In more recent times, while western snacks have been a high growth category, RTE as emerged as a high potential category. In terms of sales, tier 1 and metro markets have been the bestperformers with rural and rest of urban areas contributing almost similarly. Therefore, with a permanently large middle class with increasingly hectic schedules and busy lifestyles, the room for ready-to-serve packaged food can never be enough for the Indian market and there will always be room for growth.

The Sheer Range of Sweets Available is a Hugely Motivating Factor

Representing both traditional and the modern, the Indian sweet market is characterized



by an extraordinary array of offerings. From traditional milk-based sweets and open mithais offered by unorganised and traditional sweet shops to sweets and confectionery products prepared by organised bakeries, to specialized milk-based products by dairy establishments to luxury mithai brands promoted by a new-age confectioners to organic sweets by modern food brands, the range of sweets products available in the country is simply mindboggling. Growing at a CAGR of over 12% for almost a decade, the confectionery market alone is estimated at \$1.5 billion. Another research estimates that confectionery and snack market is to grow by over 10% between 2020 and 2025. This huge array of items would definitely give a massive stimulus to the packaged food as well as the packaging industry in the country.

The Growing Packaging Industry Itself

At the same time, with increasing investment in food processing industries, rapid expansion of organized retail and rising exports market, the packaging industry itself has seen considerable gain. The need for improvement in shelf life, maintenance of the pace of production while upholding quality necessarily requires high standardized and quality packaging. With improvement in packaging methods and technologies such as the emergence of eco-friendly packaging such as

biodegradable technologies, nanofabrication technologies and the shift from rigid to flexible packaging, the packaging industry is undergoing considerable upgrading and change. It has been forecast that the Indian food and beverage packaging market is set to cross USD 122 billion by 2025 from about USD 26 billion in 2019 at a CAGR of nearly 30%.

Government Tightening Norms

With food regulatory authorities increasingly raising the bar for quality and hygiene for sweet products and even snack category, the packaged food industry would receive further boost. Only in February this year it was reported how local sweet shops had to mandatorily display 'best before date' and the date of manufacturing on non-packaged and loose sweets kept in a container or tray, a more stringent norm than the then existing labeling rules which required these details for pre-packaged/pre-packed sweets only. Such measures could only add to the push for packaged food industry. Significantly, prompted by sustainable environmental concerns, the government is also adopting policies to promote recyclable technologies for packaging.

Therefore, as Covid-19 has precipitated an all-out migration to packaged food away from open, loose and perceivably unhygienic food and snack culture, packaged sweets and confectionery category would impart the strongest push to the packaged food industry. Despite the recent societal and consumerist drive for healthy and nutritional snacking, the sweets and mithais would continue to form an indispensable part of the country's food culture which in turn would give a sustained thrust to the packaged food industry. Given that small packs of Rs 5/10 contribute to 70-80% of the sales in snacks category, this is encouraging. After all, guilty pleasures can be derived from small packs, since once can never really wish them away. ■



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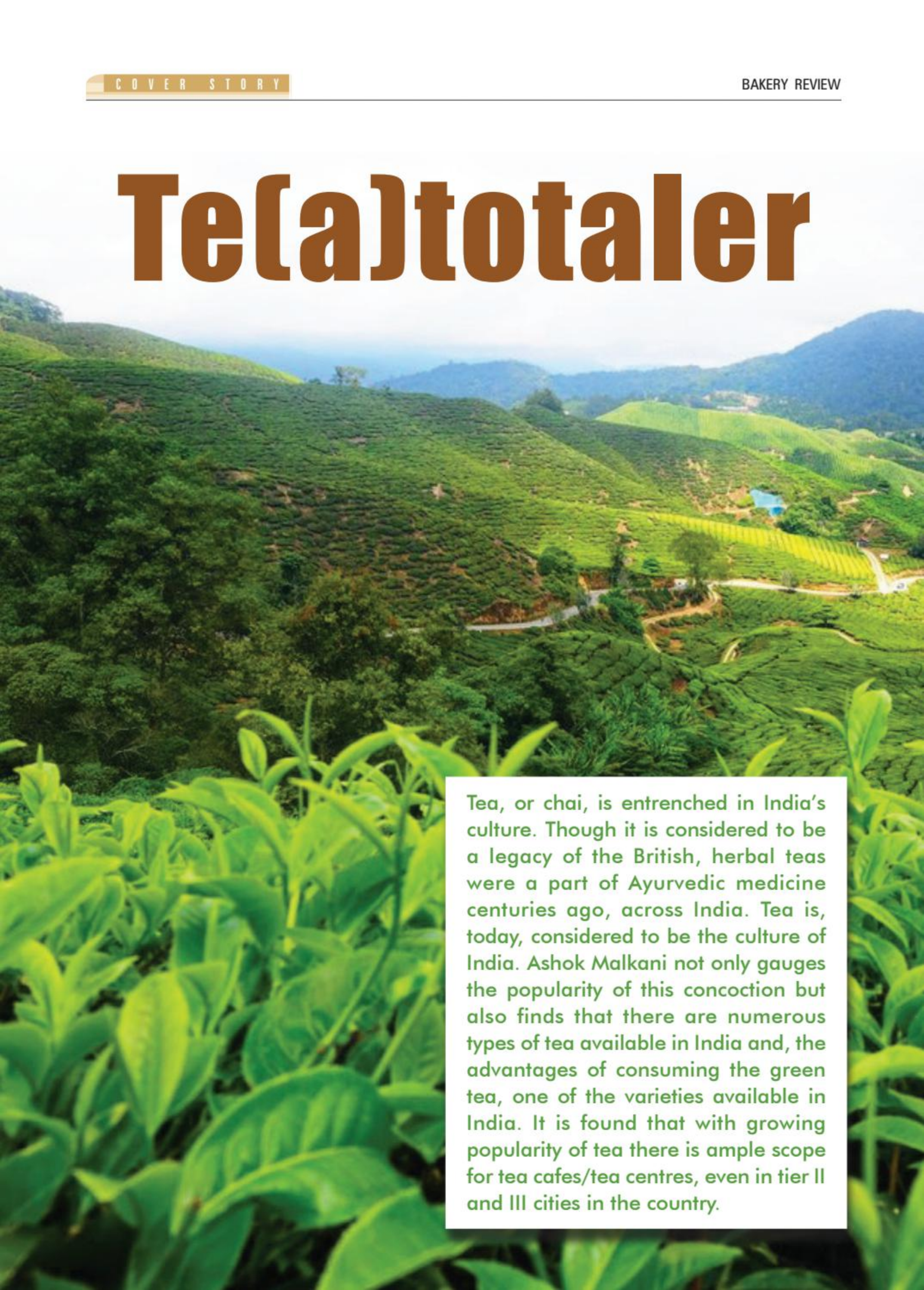
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Te(a)otaler



Tea, or chai, is entrenched in India's culture. Though it is considered to be a legacy of the British, herbal teas were a part of Ayurvedic medicine centuries ago, across India. Tea is, today, considered to be the culture of India. Ashok Malkani not only gauges the popularity of this concoction but also finds that there are numerous types of tea available in India and, the advantages of consuming the green tea, one of the varieties available in India. It is found that with growing popularity of tea there is ample scope for tea cafes/tea centres, even in tier II and III cities in the country.



For Indians – young or old – having a cup of tea is the ideal way to begin the day. It is an integral part of the rhythm of their lives. The ritual of drinking tea transcends all boundaries. No wonder the country consumes 837,000 tonnes of it every year. The country is also the second largest producer of tea in the world, after China. Introduced by the British, tea has become a habit with the Indians, over the years. The refreshing drink has become an excuse for discussion and a part of gossip culture. Inseparable from the socio-economic being of the country, it has become a habit for Indians of all age groups to start the day with sips of tea.

History of Tea in India

The popularity of tea in India is immense. The credit of creating Indian Tea Empire goes to the British who not only discovered and cultivated it in India but also popularized it by consuming enormous quantities of this brew between the early 1800s and India's independence in 1947.

Delving into history, it was in 1774 that Warren Hastings sent a selection of China seeds to George Bogle, the then British emissary in Bhutan, for planting. But nothing materialized from this experiment. Two year later, in 1776, the English botanist, Sir Joseph Banks recommended cultivation of tea in India.

Robert Kyd, in 1780, experimented with seeds sent from China. A few decades later, Robert Bruce discovered tea plants

growing in the wilds in Upper Brahmaputra valley. In May 1823 tea plants were sent from Assam to England for public sale. The first twelve chests of manufactured tea to be made from indigenous Assam leaf were shipped to London in 1838 and were sold at the London auctions. This paved the way for the formation of the 'Bengal Tea Association' in Calcutta and a first joint stock Tea Company, the 'Assam Company' in London. On witnessing its success, other companies were formed to take up the cultivation of tea.

In 1837, the first English tea garden was established at Chabua in Upper Assam; in 1840, the Assam Tea Company began the commercial production of tea in the region. Beginning in the 1850s, the tea industry rapidly expanded, consuming vast tracts of land for tea plantations. By the turn of the century, Assam became the leading tea-producing region in the world.



Krishna Kishore



Today India is one of the largest tea producers and consumers in the world.

India's Popular Drink

The popularity of this brew has engulfed the nation today.

Krishna Kishore, Executive Chef, Novotel Visakhapatnam Varun Beach states, "It will not be an exaggeration if tea is termed as the national drink of India. It is one of the most popular drinks and consumed in various varieties in India. Over thousands of years it has become an integral part of us and of our F&B culture. Over 70% of the tea produced in India is consumed within the country.

"The popularity of tea, at our hotel can be gauged from the fact that we have a specialty chef who prepares amazing tea at the various outlets like The Square (all-day dining outlet) and Sugarr (Bakery Café). The Chef's prepared tea is quite popular among the people of Visakhapatnam and they prefer different varieties of tea curated by him. Though Coffee is famous in the South of India but tea is more in demand due to various health benefits as well."



Sanket Thakur



Pradip Chaudhary



Daniel Koshy

Ishijot Surri, Executive Chef, SJI Hospitality and Foods Pvt. Ltd. aver, "Drinking chai or tea is a part of the Indian culture at every level. Our association with drinking this beverage however can be dated back to the British era that has carved the way for our country to grow into such a huge tea producer. The preference for tea consumption is not just limited to its brilliant taste and flavours but also for its medicinal properties. It is considered to be an exceptional remedy for emotional and physical stresses as it helps in calming the mind and soul.

"This drink is extremely popular at our outlets. The demand for iced tea and cold coffees is more popular among teenagers visiting our outlets than that of the other beverages.

"Yes, as the days get warmer there is a craving for chilled drinks. And what better than a glass of cold brew tea during the summer! There can be nothing better than a glass of refreshing iced tea. And for the health conscious it may be mentioned that it has less than 10 calories per serving! "

Sanket Thakur, F&B Manager, The Resort Mumbai, disclosed, "The Indian tea industry has grown at a rapid pace and, today, it owns many global tea brands. It has evolved to be one of the most technologically equipped tea industries in the world. Tea production, certification, exportation, and all other facets of the tea trade in India are controlled by the Tea Board of India and hence tea is one of the popular drinks in India.

"At the Resort Mumbai we serve a variety of tea and coffee. Guests who regularly come to our restaurant are tea lovers and love to have brewed Masala Chai."

T.Vinay Kumar, Executive Chef, Novotel Vijayawada Varun adds, "Tea is the most popular drink across India, not only because of the culture, but it is affordable to all the classes – poor, middle-class and the rich. At Novotel Vijayawada Varun, 'Tea' is quite the preferred beverage by most of our guests."

Anubha Jhavar founder CELES TÉ, affirms, "Tea culture has been prevalent in India way before coffee was introduced. Since childhood we have seen roadside tea stalls selling tea everywhere which these days have been converted to Tea Cafes. These cafes have also been able to target the younger coffee drinking generation successfully. The market has the potential of growing every year in 3 digits."

Speaking about road side tea stalls, this writer would like to inform the readers that cutting chai, as synonymous with Mumbai as vada pav, is now witnessing a new trend. Tea is being served in biscuit tea cups which can be eaten after you have consumed the tea. Yes now you can not only drink your tea but eat it too! A tea stall in Dadar, Mumbai, serves hot tea in innovative biscuit cups, which last for 15 minutes, till you have consumed the tea.

Daniel Koshy, Executive Chef, JW Marriott Hotel Bengaluru adds, "Tea has been a favourite drink among Indian because it was cheap, affordable and addictive. We have some of the best teas in the world and have been consuming it since the British raj. Herbal teas have long been part of Ayurveda medicine and they have been used for centuries across India.

"People frequently visit our coffee shop for meetings and their favourite drink is tea. Indians prefer to have tea with milk and with sugar. Compared to coffee it is more popular."

Pradip Chaudhary, Asst. F&B Manager, Double Tree By Hilton Pune Chinchwad, elaborates, "Indians and tea have a unique connection. It is not just a drink for us, but a ritual. Tea, or chai as it is popularly known, is an ideal drink in times of stress. It not just makes us think clearly but also acts as a pain killer. In fact there is scientific evidence to back the fact that it can act as an anti-depressant and helps reduce tension. A popular ingredient in Indian chai, ginger, is believed to have numerous health benefits.

"There is high demand for tea with guests in our hotel, who love to try different varieties of tea. Although coffee is in trend nowadays in India, mostly in the urban area, tea is something which is consumed both in the rural and urban areas."

Types of Tea

When one talks of tea it is not just the tea that one gets at the roadside tea stall or the Masala Chai. There are various types of teas, besides the usual Darjeeling and Assam tea. The four varieties of tea, popularly known are - White Tea, Black Tea, Green Tea and Oolong Tea. These teas are produced by various levels of oxidation and fermentation. The result is: each variety has a different flavour profile, taste and aroma. Some teas have bitter, cooling as well as astringent flavour while others may emanate sweet, nutty, floral or grassy notes.

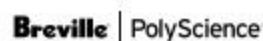
However, the array of teas does not



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comprise of only the above mentioned four varieties.

So what are the types of teas that are found around the world and which are the preferred ones in India?

T. Vinay Kumar states, "There are about 3000 types of tea in the world. A few of them are: Early Grey, White Tea, Oolong Tea, Barley Tea, Chaga Tea (Mushroom), Dandelion Tea, Chamomile Tea, Matcha Tea, Hibiscus Tea, Moringa Tea, Pepper Mint.

"For the people of India – and also for the guests at Novotel Vijayawada Varun – variants like Masala Tea/ Adraki Tea/ Clove Tea/ Assam Tea/ Darjeeling Tea/ Nilgiri Tea/ Green Tea/ Black Tea/ Lemon Tea, Rose Petal Tea/ Jasmine Tea/ Herbal Tea/ Tulis Tea are popular."

According to Anubha, "The types of tea are Green, Black, Oolong, White. The teas preferred by Indians are Masala Tea and Green Tea."

Sanket says, "Barry's Tea, Dilmah Tea, Celestial Seasonings are some of the best teas available all over the world. The variety of teas preferred in India are: Chamomile Tea, Darjeeling Tea, Assam Tea, Peppermint Tea and English Breakfast Tea"

Daniel declares, "Lot of Jasmine Tea, Green Tea, Chamomile Tea gets consumed in Europe and Americas. Most of the European countries prefer tea decoctions. As far as Indians are concerned, they prefer to flavour the milk tea with plants and spices like cardamom, basil, pepper, and ginger."

Ishijyot declares, "There are various types of tea available in the international market. One of them is Oolong Tea, most commonly known as Chinese Tea. It comes from the leaves of the Camellia Sinensis plant. Yellow Tea also has its origins in China. It is very popular for its taste and health benefits. Barley Tea that is served with ice is another famous beverage originated from the east particularly in China, Japan, and Korea. Chaga Tea, widely known as Chaga Mushroom Tea, originated from the Russian/Serbian region. This tea is prepared with mushrooms and is preferred for its health and longevity benefits. Chamomile Tea is another most popular type of tea and famous for its relaxation and anxiety relieving benefits.

"As far as India is concerned, besides the usual tea, sometimes pepped up with spices and flavours, there is, nowadays also a demand for White, Green, Oolong and Black Tea. The health-conscious consumers

today prefer green and herbal varieties of tea like Rooibos Tea with herbal infusions made from a South African red bush. Mate Tea, known for its bold flavours, tastes like coffee and hence it is considered to be the coffee lover's favourite tea. Iced Tea with exotic flavours like lemon and peach is also very popular among the millennials."

Pradip avers, "There are more than a thousand varieties of teas available around the globe. Some of the popular ones are: Black/Red Tea, Oolong Tea, Green Tea, Yellow Tea, White tea, Rooibos Teas and Blooming Teas, also called artisan or flowering teas."

Krishna declares, popular variants of Tea in the world are Darjeeling, Jasmine, Assam, Celoyne, Matcha, Chai and Oolong. Herbal teas like Tulsi, Chamomile are also popular. One of the most popular teas in India, as far as I am concerned, is the 'Masala Tea' that is infused with cinnamon and spices and 'Ginger Tea'. Other popular varieties of tea are Darjeeling and Assam Tea. In India, Herbal teas are also gaining momentum."

Green Tea

Though the variety of teas is enormous, as far as medicinal benefits are concerned, Green Tea stands a notch above others. This tea is said to have a high concentration of antioxidants and polyphenols. These are found to have helped reduce the risk of cancer, insulin resistance and high blood pressure. It is rich in catechin polyphenols, in particularly epigallocatechin gallate (EGCG), which is a powerful antioxidant. EGCG is purported to be about 100 times more effective than vitamin C and 25 times more effective than vitamin E at protecting cells from harmful influence.

While straight green tea has a clear and delicious taste, some loose green teas are scented with flowers or mixed with fruits to create scented or flavoured teas. Besides being one of the favoured drinks of Asians it is also becoming popular in Britain.

Ishijyot disclosed, "Consumption of green tea offers a great antioxidant punch as compared to other varieties. It also contains small amounts of minerals that can offer health-enhancing benefits. The Gen Y and Z tend to prefer green tea with flavours and infusions more than other age brackets."

Pradip asserts, "Green tea has rapidly emerged as a popular beverage across regions and age groups because of the health benefits related to it. People in urban areas or places where non-milk tea is



Vinay Kumar



Ishijyot Surri



Anubha Jhavar



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consumed higher than the national average are well aware of the benefits green tea offers."

Krishna too is of the opinion that green tea has gained popularity due to health benefits. He adds, "It is increasingly becoming popular especially with weight watchers."

Vinay attributed the popularity of green tea to the fact that it had the highest concentration of antioxidants.

Sanket outlined the benefits of green tea in detail. He stated "Green tea was beneficial to your health in the following manner:

- Benefits the heart
- Manages cholesterol
- Fights bad breath
- Good for bone health
- Gives healthy skin
- Improves brain function
- Helps in Hair growth
- Eases common cold

"There is choice of Green with peppermint tea which are getting popular day by day."

Anubha disclosed, "Though earlier it was targeted at the age group of above 45, today even youngsters have started appreciating blends which are beneficial for health. This has a lot to do with the present generation's trend of fitness."

Daniel too believes that its popularity is due to its health benefits. He revealed, "Research has shown that Green tea aids fat loss, protects against cancer and lowers the risk of heart disease."

Tea Café/Centres

With increasing consumption of tea and the ubiquitous addiction to Masala Chai, and a revolutionary experimentation in presentation, a number of contemporary tea cafes and shops have popped up to complement the traditional tea stalls. The scope for tea café/centre seems to be bright.

Krishna believes that there is a huge scope for tea shops and centres in India. Giving his reasons for the same, he says, "Tea joints are preferred as hangout spots for teenagers, college going students and also with young corporate professionals. I think in all metros and big cities and in small town this concept will be popular."

Pradip states, "Indians and tea have a unique connection. It is not just a drink for us, but a ritual, a celebration and even a diversion from the regular affairs. Tea, which is an integral part of our lives, transcends



Tea Centre, Mumbai

all boundaries.

"Tea is having high demand and our guests enjoy it, they love to try different varieties of tea. The aroma and fragrance of freshly brewed tea is the perfect way to start your day, which keeps your grey cells active throughout.

"Although coffee is in trend in India, in the urban areas, tea is something which is consumed both in the rural and urban area. Of the total production, India accounts for 3/4th domestic consumption of tea. Thus tea centres have a high scope of growth and success."

Vinay Kumar declares, "There is a lot of scope in India to start a tea shop, because India is one of the largest producers of tea in the world, especially from the regions of Assam, Nilgiri and Darjeeling. The major tea producing states in India are Assam, Tamil Nadu, Kerala, Tripura, Himachal Pradesh, Karnataka, and other north eastern states. But the scope for tea shops is all over the country."

Anubha asserts, "The market for tea centres has the potential of growing every year in 3 digits. The smaller towns which are now the new metros have a higher growth potential. Keeping in mind the conservative cultural value of Indian families these joints are more popular than Bars/ breweries for younger generations to mingle around in daytime."

Daniel believes that tea centers have a huge scope, as more and more millennials like to hang out at these, both networking and doing work. He continues, "With IT

companies, allowing people the freedom to choose the option of work model, more and more people like to do their work from Uber cool spaces like these tea cafes. This indirectly gives entrepreneur the scope to invest in more and more food joints of this sort."

Ishijot states, "Tea is our country's choicest beverage. India is ranked as the world's second largest producer of tea, after China and in the last two quarters, it has recorded the highest production. Our country's exports are expected to hit 257 million kg. Thanks to the huge domestic demand, there is a scope for Indian tea growers to up their share of the global export market. This industry's advancement has augured well for tea shops or tea centres and is clearly evident from the access for expensive tea being given to domestic customers and the mushrooming of tea bars. Cities like Munnar, Wayanad, Darjeeling and Assam will witness an upsurge in tea consumption indirectly impacting sales in the Tier 1 and 2 cities.

Sanket muses, "The global tea market is expected to grow at a compound annual growth rate of 5.5% from 2019 to 2025 to reach USD 18.42 billion by 2025. ... This is attributed to high consumption of tea on a daily basis as an affordable beverage suitable for consumers from all socio-economic groups in countries such as China and India. So, there is always a scope for tea market and tea centres to grow."

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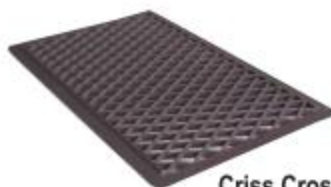
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Hot Opportunities in Cold Ice Cream Business



The advent of summer sees the ice cream industry in full flush. Irrespective of age, almost everyone is slurping on this delicacy. Though ice creams enjoy a massive demand all year round it is on an extremely high level during the summer. The sales had noticeably declined during the lockdown last year but the commencement of New Year saw a rebirth of the demand for this delicious delicacy. It has become more popular and in-demand delicacy due to the long abstinence during the lockdown. The early onset of summer this year is likely to see an increased sale of this cooling delicacy, providing ample opportunity for aspiring entrepreneurs to venture into this field. **Ashok Malkani** examines the market which provides ample opportunities not only for ice cream manufacturers but also for supplements like cones and packaging material.

As summer simmers, your cool attitude melts and increases craving for ice cream. Though the desire for this delicious delicacy took a back seat last summer, due to COVID-19, this year the yearning has doubled. Apart from the lockdown, the fears of ice cream causing Covid infection had hurt the industry the most during 2020. According to Dilip Rath, Chairman of National Dairy Development Board (NDDB), ice cream sales reduced by almost 50 per cent during the lockdown period, starting March 24, 2020.

However, with the dawning of the New Year, hopes of rising sales during the summer have pepped up the industry. The pace and demand for ice creams is expected to witness an all time high. There are various reasons for this. Some of them are: rapid urbanization, growing disposable income, increasing popularity of frozen desserts, growth in the food processing industry and presence of giant players in the sector.

The innovative industry players have also come out with new variations of all forms of ice cream including artisan ice cream. In addition to regional and conventional flavours, variants are rapidly gaining popularity in the market. The availability of wide range of flavours including exotic Indian flavours like Anjeer, Badam, Kesar, Pista, Nolen Gur, and Rajbhog as well as several Kulfi variants like Rabri, Faluda and Matka Kulfi, is driving the market further. Artisan ice-creams like Kesar Chandan, Gulab Jamun, etc., are now being introduced by enterprising ice cream brands. Some of best sellers at present are Guava, Coconut and Thandai.

Ice cream is a favourite of people, irrespective of age or sex. No wonder we have a National Ice Cream Day, being celebrated this year on July 18. But the craving for ice cream starts much earlier – as soon as the summer heat engulfs different parts of the country.

The Benefits

And why shouldn't people eat ice creams to their hearts desire! After all, ice cream offers several health benefits too!

It contains essential nutrients ranging from vitamin D and



riboflavin to vitamin A and calcium. An average scoop of ice cream can contribute to a healthy body. Some flavours can give you an extra boost. In this connection it may be mentioned that dark Chocolate is a good source of antioxidants while Vanilla beans contain potassium.

Eating ice cream during summer, which seriously drains your energy making you tired and lethargic, can give an instant energy boost. This is because the sugar in ice cream contains glucose which is one of the components that can fuel the human body through the day.

A study conducted in Japan claims that ice cream can make us more alert. So, if you're looking for a brainpower boost during a hot summer day, ice cream could provide it.

Ice cream, due to its components milk and cream, contains abundance of calcium which helps in building strong teeth and bones – which are 99% calcium. So besides taste sensation, ice cream also gives you a calcium boost. It is believed that ice cream can also ease the pain from mouth ulcers.

And above all it makes you feel happy. This is because it produces serotonin, a feel good hormone that helps boost one's mood. Yes, if you are having a road rage, which is common when you try to drive through Mumbai's roads, or going through a break up or struggling with a heavy workload when you would rather be on a summer vacation, ice cream can make you feel better.

New Flavours & Higher Sales

For the ice cream producers the good news is that with the summer having set early this year, it is believed that there will be a 100% growth in sales over 2020 in the first four months of the season, starting from March.

Sanjay Sharma, Business Head – Dairy products at Mother Dairy Fruit and Vegetable has disclosed that the company, in the first three days of March this year, sold what it had sold during the entire month of March, last year. Vadilal saw about 18-20 percent growth in February in 2021 compared to last year and expects 20 percent more sales in March compared to last year.

In February 2021, Amul is believed to have seen 20-25 percent higher demand compared to the same month in 2020; and it expects the demand to double compared to last year. Hindustan Unilever, with its Kwality Walls brand is witnessing a significant improvement in demand.

Its premium flavour has come out with a brand new love series, for Valentine's Day. It believes that the two new flavours – Raspberry Yogurt and Dark Chocolate Brownie – will help create genuine moments between lovebirds. Amul too has come up with a range of new Kulfi flavours like Rasgulla Kulfi, Kesar Haldi Kulfi among others. It has also introduced three new flavours in the cone range.

The consumers inclination towards healthy and premium objects have encouraged not only Indian brands but also international ones to experiment





with their products. The launch of Cornetto Oreo by HUL's Kwaliti Walls, which brought Oreo lovers to cornetto was a new experience in India. Similar to this was the collaboration between Perfetti's alpenlieble and Baskin Robins to launch Alpenlieble just jelly strawberry paradise ice-cream.

Industry Growth

While the resurgence of the number of Covid cases in certain States have made the players a bit cautious, the industry expects that the increasing demand for take-home packs, as people continue to dine at home, will enable the industry to grow at a rapid pace. Industry stalwarts expect the business to get back to pre-Covid days this summer season.

The ice cream makers have also accelerated the adoption of digital platforms, thus increasing their reach to consumers via the e-commerce channel.

India is among the world's largest manufacturers of dairy products, which is a major driver for the India ice cream market. Ice cream is currently considered to be one of India's most popular desserts.

A recently released report by IMARC Group, titled "Ice Cream Market in India: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2021-2026" states that the Indian ice cream market is expected to grow at a CAGR of around 15% during 2021-2026.

As per MarkNtel Advisors' report, "India Ice Cream Market Analysis 2021", the Indian ice cream market is expected to grow at a CAGR OF 11 per cent during 2021-2026.

As far as the global ice cream growth is concerned, the Fortune Business Sights report states that it is expected to reach \$ 91.90 billion by 2027, exhibiting a CAGR of 4.01% during the forecast period

2020-2027. The growth is attributed to constant product innovation from major players. The report adds that prominent enterprises are expanding their resources in research and development activities to offer options that include healthy and functional ingredients for optimum nutrition. This is due to the increasing health awareness among consumers globally. This trend is estimated to drive the ice cream market growth. In addition, the increasing adoption of premiumized ice creams made from rich ingredients is anticipated to further enhance growth.

On the basis of flavour, the report states, that the vanilla segment dominates the market with a total share of 30.22%. The increasing expenditure on premium quality vanilla-flavored products from these companies due to the high demand of the flavour is predicted to drive the segment growth. On the basis of type, the impulse segment is projected to rise at a considerable rate. The ice cream market share of this segment is, according to the report, stoked by innovation and consumer-oriented packaging.

Trends and Brands

Tempting and difficult to ignore, ice cream segment of the dairy industry has not only been growing steadily but is also undergoing constant changes. According to a GlobalData report, "India Ice Cream – Market Assessment and Forecasts to 2023", the 'take-home and bulk ice cream' category, leads the ice cream sector in India. It is followed by the 'impulse ice cream – single serve' category. The demand for artisanal ice creams is also growing among consumers.

There is a rising ice cream trend that may indicate where things are going for the ice cream category. With consumers' growing interest in healthier indulgence, ice cream companies are creating pints that showcase fewer calories, less sugar and in some cases, higher protein content. Cary Frye, senior vice president of regulatory affairs for the Washington, D.C.-based International Dairy Foods Association (IDFA) states, "I expect to see many more ice cream companies riding the high-protein, low-calorie ice cream wave. This is an exciting trend because it means ice cream can be both an indulgent treat and an option for consumers looking to dessert for added nutrients."

Globally, according to Mintel, brands that are associated with a more premium identity, as well as simple, natural ingredients, are outperforming others. The Mintel report adds, that another trend that is already unfolding and likely to shape the market going forward is the integration of more natural ingredients and simpler formulations, even as suppliers seek to keep products flavourful, satisfying and indulgent.

With an undying love for ice creams, India has, over the last few years seen an emergence of many new ice cream brands, some catering to very niche markets.

Artisanal ice cream is also seeing an increase in demand. Though it accounted



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for only 5.1%, value-wise, in the ice cream market in 2018 it is predicted to grow at a CAGR of 11.8% - which is slightly higher than the 'take-home and bulk ice cream' category - over the next 5 years.

With increasing demand for ice cream there is a scope for more enterprising entrepreneurs to enter the market. At present some of the major manufacturers, against whom they would have to compete are: Amul, Arun, Baskin Robbins, Creambel, Dinshaw's, Giani's, Haagen-Dazs, Hangyo, Havmor, Hindustan Unilever, Mother Dairy, Naturals, Vadilal.

Other Avenues

For an entrepreneur desiring to enter this industry, one does not have to make ice cream. There are other avenues. One can be a supplier of ice cream cones or even packaging of the product.

Cone is one of the most popular modes of serving ice cream as it is clean, easy to store and disposal free, which helps in keeping the environment free of litter and helps in the Swachh Bharat movement.

Since the demand for ice cream is increasing, the demand for cones too would rise. The ice cream cone is a kind of waffle. The waffle can be either plain or dipped in chocolate, nuts, etc. These waffle cones are usually made with the batter of flour, eggs, sugar, milk, butter mixed together.

The three major types of cones are as under:

For those who are interested in this segment of the industry it may be mentioned that for starting an ice cream cone business the minimal investment would be about Rs. 3-5 lakhs. One can set



up a production unit in as small an area as 500 sq. ft. If there is a sale of about 12 lakh cones a month, it is believed that there would be an earning of about Rs. 1-1.5 lakhs.

As far as the profit margin is concerned, it can fall in the range of 30%-50%.

The raw material required for the cones would comprise of dry and wet ingredients. The dry ingredients would comprise of corn flour, wheat flour and sugar while the wet ingredients would include water, food colours, edible fat, salt and flavouring. The colour and flavouring should be natural, made by a specialist.

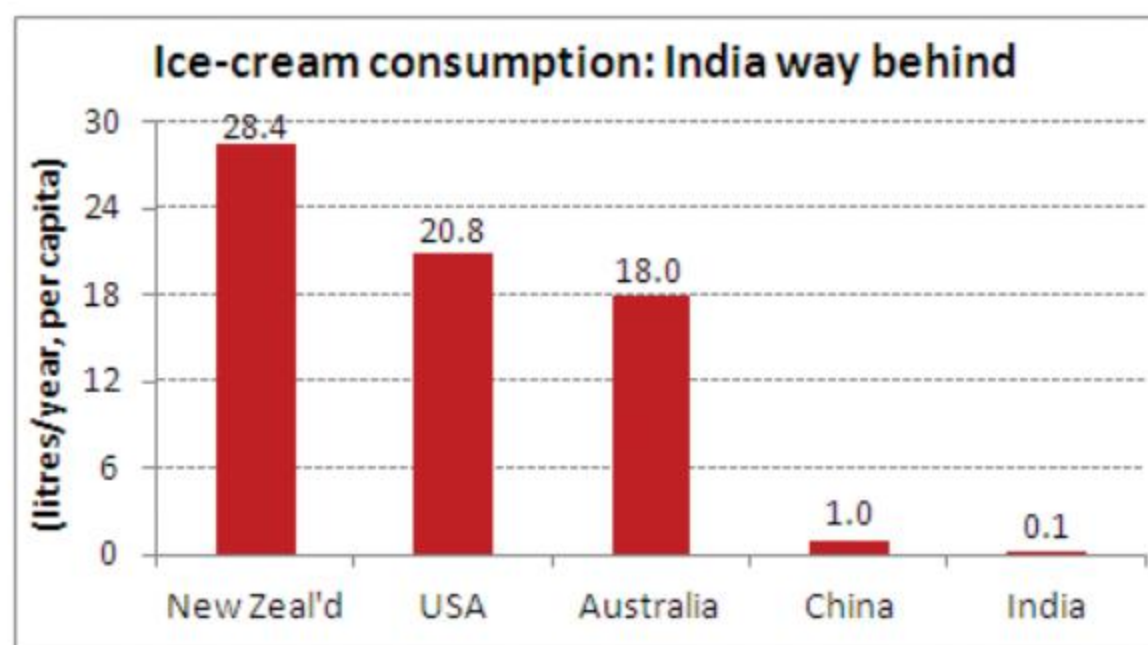
Another arena that one can enter in the ice cream industry is that of packaging. It may be stressed that sales of any product - including ice creams - increase due to attractive packaging. Creative and innovative packaging is essential to maintain the market of a product.

Packaging of ice cream is either of plastic or paper. Plastic has several advantages. The benefits begin on the production floor, and extend all the way to the enhanced marketing possibilities for the product, when it is on the shelves in store freezers.

The types of packages for ice cream are: Paper bowls, Carton, Wrap.

Conclusion

Ice cream is one of the most loved dessert items. There is ample potential for the growth of this niche but steady growing industry. With its growing range of flavours, it can change the face of the upcoming regional players. This industry, one realizes, has astronomical growth prospects when one compares its per capita consumption with other countries. India has a low per capita ice cream consumption of ice cream at 400 ml as compared with per capita consumption of 22000 ml in US and 3000 ml in China. India, with its changing lifestyle is a massive market with enough headroom for growth in every tier of the country.





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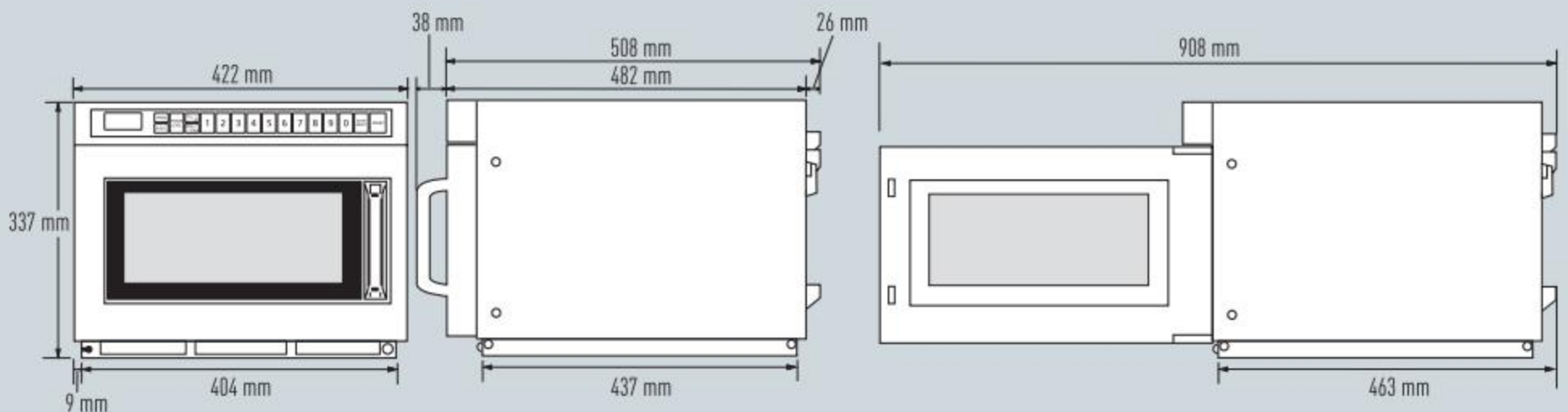
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To put it simply, saffron is a spice. Of course, this definition also needs to be followed by several descriptions and explanations. One of them is that saffron is the costliest spice on the planet, by weight. This spice is derived from the lavender coloured flower of flowering plant *crocus sativus*, which is commonly known as saffron crocus. Saffron is produced from parts of the plant's flowers. The dried stigmas along with the styles of the flowers of saffron crocus are called saffron. It should be noted that after their extraction, the stigmas must be dried quickly, or decomposition and mould may set in. Saffron can be brought in strands or stigmas and also in powdered form.

Distinctive Features

About a lakh of flowers of saffron crocus plant are needed to produce 1 kg of saffron. Output of saffron in India is just half Kg per hectare. The difficulty and labour-intensiveness involved in manually extracting large numbers of minute stigmas from the flowers of saffron crocus also attributes to the high cost of saffron in the market. Yes, even today saffron is produced in the way it was done in the ancient period; even today machines have no answer to removing stigmas from the flowers of saffron crocus.

Saffron costs about Rs. 2 lakh per kg. But that is nothing to worry about, for saffron is generally needed in small dosages across the food service industry. A pound of saffron may contain 70,000 to 200,000 strands whereas only a handful of strands of saffron

are needed for a given dish where saffron's application is desirable.

One of the distinctive features of saffron is its ethereal aroma, which is similar to that of metallic honey with hay like notes. Picrocrocin and safranal are the chemical compounds in saffron which endow the spice with its distinct fragrance.

Saffron has a bitter sweet taste and comes in crimson or golden yellow colour. Crimson saffron threads with orange tips are considered to be of premium quality. Good quality saffron should also have slight moistness and should exhibit elasticity.

History and Legends

Historically speaking, the origins of these crimson coloured delicate threads shaped spice can be traced to the ancient Greece but slowly its usage spread across South-west Asia and North Africa, and then to other parts of the world. The cultivation of saffron began about 3500 years ago in Greece. The plant which gives saffron is native to South-west Asia.

The medicinal properties and fragrance



of saffron were also well-known in history. The ancient Egyptian healers used saffron to treat varieties of gastrointestinal ailments, while the ancient Greeks and Romans rampantly used saffron as a perfume. Daily saffron baths by wealthy Romans in ancient era was not uncommon.

Today's food service industry in India can take inspiration from the ancient Greece and Rome by using saffron not only as a spice and flavouring and colouring agent in dishes, but also as a perfume around restaurants' ambience to entice guests.

Saffron not only has a rich history but is also associated with interesting legends. It is believed that during the ancient times, Egypt's queen Cleopatra used a quarter cup of saffron in her warm baths, and Alexander the Great of Greece used to heal his battle wounds with saffron.

Geographical Spread

Today Iran is the biggest producer of saffron in the world, where more than 90 percent of the world's saffron production takes place. In fact, almost all the world's saffron are grown in a belt which is bounded by the Mediterranean in the west and mountainous Kashmir in the east. Greece, Morocco, India, Spain, Azerbaijan and Italy are other important global producers of saffron.

The climate most conducive to the cultivation of saffron is the cool dry climate, which should be complemented by well rinsed fertile soil. Maximum saffron in India is produced from Jammu & Kashmir, cultivation spans across about 3,800 hectares.

Saffron in Bakeries

The culinary applications of saffron are indeed varied. It is used as a spice and colouring agent in food and also to impart/enhance fragrance to the dishes. Saffron has myriad applications in recipes. This spice is extensively used in Indian, European, Iranian, Arab and Moroccan cuisines. Only a pinch of saffron can make a perceptible difference to many dishes.

However, here we would point out some of the culinary applications of saffron in the bakery and confectionery products. Saffron can be used in the preparation of cakes. Honey and saffron cake and orange saffron cake can be delicacies, if prepared rightly. Saffron cupcakes and saffron buns can also add value to the repertoire of bakery products in a bakery. Saffron can also be creatively used in cheeses.

Bakery cafes in India can keep some Indian beverages where saffron plays a role, in their menus. Almond kesar milk (in north India, almond is known as kesar) is a wonderful beverage in India to keep the heat at bay and also alternatively, to keep the cold in check. This beverage can be had in both hot and cold forms. This can be included in the menus of bakery cafes in India, especially in bakery cafes located in north India, in a more proactive manner. Saffron caramel panna cotta or simply saffron panna cotta can be delightful dessert options to explore. Saffron and chocolates can also be innovatively delightful combination as are saffron and white chocolate truffles. The adventurous can also try saffron ice-cream to delight one's taste buds.

Health Benefits

Besides adding to the spice content, flavour and colour in various dishes, saffron is also spruced with several health benefits. It can be used to get relief from asthma and whooping cough. It can also be used to counter depression and Alzheimer's disease. It is also used as an aphrodisiac.

Saffron comprises many plant-derived chemical compounds which are known to possess anti-oxidant and health promoting properties. The carotenoids present in saffron are shown in studies to have anticarcinogenic properties. Saffron has wound healing and anti-cancer properties, and by acting as an antioxidant, the pricey spice deserves the priceless tag.

According to research studies, safranal, a volatile oil found in saffron, has antioxidant, cytotoxic effect on cancer cells, besides being endowed with anticonvulsant and antidepressant properties. Moreover, saffron can give an impetus to immunity by facilitating in the maturation of white blood cells. It also accelerates the levels of enzymes that can help the body to trace toxins. Saffron can help in blood purification and also in regulation of gastrointestinal function.

Saffron has impressive dosages of many essential vitamins, including vitamin A, folic acid, riboflavin, niacin, and vitamin C. This spice is also spruced with many health inducing minerals, which include copper, potassium, calcium, iron, and manganese. Moreover, saffron is devoid of cholesterol. Saffron can help to lower bad cholesterol or triglycerides' levels in human bodies.

So we can say that saffron in food can not only enhance its taste, flavour and colour, but saffron can also add health to the food. The Indian food service industry should use this priceless spice in its dishes more extensively. ■

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The Indian Cottage Cheese

Paneer is the most in-demand dairy product in India. It is a fresh and delicate cottage cheese or milky cheese, rich in all nutrients as well as delicious in taste.

In the Indian sub-continent, many people have derived a method to preserve fresh milk in the form of paneer. Paneer, the Indian cottage cheese is comparable to the popular western ricotta cheese both in terms of texture and taste.

Made by the acid precipitation of milk, paneer is pressed under a weight into a flat slab and then cut into cubes. It is a fresh and delicate cottage cheese or milky cheese rich in all nutrients as well as delicious in taste. Usually, it is made from low fat milk that is solidified into a hard rectangular clump.

In northern India, it is very popular food item that can be made at home. Paneer is versatile dairy product in its usage because it can be generously used in sweets, snacks, curries and vegetables. Unlike most cheeses, it keeps its firmness even when heated, rather than melting.

Paneer is also known as homemade cheese, is similar to pressed Ricotta cheese, which is made by drying curd without adding salt. Paneer is one of the primary protein sources among vegetarians who adhere to a strict vegetarian diet. Usually, it is used in various curried dishes and can be also used as snack. Most often it is used in stir-fry dishes because it does not melt while cooking at high temperature. It is also used in preparing popular desserts because of its delightful taste.

The Better Cheese

A harsh heat treatment of the milk prior to the addition of acidic curdling agent is necessary for making good quality paneer. This process results in the disulfide bonding

of some of the whey proteins, particularly β -lactoglobulin, which resides on the surface of the casein. When the coagulum is formed, these whey proteins are incorporated into the curd. However, in typical cheese production only casein proteins are included in the curd and all the other proteins are lost with the draining of whey. This inclusion of the whey proteins in the curd improves the yield and protein quality of paneer relative to typical casein cheeses.

Process

Typically, paneer is made by the following method:

- Heat the milk and stir constantly to prevent a layer of cream from forming on the top, to a boiling point.
- Slowly add citric acid or white vinegar or lemon juice. This sours the milk.
- If the milk does not curdle, add a little more of vinegar or lemon juice.
- When the milk is completely curdled, strain it through a muslin cloth or a double layer of cheese-cloth and squeeze out the whey (liquid).
- Hang to drip dry for 2-3 hours and then press it under a heavy weight for an hour or two, it firms up and forms a paneer chunk

that can be cut it into whatever shape that is required.

Paneer made from skimmed milk or non-fat milk has a crumbling texture and will not hold into shape. Thus, it is recommended that one should not use skimmed milk for making paneer, instead one can use double toned milk or low fat milk for making low fat paneer.

Currently, many well-known dairy manufacturing units are producing dairy products on a large-scale. Automated and sophisticated machinery is adapted to manufacture locally popular dairy products; for example a quarg separator plant is used for extracting whey from curdled milk and also used to concentrate 'dahi' for the production of a traditional dessert known as shrikhand. Tofu-making machines are successfully employed for making paneer.

Versatile

In India, all local dairies produce paneer, thus it is easily available in the market. There is a substantial demand of paneer in the Indian market throughout the year. This is the most popular dairy product in northern India with an ever-growing demand sometimes over taking the production.

These days many flavored varieties of paneer are available in the market like cumin flavored paneer and ginger flavored paneer. All these new flavors are getting more popular by the day. This flavored paneer can be eaten without any accompaniment or further processing, says a local manufacturer.

Over the centuries, Indian cooks have developed recipes that make use of this versatile native cheese. Paneer not only looks but also tastes delicious. No wonder it has carved a niche for itself in the vegetarian world.

Chhena

Paneer, which is used for making dessert,





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is known as '*Chhena*'. It is a soft cheese obtained after the whey has drained. Basically, *chhena* is a crude form of paneer. It has higher moisture content than paneer. It is mostly used in making desserts. When *chhena* is pressed under a heavy weight for an hour or two, it firms up and becomes paneer, or wedge cheese, which is commonly used in north Indian dishes, such as paneer curry.

The chenna made from cows' milk is considered the best ingredient for making sweets like *rasgullas*, *sandesh*, etc. *Chenna* does not have any shelf life hence it has to be consumed on the same day. Similarly, the products that are made from *chenna* do not last more than three to four days.

Quality

The quality of paneer varies with the type of milk that is used for making it. Most of the local manufactures use buffalo milk for making paneer. Basically, the texture of paneer differs with its fat contents. Good quality paneer can be made from milk containing 5 percent more fat than normal milk. Therefore, buffalo milk, which has more fats, is more suitable for preparing paneer, tells a local manufacturer. Paneer, which is made from buffalo milk has very less shelf life and has to be consumed within 48 hrs.

On the contrary, paneer made from cow's milk has more shelf life. It can easily last up to one week in frozen form. These days many dairy processing facilities have begun manufacturing paneer from cow's milk. The process of making paneer has been modified by means of various new processing techniques to extract better paneer in less time.

The process of making paneer from cow's milk has been modified in order to make paneer with a firmer texture that is normally achieved by using buffalo milk. This involves modifications of temperature and acidification techniques and post-production

tempering of the product. The product made by these methods has better texture and quality than traditional buffalo milk paneer. This paneer has a softer texture and contains a higher degree of moisture.

Characteristics

Paneer resembles a fresh cottage cheese that is cut in large chunks. The basic difference between paneer and cottage cheese is that paneer is heated and acid-coagulated while cottage cheese is usually rennet coagulated. Moreover, paneer contains some whey proteins that are incorporated in its curd, whereas typical cottage cheese does not carry any whey proteins.

Despite its high moisture content, the texture of paneer is firm and smooth. It can be compared with a substitute of paneer known as tofu, which has similar water-retention capacity exhibited by the heat-precipitated soymilk proteins. Paneer is bland or slightly acidic in taste and is white in color. Most paneer is made from buffalo milk that usually contains 5 percent more fat than cow's milk. It adds to its unique and creamy texture.

Paneer is composed of 25-27 percent fat and 50-54 percent moisture. It is a good source of calcium, providing 75 to 150 mg per 100g. The desired pH value for paneer is 5.5 +/- 0.1.

The minimum standards of milk that contain fat and solid non fat (SNF) for making paneer are:

- Cow milk - fat: 4.5 per cent, SNF: 8.5 percent
- Buffalo milk - fat: 6.0 percent, SNF: 9.0 percent
- Mixed milk - fat: 5 percent, SNF: 8.5 percent.

Storage

Paneer does not have long shelf life hence it has to be consumed within one or two days. It has high moisture content, which

makes this product more vulnerable to harbour bacteria. It can be kept in a cold-water container at 4 to 5 degree Celsius to increase its short shelf life a little. To store paneer for longer time, one can deep-fry it to a brown colour and store in a freezer in a freezer bag.

These days, packed paneer that is available in the market has a longer shelf life and can be kept up to one week in the frozen state. The packing is usually sanitized airtight poly-bags that prevent contamination and growth of bacteria. In this process, blocks of paneer are usually packed in vacuum or an inert gas is flushed in the poly-bag to extend the shelf life. But, once the pack is opened, it has to be consumed within 48 hrs, otherwise the quality of paneer declines.

Soy Paneer

With reports that milk adulteration is rampant in the Indian market, many people have switched from milk products to soy products. Soy products are easily available as trendily packaged multi-flavored soy-milk and soy-paneer and are becoming the best alternative to milk.

Soy-paneer is getting popular throughout the world due to its high nutritional and medicinal qualities. Soy-paneer is high in protein and low in fat and carbohydrate and is also cholesterol free. It is an excellent food for babies, children and aged people including pregnant and lactating women, as it contains vegetable proteins that are very easy to digest.

Soy-paneer is also known as tofu and is made from dry soybeans soaked in water until soft, then crushed and boiled. The crushed material is separated into pulp and milk. A coagulant is added to the soy-milk, to separate into curds and whey.

Demand

The magic of soy products in the Indian market can be seen at supermarkets shelves. The adaptability of soy-paneer has given a wise option to vegetarians.

Many chefs have now started using soy-paneer in cooking both Indian and western cuisines to give a healthier option to conscious customers.

Tofu is a healthy alternative to 'paneer'. This product is available at selected health food centers and hotels.

The average shelf life of vacuum-packed tofu is 10 days and once the seal is broken, it should be consumed within one or two days. ■



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Intricacies of Olive Oil

While most traditional bakery recipes include the usage of butter, fat, lard, or sometimes vegetable, the Chefs constantly try to tweak things to discover healthier and newer options. However, such efforts may not be required for olive oil. The fact is that olive oil of different grades and quality has been part of the Mediterranean diet for a long time, and it continues to find favours with the Bakery Chefs around the world.

However, baking with olive oil does not

work out to be an economic option, as it does not come cheaper than most other available alternatives. And if you use the lower end of pomace or artificially tweaked pure olive oil that has had aroma and other impurities removed by heat and chemical treatment, you lose all the advantages of cold pressed olive oil in the bargain.

I recently tasted potato chips freshly fried in extra virgin olive oil. The chips were dry, as they did not retain any oily residue, and a heavenly smell of the extra

virgin olive oil emanated almost delicately from the chips.

As for the cookies, with simple recipe that included only four ingredients in equal proportion – extra virgin olive oil, flour, sugar and water, are definitely heavenly in their texture and taste.

Style Selection

For baking mildly flavoured cakes one needs to use a cold pressed olive oil that is graded extra light in tasting. There are some Protected Denomination of Origins in the North of Italy where the olive oils have the lightest possible texture with just a hint of fruitiness to it. Ciabata bread of Italy gets its flavours not just from whole or cut olives in it, but also from the olive oil used in the process of mixing the flour before baking.

Few Italian companies have even managed to extend the shelf-life of some of the oils through a different filtration process called selective filtration. Essentially, filtration is needed to avoid fermentation of suspended particles in the oil from the fruit's pulp. Hence unfiltered oil, which is rarely available in the market,





has a short self-life.

They use special paper filter which catches the water, but lets the aroma inducing particles remain untouched. While the 'bitter' polyphenols are caught in the filter, the 'sweet' polyphenols get through the paper, increasing the shelf-life of the oil in the process. One can draw the parallel between the tannins of the wines and compounds of the polyphenols to drive home the point.

Few companies in Italy with an individualistic approach crush the relevant herb or condiment, e.g. celery, onions, garlic, ginger, peppers and many other items with the first cold press of the olive oil, thereby infusing the flavour of the additions to the extra virgin olive oil. These oils can add a new dimension to either cooking with flavoured olive oil, or just as a drizzle over freshly baked rolls and breads.

Comparing Fat

Essentially, all oils are 100 percent fat, and all oils contain 14 grams of fat and 120 calories per tablespoon. But olive oil delivers a bonus; it contains more monounsaturated fat (77 percent) than any other fat or oil, making it a better choice for the Bakery Chefs. Add to that the aromatic factor and you have a winner on hands as baking ingredient.

Olive oil gives cakes and cookies a light texture and it can be used with confidence in lieu of butter or other oils. It is better to use a lower intensity, late harvest extra-virgin olive oil during baking, as it provides a subtle flavour. However, the dominant taste of high intensity olive oils may interfere with the taste of the final product.

Ways to Use

You can also use olive oil for preparing a baking pan before adding the dough or other mixture. Simply brush the oil onto your favorite baking pan, cookie sheet, spring-form pan, or other type of baking dishes or pans.

There are several factors that one needs



to consider while deciding whether you can use olive oil in the recipes that suggest the use of vegetable oil. Thus baking with olive oil, instead of vegetable oil, is an option, but it really depends on what you are baking and what results you are expecting.

It is a fact that using olive oil for baking is a familiar feature in Mediterranean style of cooking. It is evident that baking with olive oil has actually been in practice for centuries. Olive oil dramatically cuts down the cholesterol and saturated fat content of desserts. It produces lighter-tasting baked goods and allows the flavour of the other ingredients to come forth. Because olive oil contains vitamin E, it helps to naturally maintain the freshness of baked goods, and creates moist cakes, biscuits and muffins.

Olive oil is also a "healthy oil" as it contains polyunsaturated fat. But there

are a few other vegetable oils that also contain polyunsaturated fat - for instance soybean oil, canola oil, and walnut oil are all good sources of this healthy kind of fat. So, if your purpose for baking with olive oil is because it is a healthy fat, you have a few other options. Using olive oil instead of other vegetable oils won't affect the calorie content.

If your reason for using olive oil in baking recipes is flavour, you may find the use of olive oil quite useful indeed. Gourmet olive oils are highly flavoured and taste like olives. Olive oil marries well with citrus flavours, but not so well with chocolate. If you are trying to make brownies, using a low flavour olive oil may be your best option. One of the reasons why a recipe suggests the use of vegetable oil is because of its 'neutral' flavour, and good olive oil is anything but neutrally flavoured.

Replacing vegetable oil with olive oil in recipes may be an option if you don't have regular vegetable oil at hand, but then you must ensure that you are not disappointed with the flavour. If you must make those brownies, taste your olive oil before using it.

Caution

Remember that any olive oil that is no longer fit for consumption raw will only carry its flaws to the baked good as well. Any oil which is not kept properly needs to be discarded. When exposed to heat of the environment, or stored for too long, it gets exposed to moisture, and the volatile oil (olive or other) will go bad and must never be used in baking.

Store olive oil in an opaque container in a cool, dark place. You can also refrigerate it if you wish. The oil may become cloudy when it is cold, but it will clarify as it warms up to room temperature.

In the end, it can be said that baking with olive oil, instead of vegetable oil, is possible, and might even render a wonderful product. You just have to know what you are going to create with your recipe. Bon appetit!



The Proof of the Pudding



They say the proof of the pudding is in the eating. Well, this age-old proverb holds true for all things and persons in life, which also includes pudding. Pudding is a very common but delicious dessert or savoury dish in the western countries. It has also gained much popularity in India. Our own rice pudding is termed as kheer. Pudding as a dessert is often served with fruits and cream toppings. Though puddings are commonly perceived as desserts, they are also treated as a savoury dish, and have the history of serving as a part of the main meal.

There are various types of puddings, such as rice pudding, Christmas pudding, Yorkshire pudding, black pudding, suet pudding, etc. Yorkshire pudding, black pudding, suet pudding are all savoury versions of pudding. The word pudding is believed to have a French origin; it is derived from the French word *boudin*, which means small sausage. It is not surprising, because in the medieval Europe, encased meats were used in the puddings. In fact, medieval puddings were mostly meat-based.

The puddings can be baked, steamed and boiled. Here it deserves a mention that boiled pudding was a common main course aboard ships in the Royal Navy of the United Kingdom, during the 18th and 19th centuries.

History of Pudding

It is being claimed by many that the British discovered the pudding in its modern form. However, this claim is not without its share of disputes. The rice puddings from Asia

came much before the advent of British puddings. Though typical British pudding (barring rice pudding, which has its origins in Asia), as we know today, found its rightful place in the Victorian England, its origins can be traced to the early fifteenth century.

During the course of centuries, pudding has gone through considerable transformation. The 17th century English puddings were either savoury (meat-based) or sweet (flour, nuts & sugar) and were generally boiled in special pudding bags. Surprisingly, pudding emerged into the gastronomic scene of Europe not as a dessert, but as a way of preserving meat in the winter.

In the medieval Europe, it was a custom to slaughter surplus livestock in autumn because of the shortage of fodder. The meat of the slaughtered livestock was kept in a pastry case along with dried fruits. The dried fruits acted as preservatives. At the festive season, those preserved meats were consumed as mince pies by a host of people. An ancient preparation made of meat, vegetables, dried fruits, sugar and spices named pottage, which can be dated back to the Roman era, can also be viewed as a precursor to the modern pudding.

Pottage assumed great popularity in England during the Elizabethan era, and from that time, they were referred to as plum pottage. By the eighteenth century, with the improvement in the techniques of meat preservation, the savoury elements of mince pie and plum pottage decreased, and their sweet content increased. It was during

that time when pottage began to be referred to as plum pudding.

By the latter half of the 18th century, traditional English puddings (except the black puddings) were no longer having meat in them. By the 19th century, modern puddings, which we have today, began to take shape in England. However, they were still boiled, and the finished product was more like cakes. Modern steamed puddings are derived from this gastronomic legacy. These puddings were traditionally served at the Christmas time, and the same tradition continues to this day. In the following passages, we would attempt to explore some important types of puddings, without which the world of gastronomy would be less rich.

Puddings for the Christmas

One of the most popular types of puddings is the Christmas pudding. The tradition of Christmas pudding has its origins in England. Many households have their own recipes for Christmas pudding, which are often passed on through family lineage for generations.

This dessert is traditionally served on the day of the Christmas, and is also often referred to as the plum pudding. Christmas pudding is a steamed pudding, usually made with suet, and teems with dry fruit and nuts. Most recipes of Christmas pudding involve dark sugar and black treacle, which gives it a black colour. This type of pudding includes the involvement of the citrus fruits' juice, brandy, and alcohol too.

In the nineteenth century, Christmas puddings were boiled in a pudding cloth,

but since the beginning of the twentieth century they have usually been prepared in basins. Nowadays, the initial cooking usually involves steaming for many hours. Before serving, the Christmas pudding is reheated by steaming once more, and dressed with warm brandy, which is set alight.

It is a tradition to top the Christmas pudding with a sprig of holly. Once turned out of its basin, the Christmas pudding should be adorned with holly, doused in brandy, and flamed or 'fired'. Then the pudding is traditionally brought to the table ceremoniously, and is usually greeted with a round of applause from the guests and/or family members.

Puddings from the Yorkshire

As the name suggests, Yorkshire pudding is a savoury pudding that originated in Yorkshire, England, but over the decades, it has attracted global praise and popularity. It is made from batter, and is often served with roast beef, chicken, or any gravy dish. In the UK, Yorkshire pudding frequently becomes an important feature in the Sunday lunch. In some cases, this pudding is eaten as a separate course, prior to the main meat dish.

The famed dish is cooked by pouring a thin batter made from flour, eggs, butter, milk and seasoning into a preheated greased baking tin containing very hot fat or oil. Then bake the batter at very high heat until it has risen and browned. Now the Yorkshire pudding is ready to be served in slices or quarters, depending on the size of the tray in which it was cooked. A tray of Yorkshire pudding, which had taken its birth fresh from the oven, should ideally be well-risen, with a golden brown colour. It should have a crisp exterior and soft middle.

It is a tradition to cook the Yorkshire pudding in a large tin underneath a roasting joint of meat. The objective is to catch the dripping fat and then cut appropriately. Yorkshire pudding may also be made in the same pan as the meat, after the meat has been cooked and shifted to a serving platter. This process would utilise the residual meat fat.

Creamy Stuff

The creamy pudding is another delectable dessert, which is a concoction of sugar, milk, and a thickening agent such as gelatin, cornstarch, eggs, rice or tapioca. It is a

sweet, creamy dessert, where infusion of fruits, dry fruits and essence can always enhance the taste and flavour.

These puddings can be created either by simmering on top of the stove in a saucepan or double boiler, or alternatively, by baking in an oven. Double boiler is often used for preparation of these types of puddings so as to prevent the scorching of the pudding on the stovetop, which preparation of these types of puddings often involves. Microwave oven can also be used to make these puddings. Creamy puddings are generally served chilled.

There are many other varieties of puddings, such as cheese pudding, corn pudding, bread pudding, chocolate pudding, tapioca pudding, pease pudding, etc. which have made their respective niches in the world of gastronomy. Pudding is indeed a very flexible dish, encompassing a wide variety of culinary styles in its ambit. And like in all great dishes, the preparation process and culinary skills play a bigger role in the taste of the pudding, than the ingredients involved. And the proof of its taste, of course, lies in eating. So, when are you preparing your own version of pudding?

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EXOTIC SYRUPS

Cremica and Maison Routin brings 130 plus years of legacy by launching Original French Syrups since 1883. Cremica has introduced Bonheur syrups in India from the land of vintage taste and culture. Bonheur syrup proudly boasts of having 29 delicious flavours, which can be used in the preparation of cocktails and mocktails. It can also be the perfect ingredient 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 experiences, tailor made for the Indian market.

French is synonymous to divine aromas, gourmet food and beverages, exotic flavour, haute couture and architecture. It is the land of the world's finest wine, cocktails and mocktails.

Cremica Food Industries Ltd.

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ADJUSTABLE SALAMANDER

Machines for reheating pizzas, grilling continental dishes, sausage rolls & others and defrosting readymade dishes is preferred series and highly desired in the industry. So AKASA has come up with the Adjustable Stainless Steel Electric Salamander.



With a choice of cooking heights (adjustable travel distance of 200mm), chefs have precise control over heat intensity and heat distribution. This also brings the added benefits of significant energy saving and a cooler kitchen ambience as heat is far more focused than with a static salamander. The

unique features and flexibility of the Akasa's New Adjustable Salamander make it easy to operate, energy efficient and highly functional in any kitchen. Self balancing grill height and temperature control functionality allows for precise cooking of every item, with specially designed ergonomic operator control knobs designed to minimize liquid infiltration. With the capability to cook, grill, hold and reheat its ideal for your banquet, hotel, restaurant, food court or any food outlets

Akasa International

akasaintl@gmail.com

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.

Allied Metal Works

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IGLOO – SOFT ICE CREAM TWIN FLAVOUR

Hindustan Refrigeration has introduced IGLOO MODEL – OPF 3036, with a unique evaporation cooling technique and a digital control system. The machine is fitted with an electronic temperature and consistency control system & the hardness level of the ice cream can directly be chosen from the panel. The machine has a capacity of 36 Ltrs. / hr. and which means that it can serve a continuous stream of customers.

The machine does not require an air pump as a 60% over run is obtained with the special design & when sufficient and required air is injected through the air tubes, in the mix chambers.

The latest model machine is provided with two compressors; where one compressor is for the production of ice cream and the second for cooling of the mix storage vessels. This compressor can be left ON at night and thus the mix will not spoil.

Hindustan Refrigeration Stores

higrop@gmail.com





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Experimenting Beyond the Classics!

Namita Zutshi, Founder & Creative Director, Namz Bake House



Namita Zutshi, promoter of Namz Bake House was always destined to reach the zenith of sweet cooking. Graduate from DU with experience in a sports management and then heading a pre-school chain, she decided to pursue her passion for baking. With an inherent curiosity and interest in exploring sophisticated recipes, she started a home-based baking business & saw unprecedented orders during the Covid 19 times simply by word of mouth. She has studied pastry arts and wanted to professionalize the online cake delivery system in Delhi NCR by introducing to the market, quality & affordable baking products. Namita has won over the hearts and tummies of thousands of satisfied customers with her delicious baked goods. Namita bakes delightful creations with local, organic ingredients specializing in Fondant cakes. Her creations do away lots of cream, sugar and doughs and instead she prefers the use of lighter elements. Namita feels that to innovate, one has to go beyond the classical. Her baking is inspired from the French Classics blended with her innovative & modern take.

In an exclusive interview with **Sharmila Chand**, she highlights her work philosophy, current trends in the industry and more ...

What are the current hot trends in Indian Bakery industry?

I would say trendsetting is largely universal now, gone are the days when Indian bakers tended to look to the west for inspiration, we are now doing lot of trendy things ourselves. Some of the hot trends are use of novel ingredients especially in breads, presentation, how the product looks, it's important to impress with finish, focus on seasonal and limited edition treats, Covid times means focusing a lot on hygiene, sanitation, health including packaging & finally delivering awesome taste.

How did you become a Pastry Chef?

I began baking as a hobby, we would extensively travel to Europe each year on holidays & I loved baking in our service apartments during the evenings. It's actually a funny story, after learning to bake in Europe, I had been visiting my mother's house in Delhi & in her kitchen saw an oven that looked as if it had never been used. I asked my mother if I could take it back to my house & my Mom always says yes to anything, I ask so I brought it back and immediately started experimenting.

Cooking and baking have been a passion of mine since then and with the encouragement of family and friends, I have kept it going. This laid the foundation of how Namz Bake House started & I realized that I have finally found something that I love and it's such a wonderful feeling.

Who all have inspired you?

Well, I think the French patisserie Cedric Grolet for truly modernizing baking and closer to home, Vijay Wanchoo, Sr Vice President & GM of the Imperial New Delhi. Not many know, Vijay started out in F&B and pioneered live cooking in Indian Television. He understands this as the back of his hand and so much a casual chat with him teaches you though he keeps a very busy schedule.

What are your Hot selling products?

Artisanal breads, Fondant Cakes & ageless Chocolate Truffle/Black Forest cakes. Recently we branched out into handmade chocolates and the demand is high for our luxury line.

What is in demand these days ?

In Covid times, people tend to order more in - house for consumption as long as they are convinced of your hygiene & sanitisation orders keep flowing.

How you ensure healthy aspect?

With consciousness around health increasing manifold, it is the new mantra for the baking industry. Reduction of fats & calories, using sugar free products, creating low fat desserts and offering a range of healthy products is what we do.

Your favourite tool?

Baking Oven and then of course, Ramekins for custard.

What are the challenges faced by

a bakery chef?

Natural ingredients sourced tend to have variance, competitiveness in the food industry in high & managing customer expectations as you have to always get it right & on time.

What do you like about your job?

It's not a job as I get to indulge my passion but seriously the positive customer feedback is an unparalleled high.

What you don't like about your job?

At times, the hours can be very long and I miss my lazing days some times.

What is your strength as a chef?

Passion

What is your working philosophy?

Each day is a challenge full of learning opportunities, you need to bring to the table on a daily basis strong interest, physical strength, passion & love for what you do.

How do you like to de-stress?

Spa time is the best de-stress for me.

What are your dreams?

Haven't really got around dreaming, life has been too kind and fulfilling thanks to the Almighty, I am contented.

What is your mantra for success?

Be honest & sweet in your dealings and never ever compromise on quality.



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