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BAKERY

Business Magazine for Bakery & Confectionery Professionals

REVIEW



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Packed to Perfection

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Minimising Trans Fat Usage

Ingredient
Blue, Purple, and Healthy

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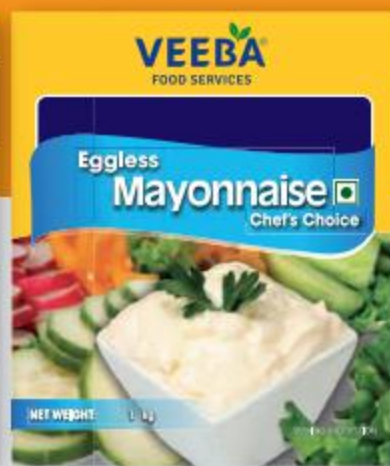
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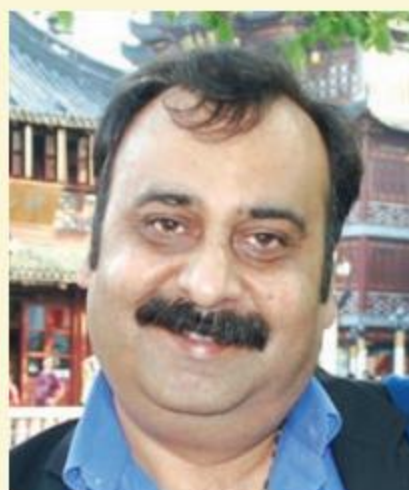
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Editorial



The current pandemic has huge economic impact on every business including bakeries. Most companies & retailers of bakery products across the country ensured bakeries continue delivering baked goods to its customers, be it bread, biscuits, etc.

But there was a shift in demand for regular products. The pandemics led to a rise in demand for healthy and functional bakery items made of multigrains, nuts and other healthy ingredients. Consumers now prefer purchasing bakery products that are high on the health quotient. Consumer's choice shifted towards more multigrain, wholegrain, ethnic and seeded breads from regular white breads. The trend thus shows that the usages of millet and ragi will gain precedence over regular flour in the baked products segment.

Closures of restaurants and cafes and restrictions on movement also saw many take up home baking for the first time leading to higher demand for bakery ingredients. We have been home-bound more than probably any other time in modern history. Many bakery institutions started online classes and introduced short-term courses for these enthusiastic home bakers. Professionals started serving up content on social media including mouth-watering bakery images and live baking demonstrations as well as photos of safety measures designed to keep takeout and delivery orders safe. The pandemic has once again reiterated the critical aspect of food safety and its increasing relevance in the food industry.

Companies are moving forward now that the market has relatively settled and businesses across the country have attempted to reopen. The rebuilding process toward a new beginning will need clear vision, strong strategic planning and innovation, to bridge the gap created by Covid 19, and once again achieve normalcy in businesses.

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Baskin Robbins & Hershey's Team Up

Baskin Robbins India has teamed up with Hershey's India to co-create a range of delicious ice creams and desserts. Baskin Robbins, a brand known for its 31 premium ice cream flavours and its commitment to innovation, has collaborated with the leading chocolate giant to launch an assortment of ice creams, sundaes, thick shakes, and ice cream cakes. The pairing of Baskin Robbins ice cream with



Hershey's Kisses and Cocoa powder has created irresistible awesome flavours.

Commenting on the association, Mohit Khattar, CEO, Graviss Foods Pvt. Ltd., said, "Baskin Robbins India is committed to offer product experiences to consumers that are way beyond the ordinary. Our association with Hershey India has allowed us to skilfully blend our expertise in developing cutting edge ice cream flavours, beverages and Ice cream cakes with high quality and consumer loved ingredients from Hersheys India. We do believe that the resultant products are amongst the finest and will endear Baskin Robbins to a whole new generation of consumers."

Sharing his thoughts on the exciting association, Herjit Bhalla, Vice President, India and AEMEA, The Hershey Company, said, "We are delighted to announce our collaboration with one of the leading ice cream brands, Baskin Robbins. With 125+ years of chocolate heritage and expertise, this is a strategic collaboration for Hershey India which brings together one of the best in chocolates with one of the best in ice cream. Brand Hershey's is consistently on the journey to delight the consumers with innovative offerings, and this was another opportunity for us to bring alive the proposition. We are confident that this collaboration will help us make more moments of goodness with Hershey's chocolates in a brand-new way."

Bikano New Range of Snacks

Bikano, India's foremost packaged snacks brand has announced a new range of lip-smacking maida-based chai time snacks for snack lovers and patrons indicating continuity of intent towards aggressive product line expansion. With the maida-based snacks category largely remaining a part of the unorganized market so far, Bikano is entering the segment with intent to make it organized, offer branded product range and to ensure both hygiene & taste for patrons.

Particularly with an eye on the Hindi-speaking market, the launch of these products would not only add to the ever-expanding product portfolio of the snack company and boost its revenues, but also further cement Bikano's position as one of the most popular and leading snacks brands in the country.

"With these items, we not only wish to help patrons relive the tradition involving regular savouries that accompany their chai-drinking, but also expand the range of snack options that they often combine with their beverages. As such, these maida-based savories high on hygiene become a delectable complement to the tea or coffee that they often drink. Apart from satisfying their mid-meal cravings and filling the void in their snacking routines, because these are filling enough, these lip-smacking items can sometimes even serve as a substitute for regular meals when one is travelling, or is stationed in a remote place. Suitably filled in 200 gm convenience packs, they are easy to carry and consume anywhere anytime, said Manish Aggarwal, Director, Bikano.



Baker's Dozen Introduces New Pancake Mix

The Baker's Dozen has launched its super fluffy pancake mix to radically upgrade the lockdown cooking quotient. All you knead is mix is some oil and water! Pancake is a cherished item globally and with this mix, from the Baker's Dozen, it has become easy as a pie or even easier. In a more important and colloquially Indian context, Pancakes have fast become a catchphrase for one of the easiest breakfasts.

Sneh Jain, the co-founder at The Baker's Dozen disclosed that TBD's expedition to make the fluffiest pancake involved a lot of research and it was only after experimenting with 1327 pancake mixes that they were able to create the ultimate Sunday brunch pancake mix with the perfect FFD quotient - Fluffy, Flavourful, and Delicious!

Sassy and filled with some gooey yet light-hearted sense of humor, TBD's Pancake premix is made with the finest wheat flour, is eggless and preservative-free. Each pack can make up to 22 pancakes that you can customize with super cool icing stencils that come as an addition within the pack.



The easy way to make delicious breads



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

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OBITUARY



Chef Palaniappan's Soundrajan, a great star and pillar of the Indian Culinary industry, left for heavenly abode on July 23, while attending a webinar. He was the general secretary and founder of the Indian Federation of Culinary Associations (IFCA). Chef Soundrajan was instrumental in getting IFCA affiliated to World Association of Chefs Societies (WACS), and was a member of the Education Committee of the World Chefs. He was also the founder of South Indian Chefs association (SICA).

Born in Udumalpet, Tamil Nadu, he did his graduation from IHM Chennai and started his career at ITDC before joining Mahindra group. He later retired as the Corporate Executive Chef at Club Mahindra Holidays & Resorts. He started a culinary institute in Chennai, Soundar Culinary Academy, after his retirement from Mahindra.

He was awarded Honoris Causa, Degree of Doctor of Literature, by Vels University in 2011, presented by President, Dr. APJ Abdul Kalam, for his outstanding contribution to the industry. He was awarded the 'Best Chef Award' at the National Tourism Awards in 2008. He was a mentor to many leading chefs in India. His death has left a big void in the Indian Culinary industry and is a big personal loss for many who followed his footsteps.

We will miss you Chef, RIP.

UNIBIC Foods Appoints CEO



UNIBIC Foods, one of India's fastest growing FMCG companies announced the appointment of Naveen Pandey as its Chief Executive Officer. Naveen will be responsible for leading the strategic direction and growth journey of the Company.

Naveen commands over two decades of senior management experience in the Indian FMCG space. An alumnus of Indian Institute of Management, Indore, Naveen has had successful stints with corporate giants such as PepsiCo and Asian Paints. His last assignment before joining UNIBIC was as the Head of Marico's New Foods' Business Unit, where he led the start-up team to launch category defining products such as Saffola Honey, Saffola Mealmaker and Immuniveda.

Commenting on the development, Sandeep Reddy, Chairman of Board of Directors, UNIBIC, said, "We believe that the experience Naveen brings to the table would bolster UNIBIC's already impressive track record of delivering innovative products and help drive the company into a linear growth trajectory. His extensive background in FMCG should help UNIBIC gain further ground in the dynamic Indian foods industry and drive the organisation towards higher profitability. He will contribute to develop strategic alliances and expand UNIBIC's presence in India and in international markets."

Having kicked off in collaboration with UNIBIC Australia in 2004, the company became a 100% independent Indian entity in 2012, backed by investments from Peepul Capital. UNIBIC was the first to introduce wire-cut cookies in India. The company has a state-of-the-art manufacturing facility in Bengaluru which is the largest wire-cut cookie manufacturer in India. UNIBIC also undertakes private label manufacturing for notable brands such as Café Coffee Day, Indigo Airlines etc. with Indian and international flavours catering to the Indian taste.



Yummiano Banana Chip Flavours

Delhi-based snacks startup, Yummiano announced that post-pandemic, the sales of its vacuum-cooked snacks range have seen a tremendous jump owing to the inclination towards guilt-free healthy eating. Of healthy chips variants, Banana chips make over 15% of the total sales; Banana chips Maggi Masala with authentic Maggi masala and Tangy Tomato flavours accounts for over 60% of the total banana chips sales. The snacks startup plans to come out with more chips flavours in the coming months.

Looking at the success of the vacuum-cooked chips of varied flavours, the company is in the process of experimenting with flavours like PaniPuri (GolGappe), KhatthaMeetha. Other flavours in Banana chips include Salt & Pepper and Bhel Chaska with a tangy taste of BhelPuri.

The snacks market in India is growing at 7-8% annually, and potato chips hold the majority share. The traditional banana chips market is going through a sea change with variety of flavours being added to spice up the market.

"We are making chips appealing to the people as our focus is healthy snacking, an enduring habit of snack lovers in the country. Driven by this smart snacking culture coupled with the recent Covid-19 push, a market that is estimated to cross INR 1 billion will only touch greater heights. We need to capture Indian consumers shifting to healthy snacks, but who doesn't want to compromise on taste. We have not only used nutritious ingredients but have worked on flavours and its authenticity to give consumers a tasty yet healthier bite of indulgence," shares Vipul Gambhir, Business Head, Yummiano.





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Work Smart, Work Hard!

Hamza Patel, Managing Director, AP Group



Dedicated to excellence in luxury retail and distribution, Hamza Patel helms the AP Group as Managing Director. After studying Finance in London and working at the globally renowned departmental store, Harrods for over a year, Hamza joined the family business in 2011. Established in 1986 and headquartered in Mumbai, the AP Group is built on strong foundations of passion, people, and willingness to continually evolve with the ever-changing retail environment. While micro-managing retail and overlooking the rest of the groups' brands, Hamza has been actively involved in expanding the AP Group portfolio gaining exclusive franchisees for 'Bateel' - the world-renowned Arabian brand known for its finest organic dates..

In an exclusive interview with **Sharmila Chand**, he highlights the key issues related to his brand, his work philosophy and more...

What is the USP of Bateel?

Bateel is the first ever gourmet dates producer as well as retailer in the world of the high-quality dates that are being produced in Saudi Arabia. They as a brand have always focused on the quality of their products, not only with the dates but also with all the gourmet products they have including coffee, honey, juices. Their reservoirs come from one of the best places in the world. Apart from the product, the veneer used on the box for packing is also a sole differentiator for the brand.

What challenges you face in bringing a new brand to India?

Bateel was not a new brand for Indians, as it had its existence in the country for quite some time. The gourmet dates giant was looking to replace their partner in India, while AP Group jumped on the opportunity of associating with them.

What are the trickiest issues to tackle in the food business?

Given that the pandemic has been part of everyone's life for over a year, they are managing to tackle through these tough times with all the necessary precautions and safety measures of temperature checks, constant sanitization and mandatory use of gloves in place to keep any kind of harm out of the way. However, when it comes to importing gourmet products in our country, at times the process is challenging given the constantly fluctuating temperature conditions and changes in government policies.

What inspired you to bring Bateel to India?

The lack of options in the established gifting segment, and the attractive position of the food business in India a few years ago inspired Hamza to introduce Bateel in India. At the same time, their expertise and experience in the luxury retail business enabled them to envision the growth in the Indian market to be tapped in the segment of food, gifting and dates business encouraging them to bring the Bateel to

India. While Indians often travel to Middle Eastern regions, a large lot of our target group has tried/ noticed Bateel in some shape or form.

What is your work philosophy?

Wholly dedicated to 'excellence in retail and distribution', AP Group aims to bring premium and luxury brands to India and represent them staying true to their core DNA. They envision to offer the Indian consumers an array of brands that are available outside of India by getting them to the motherland in the same manner as they would experience them abroad.

What do you enjoy most about being in this business?

I enjoy sharing a great relationship with the brand, the pleasing experience of watching the consumers when they experience the product and witnessing them celebrating the launch of boutiques across metros. It's been overwhelming with people having really taken to the brand and product like a bee to a flower with a very positive response. Bateel is largely appreciated for the quality it delivers. There has been a lot of positivity with requests from people coming in asking to open stores in Kolkata, Bangalore, Chennai, Hyderabad etc, that is something they enjoy about being in the business.

What kind of pressures have you encountered at work?

Being the exclusive representatives of the world-renowned gourmet dates, pressures of expansion, timelines, or inheriting associates keep knocking their door.

What are your future plans to expand the brand?

Building on the momentum, they plan to expand the Bateel experience by increasing their retail footprint to over 15 boutiques by 2022. The new boutiques at Jio World Drive in Mumbai, Inorbit in Hyderabad and Express Avenue in Chennai are all scheduled to launch shortly. AP Group is also looking to expand their portfolio of the brand this year.

FMCG Companies are Strengthening Rural Distribution Network to Combat the Low Consumer Sentiments

Like most sectors and indeed the larger economy, the FMCG companies too have not remained insulated from the effects of the pandemic, an outbreak which only seems to have resurfaced with greater ferocity and vehemence in recent days in the form of the so-called second wave. And while some product categories within the sector have undoubtedly suffered a bigger jolt than others, the fact that the sector as a whole has been subject to the whims of the virus. Already struggling with inflation and over-the-top offers before the onslaught of the pandemic, sales volumes for brands have suffered during this second wave, there have been different reasons to it. As such, that each one of them including the bigger brands has had to recalibrate their supply chain network and go-to-market strategies can't be overstated. And strengthening of the rural distribution network and firming up their rural supply chain management has been one of those adaptations.

Consumer confidence levels at a low receding tide

Till November last year when a consumer survey was conducted, about 40% of people reported reduction in household spending with about 39% believing that their finances would not return to normal. Strikingly, this was in a month when the first phase of Covid seemed to be on the wane, lockdowns had eased and the economy seemed to be limping back to a semblance of normalcy. And although the rural India had all along fared much better than the urban areas during the onset of the first wave in terms of relative growth numbers, there was a definite and palpable squeeze on spending in the hinterland too. Not unlike their urban counterparts, rural India and semi-urban markets too had drifted away from discretionary and indulgence products towards preventive healthcare and hygiene as well as personal and household care products. According to Rural Covid Barometer report released in December last year, every third adult in rural India had been impacted by Covid-19 in terms of job loss implying that financially speaking, a substantial number of rural families and populace would have been at the receiving end of the pandemic.

Ramping up and recasting rural redistribution network



By Manish Aggarwal

So, among many measures that FMCG companies undertook, revisiting their rural and semi-urban operations has been one pivotal initiative to boost their last mile connectivity with end-consumers. As urban India began to report sluggish and uncertain demand in the wake of the pandemic, taking advantage of the relatively lesser and more lenient form of lockdowns and restrictions in rural India, companies went to great lengths to extend their footprints to the semi-urban and the rural areas with an eye on fully tapping into any potential demand from the remotest and the most inaccessible terrain. In addition to reworking and customization of product portfolios with smaller SKUs and value packs, thousands of new distributors, dealers, stockists, substockists and sales staff have been brought onboard by the FMCG companies exclusively targeting the rural market in the Covid period. Notably enough, many packaged food companies, or FMCG firms with significant food based products as part of their product portfolio, have been reported to be prominently involved in ramping up their rural distribution network. Deployment of ready-stock van units has been another route to rural market for FMCG companies aimed at direct distribution. Remember, direct distribution strategy had been adopted even before Covid came when the FMCG sector was grappling with liquidity shortage in the wholesale channel. Furthermore, smaller and local players too have fortified their already existing close connect with the neighbourhood markets during Covid times.

Employment of digitization of supply chain strategies in rural areas

Although in a rather disruptive way, the

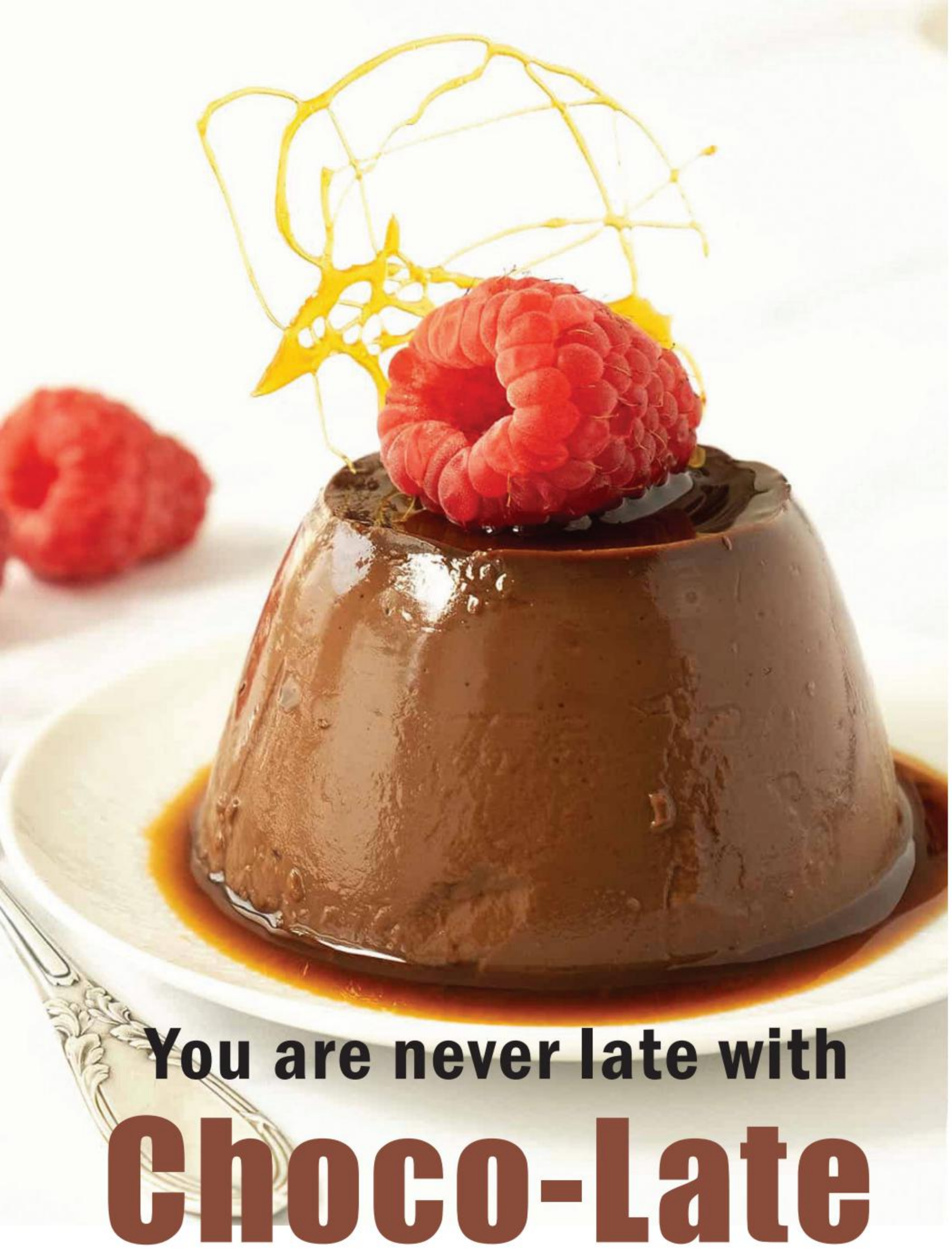
Covid onslaught has been a great trigger for accelerated uptake of digitization by FMCG companies. And this digitization has not remained limited to metro cities and urban enclaves. The pandemic has propelled the FMCG companies towards also exploring digital initiatives in rural areas, across both B2B and B2C channels. Adoption of apps bringing onboard the humble kirana stores and small shops location-wise has been one way forward. With digital payment services and platforms erected by both the government and private players already gaining significant traction in rural India, the rural market has been brimming with opportunity. Of nearly 550 million mobile users in rural India, a sizable 260 million are on internet enabling rural distribution for FMCG companies. In terms of foundational infrastructure, nearly 4.9 lakh km of optical fibre cable has been laid to cover 1.6 lakh Gram Panchayats with nearly 1.51 lakh Panchayats having become service-ready.

Rural market has been ripe for the taking

While FMCG companies have been proactive from their own side, that the rural market has been nurtured by the authorities in certain ways can't be discounted. While reverse migration – albeit occurred in unfortunate circumstances – did take a toll on urban economy and consumption, rural consumption saw support and reinforcement helped on by favourable monsoons, massive government spending, the MGNREGA programmes and broader agricultural reforms.

Like they say, in every adversity lies an opportunity. If urban markets were faltering, it made eminent sense for FMCG companies to train their focus and energies on rural India. And rural India did not disappoint. A segment that contributes around 37 per cent of the total FMCG sales, a large part of which comes from food items, reported an impressive growth of 14.2% year-on-year in the third quarter 2020-21 against top metros' 0.8% y-o-y figure for the same period. Surely, bolstering of rural distribution network has paid dividends.

The author is Director at Bikano, Bikanervala Foods Pvt. Ltd., a prominent figure in the Indian FMCG industry.



You are never late with
Choco-Late

The sweet and soothing chocolate is everyone's favourite not only on Valentine's Day but throughout the year. Chocolate, which is used in all types of desserts like cakes, candies, puddings et al., is also believed to be good for health. The cocoa beans in the chocolate contain dopamine, phenylethylamine, caffeine, and anandamide, which is considered to be a happy neurotransmitter in the brain. Anandamide, called the bliss molecule, makes you feel happy and blessed. No matter this much loved sweet has become popular globally and the World Chocolate Day is celebrated on 7th July every year. **Ashok Malkani** examines various aspects of the beloved sweet, chocolate: Its usage in desserts, the different types of chocolates, its health benefits, etc.

It is said that life is full of questions. Chocolate is the answer to all of them! Portuguese poet, writer and literary critic, Fernando Pessoa, has written, "Look, there's no metaphysics on earth like chocolates." Indeed chocolate is one of the most loved objects of young and old all across the globe. No wonder it has a day of its own: World Chocolate Day, celebrated on July 7. This day, also known as International Chocolate Day, is a global celebration where people gorge and indulge into their favourite chocolate. Apart from eating, people also gift their loved ones their favourite chocolates.

Chocolates have been loved by people since centuries ago. World Chocolate Day is believed to be celebrated since 1550, when it was introduced in Europe. Before that, chocolate was available only in specific countries and regions including Mexico and Central America. After being discovered by foreign invaders it travelled to many countries and became a favourite of the consumers.

Aztec emperor, Montezuma, in 1519, served a chocolate-based drink called 'Xocoltl' to Spanish explorer Hernán Cortés. He then took the drink back to Spain and experimented with it by adding vanilla, cinnamon, and sugar in order to improve the taste. Post this improvisation, in the 1600s, the drink became popular in France as well as England. However, solid chocolates were created in the 1800s.

Today mention chocolates and you set the mouths drooling. It is consumed not



only as a sweet but is also used extensively in desserts.

Chef Sandeep Rane, Corporate Chef, Bakery and Confectionery at Hitchki and Bayroute, Mumbai, avers, "Chocolate is not only a sweet but it has several health benefits too, it is a rich source of fiber, antioxidants, minerals, theobromine,

flavanols, caffeine and many other beneficial ingredients. It is beneficial for heart, brain and more."

However, he cautions, "Too much consumption may give you a side effect as well."

Speaking about health benefits of chocolate, one may mention that in a

review on chocolate's health effect in the Netherlands Journal of Medicine, the authors point out cocoa, the main ingredient in chocolate contains biologically active phenolic compounds. It is believed that chocolate could impact aging and conditions such as oxidative stress, blood pressure regulation and atherosclerosis.

Eating chocolates may have the following benefits:

- lowering cholesterol levels
- preventing cognitive decline
- reducing the risk of cardiovascular problems

Speaking about the usage of chocolates in desserts, Ms. Sehaj Ghuman, Assistant Pastry Chef at The Academy of Pastry and Culinary Arts, Gurgaon states, "The reason why people are fond of chocolates as sweets and desserts is, because, I believe, that chocolates are a gift from the gods. Apart from the scientific reasoning which tells us that eating chocolate releases neurotransmitters in our brain which give us the sensation of pure bliss and joy... the one true reason that you rarely find someone who doesn't like chocolate is because it is so versatile! No matter what you add it to, there's no going wrong! It caters to such a varied palette, right from people who enjoy bitter desserts to people who like to binge on the sweeter side of nature with milk and white chocolate. Over the years, chocolate has become more of an emotion than just an item you eat. It signifies celebration, a thank you, a sweet apology, childhood memories and pleasure."

Types of Chocolates

While everyone loves chocolates, what most people are not aware of is that there are various types of chocolates, used for different purposes.

Sehaj discloses, "There are three major varieties of chocolate easily available. They are: White, Milk and Dark. But over the years, chocolate manufacturing companies have kept the innovations rolling, with new varieties slowly gaining popularity, like Ruby and the newest Whole fruit Chocolate.

"All three popular types of chocolate can be used in multiple ways, right from making a mousse pastry to baking a basic chocolate chip cookie. The most popular however is Dark chocolate, because the market is filled with goodies baked, coated, enrobed, glazed with dark chocolate, because it's most relatable to the image that people have of chocolate. Think about



Sehaj Ghuman

it, when I say chocolate cake, doesn't a picture of a dark gooey cake come to mind?"

Sandeep elaborates further on this. While stating that there are three types of chocolates, he gives details of their uses thus:

"Dark - dark chocolate comes in bittersweet and semisweet chocolate with at least 35% cocoa. Most of the chocolate contains higher amount of cocoa for example- 54%, 56%, 70%, 84% and there is 100% chocolate as well.

"Dark chocolate is mostly used for intense dark chocolate dessert, praline and baked goods. It works well for coating and covering of baked goods.

Milk - to make milk chocolate only 10% of cocoa is required. This chocolate is made with milk fat and cocoa. The texture of milk chocolate is very creamy



and used in coating and dipping for baked goods, mousses, truffles, flavour creams, ganache etc.

White - white chocolate, technically, is not a chocolate. It is made with cocoa butter, milk, sugar, emulsifiers, and flavourings but no cocoa solids. It is used mainly in mousses, frostings, ganache, brule's, tarts etc.

Milk chocolate is the most loved chocolate worldwide because of its texture and sweet creamy taste. It is made with cocoa butter, milk and sugar.

Chocolate for Desserts

A meal is not considered as complete if it does not include dessert. Chocolate is considered to be one of the most popular desserts. Though sweets are considered to be unhealthy, one cannot say the same about chocolate. It has many health benefits. A few of them are:

- It makes you feel good: Chocolate contains PEA (phenylethylamine), the same compound your brain secretes when you fall in love. It triggers the release of endorphins which in turn make you feel good.

- It is good for your heart and blood circulation: Dark chocolate restores the flexibility of arteries and prevents them from clogging, which keeps your heart and circulatory system healthy.

- It is a rich source of minerals: Chocolate has an abundance of minerals such as potassium, zinc and selenium and is also a rich source of iron. This makes chocolate a delightful source of daily supplements.

- It is good for the skin: The flavonols in dark chocolate help protect the skin against damage from the sun. No wonder it is gaining popularity in the spa as well.

- It is good for the brain: Researchers believe that flavonols also help in reducing memory loss in the elderly and have anti-inflammatory qualities which help in treating concussions.

But since there are different kinds of chocolates, which can be used in preparation of different desserts?

Sandeep avers, "All three types of chocolate are preferred for dessert but it depends on flavours and sweetness and bitterness you want to give dessert.

As far as baking is concerned, Dark bitter chocolate is most preferred chocolate for baking, because it contains zero present sugar and is very low on milk solid, which is present in milk and white chocolate.

Sehaj asserts, "I am of the strongest



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belief that one should use the best quality couverture chocolate available, because it has the ability to make or break a dessert. Do not go in for a compound chocolate (contains vegetable fats instead of cocoa butter) just because it's easily available and much easier to handle, go in with the extra effort, because it'll be worth every bite."

She continues, "For me personally, a semi sweet, or bitter chocolate is best for baking. Most common baking recipes require butter + sugar to be creamed or eggs and Sugar to be aerated, either ways, the recipes are usually high in sugar content and hence it's best to work with a chocolate which still maintains the amazing taste without making it overly sweet."

Chocolate or Cocoa?

There are various opinions on whether one should use chocolate or cocoa for desserts. It's always good to use the best ingredients you can find, but is if you're thinking that excellent chocolate is the key to intensely flavoured chocolate desserts, think again. Cocoa is by no means a lesser product than chocolate.

When one creates a recipe for chocolate dessert one considers not only the flavour but also the texture. The finished texture of a dessert is influenced by the type of fats in the recipe. In creamy desserts chocolate is considered to be more suitable. Some desserts need the silkiness that only cocoa butter can provide. Cocoa butter is an unusual fat because it melts at a temperature very close to our body temperature. Chocolate that's hard and



solid at room temperature feels rich on the tongue. In puddings, ganache, and mousses, the luxurious mouth-feel of cocoa butter really shines.

In cakes, the choice is more complicated. Cakes made with cocoa and cakes made with chocolate can differ remarkably in flavour and texture. And those differences have a lot to do with the other fats used in the recipe.

Sandeep feels that both are preferred for desserts. He adds, "It depends on what you are making. Chocolate contains both cocoa solid and cocoa butter which gives smooth and rich texture to dessert whereas in cocoa, maximum of cocoa solid is present and only 12 per cent of cocoa butter. To make creamy & rich desserts, mostly chocolate is used and for making cake and intense flavor desserts cocoa is used."

Sehaj asserts, "Always go in for chocolate hands down! Chocolate, simply broken down, is cocoa mass and cocoa butter and my suggestion - never ever underestimate the value that cocoa butter adds to taking

your dessert to another level! Cocoa butter lends a very rich texture to everything that it's added to. I am not undermining the importance of cocoa powder, but I'd say use it along with chocolate for a concentrated flavour, but don't skip the chocolate."

But what is the best type of chocolate for baking?

Sehaj states, "For me, personally, a semi sweet, or bitter chocolate is best for baking. Most common baking recipes require butter + sugar to be creamed or eggs and sugar to be aerated. Either ways, the recipes are usually high in sugar content and hence it's best to work with a chocolate which still maintains the amazing taste without making it overly sweet."

Sandeep says, "Dark bitter chocolate is most preferred chocolate for baking, because it contains zero present sugar and it is very low on milk solid, which is present in milk and white chocolates."

Characteristics of Chocolate

There are several characteristic of a chocolate. The physical properties, rheological behaviour and sensory perception of chocolate are influenced largely by its processing technique, particle size distribution and ingredient composition. Due to its varied characteristics, it is not only used in variety desserts and snacks but natural chocolate is also being used in cosmetic products and spa therapies.

So what are the characteristics of a quality chocolate?

Sehaj's advice is: "Always check the ingredients list on the packet before picking up chocolate. If you find any vegetable fats there, keep it back on the shelf and go in for one with cocoa butter. Quality chocolate needs rich cocoa butter on its ingredients list to produce that melt-in-your mouth texture chocolate lovers crave. Good quality chocolate always has a great shine without any blemishes or bubbles and makes a sharp snap when broken, both of which are signs of great tempering."

Sandeep cites the characteristics thus:

Quality chocolates always taste creamy and will melt in your mouth.

It will look shiny, without white dots & lumps.

Apart from this there is a good and bad chocolate, to identify the good chocolate always check label with cocoa contains. To spot bad chocolate check label which includes milk substitute, artificial sweetener, non cocoa butter and vegetable oil." ■





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Recipes for Chocolate Desserts

BARATIYON KA SWAGAT

Ingredients

CHOCOLATE CAKE

Butter	250 gms
Sugar	180 gms
Dark chocolate	20 gms
Egg	165 gms
Flour	73 gms

CHOCOLATE GANACHE

Cream	100 gms
Dark Chocolate	120 gms.
Butter	15 gms

PAN PASAND JELLY

Milk	200 ml.
Sugar	25 gms
Strawberry crush	20 ml
Gelatin	3 ml
Pan pasand	20

Method

CHOCOLATE CAKE :-

- Mix soft butter and sugar together.
- Now add melted chocolate into it and mix it using spatula.
- Add eggs one by one and mix it when done add all dry ingredients in small small parts. And fold it.
- Now pour into one tray and bake it @170 for 8 min.
- After baking store in fridge and cut it using cutter.

GANACHE :-

- Melt the chocolate and keep it on side.
- Boil the cream and pour it over melted chocolate and whisk it.
- Make sure there no lumps, strain it if required.
- Store in cool place.

PAN PASAND JELLY :-

- Take milk in pan and add panpasand and start heating it.
- When dissolved add strawberry crush and sugar mix it using whisk.
- Add gelatine and strain the mixture.
- Pour the mixture into the mould 23 gram each. Keep it in fridge to set.

ASSEMBLY :-

- Cut the fondant cake in round
- Layer the cake using ganache and add some nuts in center.
- Place the pan pasand jelly on top and pipe the ganache around using star nozzle.
- Use candyfloss for garnish.

SHUKULATA AL HABIB

Components

Raspberry mousse
Chocolate mouse
Raspberry gel
Caramelised chocolate
Dark chocolate
Brownie
Edible flower
Popping candy

Chocolate mouse

Amul Cream	30 gm
Chocolate dark morde	120 gms
Whip cream	19 gms
White chocolate morde	10 gms

Method

- melt the chocolate both together and keep in bowl.
- whip the cream to soft peak and keep in a bowl.
- now heat the cream and pour in chocolate in 3 part and make ganache.

- fold the whip cream in chocolate ganache.

Raspberry gel

raspberry pure	125 gms
Icing sugar{sieved}	30 ms

Method

- mix pure and icing sugar and bring it to boil.
- bland it with hand blander and store in fridge.

Raspberry mousse

Raspberry puree	119 gms
Castar sugar	19 gms
70% chocolate	96 gms
Whip cream	133 gms

Method

- melt the chocolate and keep in bowl.
- whip the cream to soft peak and keep in a bowl.
- now heat the raspberry pure and pour in chocolate in 3 part and make ganache.
- fold the whip cream in chocolate ganache at 50 degree.

Brownie Base

Flour	340gms
Baking powder	3 gms
Baking soda	2gms
cocoa powder	40 gms
Salt	3 gms
Butter	175 gms
Milk chocolate	145 gms
Sugar	175 gms

Method

- cream butter and sugar in a big bowl.
- sieve all dry ingredients together (flour,

salt, cocoa powder, baking powder, baking soda).

- melt chocolate and add in creamd butter at 45 degree.
- fold the butter sugar and hot chocolate and add all dry ingredients in it and fold using cut and fold method.
- now in baking tray pour the batter and bake it for 20 min @ 170 degree C depending on tray size.
- after baking cut it in small cubes and store in fridge.

Caramalised Chocolate

Water	25 ml
Sugar	200 gms
Chocolate dark	80 gms

Method

- take water sugar together in pan and bring it to 117 degree C.
- now add small chopped pieces of chocolate in sugar and mix well off the heat with using wooden spoon.
- store in dry place or fridge.

ASSEMBLY PER PORTION

- Raspberry mousse – 35 gm
- Chocolate mouse – 25 gm
- Raspberry gel – 14 gm
- Caramelised chocolate – 50 gm
- Dark chocolate – 40 gm
- Brownie – 35 gm
- Edible flower – 2 to 3 pieces

Method assembly -

- Using silicon half sphere mould make chocolate half sphere, give even and thin coat and keep in the fridge for 10 mins.
- Use OHP plastic sheet make chocolate rounds and put it in fridge.
- Now get all mousses in different different piping bags for assembly.
- Demould chocolate sphere and make it even from edge using hot tray cut the hole in sphere using hot nozzles, keep the half sphere and start piping chocolate mousse first, then add semi warm chocolate brownie small pieces.
- Now pipe raspberry mousse on top of the caramelised chocolate on top and then close the half sphere with other cut half sphere.

- For the platting make caramelised chocolate in curve shape and on both side using raspberry gel make squish with back of the spoon.
- Place the dome in center and garnish with edible flower and caramelized almond and popping candy.

Sandeep Rane, Corporate Chef - Bakery and Confectionery at Hitchki and Bayroute

CHOCOLATE CARAMEL BROWNIE SLICE

Brownie mixture:

Butter	220 gm
Sugar	245 gm
Dark chocolate	80 gm
100 % cocoa mass	50 gm
Vanilla pods	2
Sea salt	1.5 gm
Eggs	180 gm
Flour	100 gm
Cornflour	30 gm
Chopped hazelnut	50 gm

Crunchy Caramel Layer:

hazelnut praline paste	200 gm
dulcey / gold chocolate or caramelised white chocolate	125 gm
feuillantine	70 gm
sea salt	1.5 gm
butter	15 gm

Vanilla caramel mousse:

For the caramel sauce -

gm sugar	118
glucose	81 gm
cream	237 gm

For the mousse:

caramel sauce	200 gm
vanilla beans	2
egg yolk	57 gm
175 gm dulcey / gold chocolate	175 gm
cocoa butter	28 gm
gelatin powder	10 gm
whipping cream	355 gm

Method

For the brownie

- Melt the chocolate, butter and cocoa mass together. Whisk the eggs and sugar together and add in the melted chocolate mixture. Add in the dry ingredients and chopped nuts. Pie in brownie frame Bake at 160 degrees for 20 mins.
- Once the brownie is cool, prepare the caramel crunch. Melt the chocolate and butter together and add in the praline paste. Add in the remaining ingredients and spread over the baked brownie.
- Once cool, cut into desired shape.

For the mousse

- Make the caramel sauce, by making a dry caramel with the sugar and glucose and deglaze with the cream. Take 200 gm of the caramel sauce and add the egg yolks. Cool together on a double boiler till 82 degrees. Pour over the chocolate and grated cocoa butter. Add in the bloomed gelatin to the hot mixture.
- Whip the cream till soft peaks and fold into the caramel ganache mixture. Set the mousse in silicon moulds with the brownie as a base or pipe this mousse in desired shapes over the brownie slices.

CHOCOLATE SORBET

This recipe is super easy and absolutely sinful! Great vegan choice of frozen dessert if you can get your hands on a vegan chocolate for the recipe.

Water	650 gm
Sugar	200 gm
Dextrose	85gm
Stabilizer	5gms
Dark chocolate	100 gms
Cocoa powder	60gms

Method

- Heat water till 40 degrees and add in all the dry ingredients. Whisk together till it reaches 80 degrees, pour over the chocolate.
- Churn in an ice cream machine if available or set in popsicle or ice cream lolly moulds.
- Freeze.

Ms. Sehaj Ghuman, Assistant Pastry Chef at The Academy of Pastry and Culinary Arts, Gurgaon



Packed to Perfection

The pandemic has made the people more aware of consuming healthy food products, which are untouched by hand. Health is high up on the priority list and there is thus a leaning towards baked food, which is considered to be more nutrient. The bakery industry is thus seeing an increasing demand for its products. However, since the consumers are also insisting on products untouched by hand, packaging is assuming an increasing role in bakery products. Bread, biscuits and other products which are mechanically packaged are being preferred. There is thus an increasing demand for packaging material in the industry and the demand for this is expected to continue. **Ashok Malkani** examines the market for packaging bakery products and also other types of material that are needed by the industry.



The Corona virus pandemic has led to a rise in demand for healthy food. According to a research study by Mintel, three out of four Indians have given a higher priority to healthy eating as compared to pre-pandemic days. This has led to a rise in demand for healthy and functional bakery products.

Bakery products, due to their high nutrient value and affordability, are becoming the preferred food items. The consumers are also demanding newer options from the industry, forcing the bakers to fortify bakery products to satiate the burgeoning appetite of the health conscious consumers. Several healthy wheat-based products have thus been launched by the Indian bakery products' manufacturers.

But the industry is seeing a change. Since there is a growing awareness of healthy and clean products, people prefer packaged bakery products. Today, even

the loose bread loaves (popularly called pav, in Maharashtra) are preferred in the packaged format. This is mainly due to the cleanliness concept in people's minds, which want products that are untouched by hand.

The bakery packaging market is thus on a growth path too. There is an upward trajectory in healthy packaging of bakery products like bread, cakes, pastries, biscuits, breakfast cereals, etc. The bakery packaging market is expected to witness a positive impact during the forecast period owing to the widespread growth of the COVID-19 pandemic.

The allure of natural solid and naturally baked items among the consumers is sure to have a positive effect on bakery packaging market. Packaging, it may be mentioned, does not only protect the contents but also allows for ease of transportation. It provides information about the product and adds convenience in stocking, marketing and communicating

the value of the product.

Segmentation:

The packaging of bakery items can be segmented as follows:

- Bread
- Cakes
- Pastries
- Biscuits
- Breakfast cereals
- Frozen bakery
- Frozen desserts

The packaging material could be segmented into:

- Flexibles
- Rigid plastic
- Metal

Flexible Packaging

The major packaging material consumption in bakeries is for breads and biscuits. Since paper cartons and tins have lost out to flexible packaging materials, the focus for a new entrepreneur should be on flexible packaging.

Packaging material used for cereal based food packaging is as follows:

Food application	Packaging materials
Fresh bread, sandwich	Waxed paper Nitrocellulose coated cellophane (MS) Low density polyethylene (PE-LD) Polypropylene (PP)
Bread bags, sandwich bags, frozen food bags Crusty bread, pies, Bread crumbs Biscuits	Linear low density polyethylene Cellulose/Polyethylene/Cellulose Polyethylene/Polypropylene Paper/ Polyvinylidene chloride/Polyethylene Paper/Polyethylene/ Polyvinylidene chloride (PAP/PE/PVDC) Oriented polypropylene/ Oriented polypropylene (OPP/OPP) Oriented polypropylene/Paper (OPP/PAP) Oriented polypropylene /Paper/Aluminium foil (OPP/PAP/Al) Oriented polypropylene/Aluminium foil/Hotmelt (OPP/Al/Hotmelt) Coextruded oriented polypropylene/ Coextruded oriented Polypropylene(OPPcoex/OPPcoex) Coextruded oriented polypropylene/ Coextruded metallized oriented polypropylene(OPPcoex/OPPcoexmet) Polyvinylidene chloride coated cellophane (MXXT)
Cakes, biscuits, Crisps, snack foods, biscuits	Aluminium foil/Paper Polyvinylidene chloride coated polypropylene/ Polyvinylidene chloride coated polypropylene (PVDC-PP/ PVDC-PP)
Cereal meals Baked products	Paper/Polyethylene Polyethylene terephthalate /Polyethylene (PET/PE) Polyamide (Nylon)/ Low density polyethylene (PA/PE-LD)
MAP - Baked products	Polypropylene/ Ethylene vinyl acetate (PP/EVAC) Metallized polyethylene terephthalate /Polyethylene (PETmet/PE) Polypropylene/Low density polyethylene/Ethylene vinyl Acetate(PP/PE-LD/EVAC) Oriented poly(ethylene terephthalate)/ Polyvinylidene chloride/ Polyethylene- Polyvinyl chloride/Polyethylene (OPET/PVDC/PE-PVC/PE) Oriented metallized poly(ethylene terephthalate)/Polyethylene (OPETmet/PE) Oriented polyethylene terephthalate/ Polyvinylidene chloride/ Polyethylene(OPET/PVDC/PE) Polyamide/ Polyethylene (PA/PE)

Flexible packaging materials are used as wrappers, pre-formed pouches or form-fill pouches. The oldest flexible film to be used was cellophane because of its excellent gas barrier properties and heat sealability. MST, MSAT, Coated Cellophane (MXXT) offer excellent moisture barrier, heat sealability and gloss. Cellophane became less popular when it became too expensive and with the introduction of new materials with better properties. Breads are packaged mostly in low density polyethylene plastic (LDPE) bags.

The demand for Low-Density Polyethylene (LDPE) in India is expected to achieve a healthy growth rate till 2030. About 30% of the LDPE produced in the country goes towards making film for packaging. The demand for packaging films has reported a robust rise mainly due to the increasing demand for wrapping bakery products and dairy products. The rising

demand of LDPE in packaging industry is expected to boost the growth of LDPE market. LDPE is being increasingly used for food packaging and non-food items packaging.

For snack producers and bakeries, the rise in online grocery shopping poses new challenges, such as product protection, containment and sustainability. Ensuring the product is intact at the moment of



arrival at destination is as important as the quality of the product itself. Packaging plays an essential role in ensuring this.

Packaging may be defined, in brief, as a socio-scientific discipline to ensure the delivery of goods to the ultimate consumer in the best condition. The Packaging Institute has defined packaging as "enclosure of products, items or packages in a wrapped pouch, bag, box, cup, tray, can, tube, bottle or other container form to perform one or more of the following functions: containment, protection, preservation, communication, utility and performance."

Today most of the biscuits and breads are packed in flexible laminates of composite structures, where every component fulfills a specific function. These laminates have desirable properties such as moisture barrier, gas barrier heat sealability, printability characteristics, high



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production and overall economy.

The packaging material used for cakes pastries and doughnut, which have high moisture content, making them prone for mould growth, is normally Polypropylene (PP), Cast Polypropylene (CPP), Poly Vinyl Chloride (PVC) etc.

Cake Boxes

Besides the poly laminated packaging, which is mostly used for bread, biscuit, cookies, etc., there is also a huge demand for cake boxes, which are normally made from card paper.

Cake boxes, providing protection for the cakes, are used for transporting the product from the bakery to the customer. They are flexible, durable and lightweight form of packaging. Today, there is an increasing demand for cake boxes, since they are easily recyclable. With increasing online orders the retailers are making

increased use of cake boxes to keep the product protected from mechanical stress. This, in turn, has affected the cake box market positively.

To expand the consumer base, the cake box manufacturers have come up with custom cake box packaging. According to Future Market Insight report, the growth of cake boxes is expected to witness substantial growth during its forecast period, 2019-2029, owing to the growing demand for online shopping.

Other Products

Besides packaging there are several other necessities of the bakery industry. Investors can also exploit these needs of the bakery industry. Some of the paper based materials required by the bakers are:

Baking Trays: These paper based trays protect and cook bakery products like breads and cakes. These trays are

environmentally friendly alternative to plastic or foil trays. Suitable for direct food contact, the trays are heat resistant. Made from corrugated, solid board or folding carton, they are suitable for both automated and manual packaging lines.

Bake Oven Paper: Used as a tray liner for flat baking operations, this paper, having high resistance to heat, can withstand multiple baking. Bake oven paper is used as a tray liner for flat baking application. This paper withstands multiple baking. It has high resistance to heat. It is suitable for conventional baking application and micro waves. This paper, which eliminates the greasing of tin and trays, can be used as a tray liner for cakes and confectioneries, Pizza's etc.

Greaseproof Paper: It prevents penetration of oil & fats thus retaining the original flavour and taste of the product intact. This paper is suitable to withstand wide range of environments, from hot oven to deep freezer & humidity.

Greaseproof Slip Easy Paper: It is specifically designed for conversion to moulded cups. This paper's thickness varies from 30-70 GSM. It is used for baking of Cup cakes and Muffins etc. Packing of Sweets, mithai etc.

TDL (Titanium Dioxide Loaded) Poster Paper: Manufactured from premium quality pulp, it has pacifying agents like Titanium di-oxide added to it. The paper has excellent brightness and uniform smoothness.

Conclusion

The pandemic, which has engulfed the globe and affected almost all the industries adversely, has had little effect on the bakery industry as baked goods are considered to be healthy and people have become more conscious about their wellbeing. The bakery industry is thus, according to research analysts, expected to grow at a rapid pace in the future.

However, it has to be realized that most baked goods, at ambient temperatures, have only a few days life. The two most important factors that are responsible for the short shelf life – mostly of cakes – are water activity and storage temperature. The lower is the water activity and temperature the longer is the shelf life.

This provides an opportunity for enterprising entrepreneurs to enter the bakery packaging and accessory supply industry. ■



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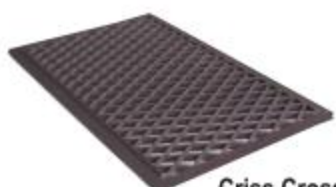
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Minimising Trans Fat Usage

The tussle between appearance and substance is an old one. And in the modern quick-fix mode of operations, this age-old debate has only become more intense. The use of trans fats in the fast food chains and various other bakery items reflects the continuance of this ancient dilemma. However, the trans fats, which are mostly man-made, are used not only to make the items crispier or enhance the feel-good factors. They have some other utility for the manufacturers too, such as increasing the durability of used oil or shelf-life of the products. But in the 'service industry', anything that endangers human health cannot and should not be trapped in the profit pack. The search for a healthy alternative is welcome, but compromise on human health is not.

According to Food and Drug Administration (FDA), USA, "Trans fatty acids, also known as trans fats, are made during partial hydrogenation of vegetable oils. Hydrogenation is the process by which hydrogen atoms are added to unsaturated sites on fatty acids, thereby, eliminating double bonds. Partial hydrogenation relocates some double bonds and hydrogen atoms end up on different sides of the chain. This type of configuration is called 'trans' (means "across" in Latin)."

Although with the changing food habits and fast growing restaurants, use of trans fat has increasingly come under the scanner, avoiding the consumption of trans fat altogether is difficult, if not impossible. This is because a marginal portion of trans fat is found in the natural products sourced from animals. Thus the glass of milk that your child is drinking or even the home cooked meat may contain some amount of trans fat. Naturally occurring trans fat,

however, constitutes only a marginal portion in the overall diet of an urban individual.

An Unhealthy Option

Eliminating trans fat completely from our diet is therefore neither possible nor necessary. What is essential, however, is keeping the level of trans fat minimum in our diet. Reducing the consumption of trans fat therefore entails avoiding food that contains trans fats; formed by addition of hydrogen atoms in the vegetable oil, beyond the acceptable limits. Therefore one has to be circumspect while selecting processed foods or oils that supplies unhealthy portions of trans fatty acids in our diet.

Cookies, cakes, breads, pies, French fries, margarine, potato chips, candy, and such other products that children often hanker for may well contain high levels of trans fats. Although fried food and bakery products are the most common sources of trans fat in our diet, cereals, waffles and other processed foods may also contain trans fat above the permissible level.

Industry players are often attracted to use trans fat as it helps prevent the oil from going rancid, keeps the flavours and textures of the cooked items intact for a longer period of time, and reduces the refrigeration need of some products. The use of artificial trans fat, which is believed to have started since the 19th century, is now regarded as a serious amplifier for various diseases such as diabetes, heart diseases, and cancer. It is especially castigated for its capacity to increase low density lipoprotein-cholesterol (LDL-C), also known as 'bad cholesterol', in human blood, that raises the risk of coronary heart diseases. Some research have also linked the intake of trans fatty acids to Alzheimer



disease, obesity, infertility among women and liver dysfunction.

Proactive Measures

With health consciousness among the consumers increasing, a few companies such as Frito Lay, Lipton, and Nestle have taken corrective measures for eliminating trans fatty acids from some of their products. Sainsbury's became the first major retailer in the UK to ban the use of trans fat in all of its branded products. Various other companies across the world since then have followed suit and withdrawn the use of trans fat from their products voluntarily.

But in some cases, non-governmental organisations have resorted to lawsuits to stop the use of trans fatty acids by the manufacturers. BanTransFats.com Inc., a US-based non-profit corporation, filed a lawsuit against Kraft Foods, Inc. in order to force Kraft Foods to withdraw trans fat from its famous Oreo Cookies in 2003. As a result of the lawsuit, Kraft Foods consented to find an alternative to the use of trans fat, and the case was subsequently withdrawn.

As the adverse affects of unchecked trans fat intake became evident, various countries woke up to the threat and took some corrective measures. Denmark took the initiative in 2003, by introducing strict regulatory measures in the sale of food containing trans fat. As a result of these regulatory measures, the citizens of Denmark were ensured less than 1 gram

intake of industrially produced trans fat on a day.

In 2003, the FDA in the USA also published new rules as it amended its regulations on food labeling. The new rules, effective January, 2006, required trans fatty acids to be declared in the nutrition label of conventional foods and dietary supplements. The FDA rule that allowed 0.5 gram of trans fat per serving to be labelled as 0 gram has come under criticism as several serving of the same product or multiple such products can increase the intake of trans fat. While responding to the growing public awareness on the issue of trans fat, several cities in the US banned the use of trans fatty acids in restaurants.

Law and Awareness

In India, the Ministry of Health and Family Welfare has come out with a notification for those manufacturers who use hydrogenated vegetable fats or bakery shortening in their food products. The notification, which was introduced in 2008, made it mandatory for those foods to display a label stating 'Hydrogenated vegetable fats or bakery



shortening used – contains trans fat.'

It further provided that a health claim of 'trans fat free' could be made in cases where trans fat was less than 0.2 gram per serving of food. But as the notification lacked any legally binding standard and as a large majority of our illiterate, and literate but uneducated and semi-educated population lack awareness about trans fats, mere labelling serves little purpose. Legally binding standards and proper regulation of trans fat intake are regarded necessary to save the population from the latent dangers of heart diseases, that excessive intake of trans fatty acids may entail.

However, what the state could not

attain, the pressure of the educated and empowered section of our civil society achieved. Now, as an alternative to trans fatty acids, the food industry has increased the use of palm oil, which is extracted from the fruit of palm trees. This natural oil is preferred by the industry as it turns semi-solid at room temperature and is largely free from the bad affects with which trans fatty acids are generally associated. Corn, canola, and soya oils are also being used by some manufacturers, as alternatives to trans fatty acids.

As food is absolutely essential to human existence, food suppliers must go that extra mile to ensure safety and health of its consumers. They must, but will they? In this context, a voluntary ban of trans fatty acids by some leading manufacturers of the world is therefore seen as a step in the right direction. But there is no reason to believe that all manufacturers in India and the world would follow suit. Therefore, the society must also keep up the pressure on corporates to refrain from the extensive usage of trans fats. This it must do for its own future's sake. ■

Cake & Dessert Premixes

Fruit Filling

Decorative Glaze

Fondant/Sugar paste

Non Edible Decoration

Whipping Cream

Chocolate

Edible Decoration

Food Additives

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Blue, Purple, and Healthy

Blueberries are flowering plants, whose height range from 10 centimeters to 4 metres. They can be aptly described as prostate shrubs. These plants or shrubs produce berries, which teem with health benefits. These berries are also known as blueberries. The colour of these berries graduate from pale greenish (their colour at the initial stage) to reddish-purple, and finally their colour vary from dark blue to purple when they get ripe. On maturation, they acquire a sweet taste. They also have acidity. The size of these berries varies from 5-16 millimeters in diameter.

Blueberries are native to North America, though they are now commercially cultivated across 27 countries. Centuries before the European colonists arrived in North America, the natives of North America knew several applications of this healthy and delicious fruit. They knew how to mix blueberry with honey, cornmeal and water to make blueberry pudding, which was known as sautauthig. The juice of the blueberry fruit was used to make

cough syrup. According to a portal, dried blueberries were used in soups and stews also and used as a rub for meat by the Native Americans.

High-bush and Low-bush

Blueberry fruits can be cultivated, or could be picked from semi-wild or wild bushes. Blueberries can be broadly demarcated into two classifications. There are berries from high-bush blueberry plants and low-bush blueberry plants. High-bush blueberries pertain to cultivated blueberry plants, which were evolved from the wild variety during the first half of the 20th century.

Low-bush blueberries are also known as wild blueberry plants. Berries from both high-bush blueberries and low-bush blueberries are used in the commercial production. However, berries from high-bush blueberry plants are more suitable for retail markets, as they are larger and less perishable than the blueberries from low-bush blueberry plants. No wonder, most blueberries that are cultivated today are of the high-bush variety. Blueberries of low-

bush varieties are richer than blueberries of high-bush varieties in terms of certain antioxidants.

Geography of Blueberries

US is the largest blueberry producing country in the world (here we are meaning the berries and not the plants), followed by its neighbour Canada. Blueberries were introduced to Europe in 1930s. According to Wikipedia, in Europe, high-bush blueberries were first introduced to Germany, Sweden and the Netherlands in the 1930s. From there the taste of these delectable berries spread to the rest of Europe.

The blueberry harvest season in North America usually ranges from May to late summer. However, the important countries for blueberry production in the southern hemisphere like Australia, New Zealand, Chile, and Argentina have long periods of harvest. Blueberries can be easily preserved by freezing, canning and drying.

Blueberries were introduced to Australia only in the 1950s. Chile is the largest producer of blueberries in South America.

The country is also the largest exporter of blueberries to the northern hemisphere. This is amazing considering that Chile was introduced to blueberries only in the early 1980s.

F&B Applications

Blueberries have wide applications in the food & beverage industry, especially in the bakery and confectionery industry. They are frequently used in cakes, cheesecakes, pies, tarts and muffins. Blueberry and lemon pancakes can be a wonderful delicacy as can be the blueberry milkshakes. Blueberries can also be used in puddings and breads. For example, lemon blueberry bread can be a delectable breakfast item.

The presence of blueberries can make some of your ice-creams tastier. One of the ideal combinations is the blueberry cheesecake ice-cream. Blueberry ice-cream from frozen or fresh blueberries can be heavenly treat during the summers. Blueberries can also be used to prepared smoothies. This fruit can be combined with other fruits to create sumptuous desserts.

Of course, one can have blueberry juice too. Blueberry jam can make for a great breakfast. Blueberry sauce can endow ethereal taste to the pancakes, cheesecakes and ice-creams. Blueberry wine can also be made easily, and blueberries can also be infused to make cool and refreshing mocktails. The natural flavour of blueberries does also have the potential to enhance the taste of pork and chicken.

Taste with Benefits

Blueberries not only taste great, but they are great for health too. Among the edible berries they are among the most nutrient dense ones. Blueberries teem with antioxidant, which safeguard our bodies from damage through free radicals. Thus blueberries can play a role in preventing the occurrence of cancer and delaying the process of ageing.

In fact, blueberries are believed to be endowed with the highest antioxidant capacity among all commonly consumed fruits and vegetables. The major portion of antioxidant compounds in blueberries are accounted by flavonoids. Several studies have unearthed that intake of blueberries and blueberry juice can safeguard against DNA damage. DNA damage contributes towards ageing and can also contribute towards the causes of cancer.

Furthermore, antioxidants in blueberries



can play a role in preventing heart disease by protecting LDL lipoproteins from oxidative damage. Various studies have also shown that regular intake of blueberries had lowered blood pressure. The antioxidants in blueberries may maintain brain function despite advances in age. There is also new evidence that blueberries can improve memory.

Besides being loaded with antioxidants, these blue and purple berries are low in calories and high in fibre, which also contribute to their health quotient. Blueberries can facilitate to improve insulin sensitivity and can lower blood sugar levels.



It can therefore be said that blueberry fruits can keep the diabetes at bay. Moreover, blueberries have less sugar as compared to many other fruits.

Blueberries are now also believed by many to prevent urinary tract infections. As blueberries are similar to cranberries, like cranberries blueberries also contain substances which can prevent certain bacteria from binding to the wall of the urinary bladder. This may help in preventing urinary tract infections.

So taking into account of the certain and possible health benefits of blueberries it is about time our food services industry use blueberries in its food & beverage applications more extensively to address the needs of its growing numbers of health conscious guests. We are expected to see more usage of blueberries in the Indian bakery and confectionery industry, in the near future.

Blueberry Production in India?

India does not grow blueberries by any significant extent. India's agricultural sector can also take the initiative to grow blueberries. The hilly regions of northern India might provide a suitable climate for the production of blueberries. For that the soils which would be demarcated for blueberry production, need to be acidified, if they are not already so. Soil with a PH above 6.0 is unsuitable for blueberry cultivation.

"Ideally, for blueberry cultivation, the soil's PH should vary between 4.5 to 5.8. Small amount of sulphur can reduce the PH of the soil, in case the soil's PH is quite high. Further, the soil ideal for blueberry cultivation should be well-drained, moisture retentive and humus-rich soil with good aeration," noted an expert. The necessary changes in soil composition should begin a year before the planting of blueberries.

It should also be remembered that blueberries grow best when exposed to the sunny weather. Though blueberries can be grown in partial shade too, but the production of blueberries will decline with the increase in shade.

If we manage to grow our own blueberries in sizeable quantities in the near future, the cost of using blueberries in our food & beverage would be less and thus we can get access to this extremely healthy fruit at more affordable prices than we are having now. This would give a healthy fillip to our evolving food service industry.



Just Sandwiched

Sandwich is considered a humble food but it need not be. Sometime back, a sandwich in England was touted as the most expensive sandwich at £85. And it was not even at a fancy restaurant in a five-star hotel but at the Selfridges Department Store in London. The ingredients, one might want to know, were Wagyu beef, lobe foie gras, black truffle mayonnaise, brie de meaux, red pepper mustard confit and English plum tomatoes, and the bread – 24-hour fermented sour dough bread! Well, though there are many admirers of a well turned out sandwich, but at the same time, for many of them and millions of others just the basic items of meat and good bread would be enough.

The Archaic Origins of Sandwich

As per information shared by the sandwich enthusiasts, the first recorded sandwich was by the famous rabbi, Hillel the Elder, who lived during the 1st Century BC. He started the Passover custom of sandwiching a mixture of chopped nuts, apples, spices and wine between two matzohs to eat with bitter herbs. The filling between the matzohs served as a reminder of the suffering of the Jews before their deliverance from Egypt, and represented the mortar used by the Jews in their forced labour of constructing

Egyptian buildings. Because he was the first known person to do this, and because of his influence and stature in Palestinian Judaism, this practice was added to the Seder, and the Hillel Sandwich was named after him.

Historically, during the Middle Ages, thick blocks of coarse stale bread called trenchers were used in place of plates. Meats and other food products were piled on top of the breads to be eaten with fingers, and sometimes with knives. The trenchers, thick and stale, absorbed the juice, the grease and the aromas of the sauces. At the end of the meal, one either ate the trencher or, tossed the gravy soaked bread to the family dogs or gave as alms to the less fortunate. In other words, trenchers were clearly the humble forerunner to our open face sandwiches. But, let us not forget that today the open face sandwiches are delicate, and often are laden with innovative and expensive meat and fish cuts. Sandwiches have come a long way indeed.

The Name is Sandwich

It is said that in 1762, cooks at London's Beef Steak Club, a gentlemen's gaming club held at the Shakespeare Tavern, invented the first modern sandwich. The Society of Beef-Steaks' was very exclusive, with 24

members and the Prince of Wales being its 25th member! They dined off beef stakes, accompanied by generous amounts of port and arrack-punch. The members met at 5 o'clock on Saturdays, from November until the end of June.

John Montague (1718-1792) was the Fourth Earl of Sandwich. Montague was a hardened gambler and was at a table for hours at a time, sometimes refusing to get up even for meals. His valet got him meat tucked between two pieces of breads. Others too were inspired by him and began ordering the same. As Montague was the Fourth Earl of Sandwich, others too began to order 'the same as Sandwich'. Originally, the sandwich was a piece of salt beef between two slices of toasted breads.

But, then, what was this culinary delight called before being called the 'Sandwich'? Mark Morton wrote an article in 2004 and researched widely for it. He says, 'The sandwich appears to have been simply



known as "bread and meat" or "bread and cheese." These two phrases are found in the English drama during the 16th and 17th century. Mark Morton then goes on to give examples of phrases from plays such as 'The Old Wives Tale' by George Peele and 'The Merry Wives of Windsor', by Shakespeare and an anonymous play, 'The Knave in Grain' among other literary works that mention the sandwich as bread and meat or bread and cheese.

Various Breads of Yesteryears

However, the history of bread dates much farther than the history of sandwiches. Research shows that ancient Egypt was the home of modern bread. Archaeologists digging in Egyptian ruins found grinding stones and baking chambers, as well as drawings of 4,000-year-old bakeries and breweries. During this time, bakers were

using different grains to create a variety of flavours for their breads. Wheat, which was the most common grain in Egypt, made excellent loaves.

Then, to make their breads tastier, bakers began experimenting with different ingredients. Honey, eggs, dates, seeds and spices were added to provide a welcome and delicious variety of choices. They would also make their breads in different animal shapes – birds, fish and cows. Though breads were meant for everyday, some had special significance for rituals and festivals.

Breads for Sandwiches

In contemporary India, breads used for sandwiches largely include whole wheat bread, rye bread, the nine grain bread, the brown bread, garlic bread, sesame bread, oatmeal bread and of course, the trademark jumbo white bread.

At the hotels, shelf life of the breads would ideally be 24 hours after baking. At homes, we make our breads last much longer but they soon stop being ideal for a good sandwich. Many a small bakeries are known for their breads or rolls and these too are best enjoyed within a day of the purchase.



Fillings – Essential and the Exotic

There really is no limit to our imagination when it comes to fillings for a sandwich. The traditional ones of course, include BLT (bacon, lettuce and tomato), ham, beef with horseradish, chicken with mayonnaise for the non-vegetarians, and tomato with cheese, cheese with other sauces and just crunchy vegetables for the vegetarians. Then, the more exotic varieties being tried all the time in England can include even chicken tikka masala filling or roasted vegetables; mushroom ragout or indeed a sea food one with salmon or prawns.

Each has its own followers, and sometimes certain stores and restaurants get recognised for doing a particular variety better than others. Americans love their sandwiches

with peanut butter, while Germans like the sour cabbage and the French want their delicate mustard.

Accompaniments to Sandwich

A sandwich can be sold as a single unit in a plastic wrapping but when served on a big plate, it definitely needs some accompaniments to break the monotony. These do not mean the tomato ketchup or even the English mustard. We mean the tangy pickled vegetables or the chunky potato wedges.

These are such an improvement over the boring crisps of the industrial variety or the thin and often tasteless French fries or chips (depending on whether you are from continental Europe or good old England). A couple of salad leaves or coleslaw makes for a welcome addition too.

All said and done, accompaniments and fillings are what sandwiches are truly made of. So experiment with culinary revolutions and remember that you have to enjoy your sandwich variant, and who knows, time might name one filling after you, thereby making your name famous for the posterity to remember !

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CHEF'S CHOICE

Knife is said to be 'life' of a chef. In fact, holding on to a good quality of knife is as important as for any user in the kitchen. In this very segment the most exclusive branded knife of India, which has been closely associated with star hotels and catering units is Remington Steel. Over the years the company has won an essential place in the commercial kitchens of India. The knives



are made from tough, carbon stainless steel that ensures greater edge retention. These knives are heat treated and tempered in an inert atmosphere.

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"Whatever you do, do it with determination and passion"

Chef Manikandan Sivamoorthy, Pastry Chef, JW Marriott Mussoorie



For nearly two decades, Chef Manikandan Sivamoorthy has been spreading his patisserie prowess across hotels and destinations around the world. Today, he brings it all to the dessert table at JW Marriott Mussoorie, as he takes on the illustrious title of Pastry Chef. A journey that began with catering for in-flight meals, quickly progressed as he climbed the rungs from Sous Chef to Pastry Chef and beyond, showcasing his incredible skills front and centre in the pastry scene across several five star resorts and properties: from Mumbai to Kochi, to The H Resort in the Seychelles and most recently, at Shangri-La Ulaanbaatar, Mongolia.

Chef Manikandan considers having worked as a part of the pre-opening teams with major hotel chains around the world as his greatest achievement. It gave him the opportunity to set the kitchen, recipes, menus and standards at a top-quality mark. His travels across the world also earned him a wealth of knowledge and experience in learning the authentic ways of preparing the finest desserts and artisanal breads.

In an exclusive interview with **Sharmila Chand**, he talks about his work philosophy and more...

What are the current hot trends in the Indian Bakery industry?

From the years of experience that I've gained while working with the Germans, French, Italians, Austrians and the Chinese, my biggest takeaway has been that innovation and staying on top of the current trends are vital in this industry. The current hot trends in the Indian Bakery industry are the use of millets, sourdough and grains. Millet flour, when combined with other gluten-free flours, creates a versatile all-purpose flour-like texture. Sourdough bread is an excellent alternative to conventional bread and, with its lower phytate levels, is packed with nutrients and easier to digest. Grains like wheat and rye are commonplace in baking, but the use of gluten-free grains like oats and quinoa is what gives it a new edge.

How did you become a Pastry Chef?

I have been interested in bakery since my childhood. My elder brother had a local bakery and I started early helping with daily chores in the shop. Every day I would return from school and help there. Later I got a chance to work with a German couple who had a bakery shop nearby. They taught me many breads, pastries and confectionery items. That is when the whole horizon opened up for me and I started seeing cooking with a different view.

What is your working philosophy?

Innovation, create top quality products and use sustainable ingredients always. However, at the core of it all, lies discipline, something that may be hard to achieve, but absolutely necessary to maintain. I find my peace and tranquility while creating my desserts—whether it is an innovation or a classic—I am proud of it all.

What inspires you the most?

My ingredients form my greatest inspiration in every circumstance. And the absence of ingredients is not a limiting factor for me, it is an opportunity to think, create something new.

What are your Hot Selling bakery items?

Many of my guests love the breads made from locally procured millets. Apart from that Sourdough breads, Pumpernickel, Multigrain breads and Ciabatta are loved too. Our plated desserts - Opera cake, Tiramisu, Pithivier, Tres leche and fraiser cakes are some of the best in India.

What about the health quotient?

We use bacteria culture in place of yeast for our breads. We don't use any products to enhance the shelf life of breads and bake them fresh daily. We also produce gluten free breads. Our desserts have low sugar and a few are sugar free.

Your favourite tool?

All my tools are important to me and I respect them all. Each has a special part to play in my kitchen.

What are the challenges a bakery chef has to face in his job?

Climate, ingredients and employee skill. Temperature affects the ingredients, cooking and products immensely. It poses a huge challenge pre and post production. And ingredients, being natural, have a tendency to behave inconsistently. However, with experience, we start understanding the ingredients and their qualities to deliver consistent products.

What do you like about your job?

Every day is a new day to learn more. Exploring new places and seeing new ingredients, making new recipes.

What is your strength as a bakery chef?

I love cooking with new ingredients and creating recipes.

Your parting thought?

Marriott supports innovation, top quality production and promotes using sustainable ingredients. Such culinary principles are highly respect-worthy and difficult to part with once we adopt them. This has aligned with my own philosophy now, and I include this thought in my daily life outside the kitchen as well.



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