

OCT-NOV '20 VOL. XII NO. 4 ₹ 100

# BAKERY

Business Magazine for Bakery & Confectionery Professionals

## REVIEW

### A growing... Loaf Affair

**Business**  
Wrap it up!

**Feature**  
Just Make it Naturally Sweet

**Focus**  
Breakfast Cafes

**Ingredient**  
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# BAKERY

REVIEW

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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



Even during the lockdown period bakeries did not stop supplying much needed products to the consumers. Products supplied by industrial bakeries were highly in demanded due to health concerns. During the pandemic the demand for bread from bakeries has increased as it is believed to be more hygienic than staple food from F&B outlets. Cover story talks about bread from reputed bakeries has become popular with consumers of all ages.

As corona virus pandemic rages unabated, globally, people have become more aware about the significance of buying packaged food products, particularly bakery items. They have come to realize that packed bakery items are safer in comparison to products sold loose. The pandemic has impacted the importance of offering products that are prepackaged and individually wrapped. Business story emphasise on how packaging has become an important factor during the pandemic. Consumers prefer to buy packaged food as they believe that these are more hygienic with less usage of human hands.

With the growth of health consciousness, the usage of natural sweeteners is also on the rise in India. It is common knowledge that added sugar in diet gives you excess calories without any nutritional benefit. Feature story discuss how health consciousness in the post-modern Indian society gaining ground. The current issue also focus on how early breakfast can greatly facilitate to give a good and cheerful start to the day.

A handwritten signature in black ink, appearing to be 'Rajneesh Sharma', written over a horizontal line.

# BAKERY

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Paul Hermann, Unsplash



# Annual Chef Awards & Summit by Indian Culinary Forum

The raging Covid-19 pandemic has not deterred the community of chefs from the Indian Culinary Forum to celebrate their annual flagship event of Chef Awards and Knowledge Summit.

Hoping to share a message of strength and positivity to the gastronomic world and to recognise and honour the chefs and their exceptional contribution towards the hospitality industry, the Indian Culinary Forum (ICF) successfully organized The Annual Chef Awards and Summit. By observing the government's orders and guidelines, it was carefully planned and curated to ensure a coronavirus-safe event. Over 60 young chefs competed in eight different categories for the coveted titles in these unprecedented times.

Hosted to commemorate the International Chefs Day, the 17th Annual Chef Awards saw the presence of renowned master chefs and veterans of the hospitality industry at Pride Plaza Hotel, Aerocity, New Delhi. Chef Awards have been conceptualised to bring an international acclaim to Indian cuisine and honour the chefs and their contribution to the hospitality industry and society at large.

ICF also organised the 8th edition of Knowledge Summit which witnessed the participation of the stalwarts of the Indian hospitality sector resulting in knowledge building and thought leadership. The theme of this year's summit was "Exploring



New Horizons and Challenges: Experts Perspectives on Opportunities during These Times". The summit witnessed participation of aspiring chefs, hotel-management students and hospitality professionals from all over India, who discussed, debated and deliberated upon a lot of burning issues relating to the hospitality industry in the Covid times.

The summit was phased over four sessions.

The inaugural session was done virtually by Anil Bhandari, a hospitality industry veteran and Chairman of the Organising Committee on the topic, Exploring New Horizons and Challenges: Experts Perspectives on Opportunities During These Times".

The second session was on Entrepreneurship and Chefs in the Post Covid Times by Celebrity Chef Sanjeev Kapoor, interviewed by Smitha Menon. He advises the aspiring entrepreneurs, "Don't keep waiting for very big opportunities. Start small and build on it. Most chefs think that perfection is a virtue, but I think it can be a

big impediment. Because when you say something is perfect, there is a lot of pressure from yourself, friends, family etc.

Gone are the days for launching anything big and with perfection. So, test and learn. And that's the way to scale up. It gives you an opportunity to correct your course quickly. Don't wait for perfection, because it may be too late."

The third session of the day was a panel discussion on Skills Required by the Chefs - An Industry

Perspective with Varendra S. Dutta, Rajan Bahadur, Sanjeev K Nayar, Mohammad Shoeb, and moderated by Rajiv Gulshan.

The last session was on Future of Food through Sociological Lens by Vir Sanghvi. Mr. Sanghvi was interviewed by Dilip Puri, Founder & CEO at Indian School of Hospitality. The summit was curated by Indian School of Hospitality and co-ordinated by Dr. Chef Prem Ram, Joint secretary Indian Culinary Forum. Those who could not attend the event, also joined the Summit virtually on Zoom App.

Speaking on the occasion, Anil Bhandari, a hospitality industry veteran and Chairman of the Organising Committee ICF, said, "Despite the pandemic, the determination and enthusiasm of the chefs of ICF, is evident from the fact that they have gone ahead full steam to celebrate the 17th Chef Awards and the 8th Knowledge Summit. I am thrilled to see that the chefs who were working behind the scenes are in the forefront. They are setting new standards of excellence in the hospitality industry and inspiring more people to choose this as a career."

Addressing the issue, he further said, "Currently, the National Tourism Awards are given in the three categories. We suggest it should be increased to six categories. We have been requesting the Ministry of Tourism for the last 15 years to honour the distinguished chefs with Padma Shree Award. So far, 2 eminent chefs have been given Padma award but again it has stopped. I would request the Ministry of Tourism to take up this matter again to ensure competent chefs are given Padma award every year. It's high time we must bestow our chefs with Padma Shree Awards just like filmstars, sportspersons,

## The Winners of the 17th Annual Chef Awards:

Lifetime Achievement Award: Chef Arun Agarwal

Golden Hat: Chef Arvind Rai of The Ashok, Delhi

Silver Hat: Chef Vinod Bhatti of IKEA

Pastry Chef of the Year: Chef Tarun Kumar of Sunrise Victuals, Sonipat.

Lady Chef of the Year: Chef Nandita Karan The Lalit Chandigarh

Master Chef of the Year: Chef Setu Gupta of Le Meridien

Master Chef Kebabs: Chef Surender Singh of Le Meridien

Master Chef International Confectionary Award: Chef Manish Kanojia of Radisson, Gurugram

Master Chef Indian Sweets Award: Chef Dalbir Singh of Ashok Hotel

Master Chef International Cuisine Award: Chef Rajnish Rawat of Radisson, Paschim Vihar

Master Chef North Indian Cuisine Award: Chef Mehboob Alam of Ashok Hotel

Master Chef Oriental Cuisine Award: Chef Nima Tshering Lepcha of Radisson Blu, Delhi Airport

Master Chef Baker Award: Chef Narendra Singh of IHM, Gwalior

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economists and various other fields are honoured, so why not the chefs every year."

Chef Davinder Kumar, President Indian Culinary Forum also shared his views, "In these testing times of Covid-19, it was an overwhelming experience for ICF to have successfully organized the 17th Chef Awards and 8th Chef Summit. The challenge of organizing this event under constraints by circumstances has truly infused more enthusiasm and excitement in us. Digital platform and technology have been harnessed to bridge social distancing. Alongside the Annual Chef Awards, month-long activities have been executed this year, like ICF'S first cook-off series where Senior Masterchefs conducted amazing culinary demonstrations of immunity building recipes which were witnessed by thousands of people. The Chef Awards was instituted way back in 2004 and has evolved over the years, but certainly, the focus remains to not only honour and promote the fraternity of chefs but also encourage young talent to take up this profession, and at the same time raise the overall standards of culinary art in India by bringing it at par with international standards."

Chef Vivek Saggat, General Secretary Indian Culinary Forum, opined "You can have a great career only if it's built on a solid foundation. The right training can take you places and therefore, the Chef Awards is not just a competition, it is an opportunity for chefs to learn about the modern techniques and mechanisms that are used in kitchens across the world. They understand the value of getting basics right even while innovating. The association has been giving due recognition to the unknown faces, who bring smiles on the faces of diners for 17 years now. By imparting improved education and organising grand industry-specific events, we keep moving one step ahead and set new benchmarks in the hospitality industry."

As a build-up to the awards, four days' culinary competitions, i.e. Trade Tests were held at IBCA Vikaspuri, New Delhi amongst the budding and promising chefs in 8 different categories. Over 60 of culinary artistes showcased their creativity and skills during these competitions. Notable and renowned chefs were the jury members in this year's competitions, while Chef Sireesh Saxena was the organizing secretary under whom the competitions were also supervised. The Chef Awards also honoured the industry veterans in six other sought-after categories. The winners were selected by a panel of an esteemed jury.

## Institute of Bakery & Culinary Arts (IBCA)



This year the ICF competition was held at IBCA (Institute of Bakery & Culinary Arts), a leading institute in teaching and learning for Bakery and Culinary programmes with national and international certificates. Accredited with City & Guilds (London), Tourism and Hospitality Skill Council, India (THSC), and National Skills Development Corporation, India (NSDC). Founded by Chef Balendra Singh, having more than 20 years of experience in the industry, today IBCA

has top industry experts, who have gained a wealth of experience in this industry, to prepare the next generation for upcoming challenges in their Bakery and Culinary Arts career. All courses offered by institute follow an international curriculum to give students the right exposure for equipping them with the highest standards. IBCA follow strict guidelines that instill discipline and aptitude in students for preparing them as per the prevailing industry standards.

## Best Bakery Chef Award for Chef Tarun

This year the Best Bakery Chef Award went to Chef Tarun. He started his career in 1999 as commis in Bikaner and New Delhi where he got trained in Pastry and Bakery for 3 years. Later he joined The Park Hotel as Commis-3 where he received notable appreciation due to his hard work and determination.

In 2004, he moved to Le Meridien Hotel with Chef Davinder Kumar, who he considers as his mentor & also have been associated with him in ICF as a senior member. Late Pastry Chef Singharia as his Teacher groomed him and introduced to Aahar, where he won the Gold Medal in Chocolate Showpiece, Silver & Bronze Medal in pre-plated desserts.

In 2008 joining Galbiati Hotel, Singapore was a turning point of his life. He joined as Pastry Chef and worked with Chef Roberto Galbiati, under whose guidance he improved business and customer palatability, honing skills and creativity. In 2009 he came back to India and joined The Hans, New Delhi. In 2010 he became the significant part of pre-opening team of Radisson Blu, Dwarka. He contributed his ideas for developing Atrium and Restaurants. Later he joined Tandoori Nights Grand Catering Services in 2011, where he had the opportunity to design Cake for Sachin Tendulkar on his

retirement party. He as Pastry Chef in Fortis Hospital, Gurgaon in pre-opening Team, introduced Sugar Free and Allergen Free menu for patients.

In 2014 Chef Tarun joined Shineroad as a Corporate Chef taking care of Sales, Marketing and consumer support. During this period in 2015 he with his team made (400 ft / 4500 kgs) Cake on 50th Birthday of Salman Khan. In 2016, leading a team of 30 Chefs broke the Guinness World Record of tallest pyramid cake (7ft High / 3750 Kg) on Prime Minister Narendra Modi Birthday.

In 2017 he joined Sunrise Victuals as Corporate Chef providing market support and insights related to Non-

Dairy Whip Toppings, Fine Cake, Bread Mixes and Dessert Dressings. Here once again in 2018 prepared longest Cake on the birthday of Honourable Prime Minister Narendra Modi (680 ft / 6850 Kg).

Apart from work he has represented World Chef Battlefield held in Malaysia with his team and made the Nation proud by winning Bronze Medal. He is the jury member for Indian Culinary Forum since 2016. Since 2017 he is the Jury member for World Skills and he is associated with many colleges as Jury/Guest Lecture for Amity, CIHM, RIGS.








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
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## Fabelle Exquisite Chocolates Launches 'Fabelle La Terre'

ITC Ltd.'s Fabelle Chocolates, acclaimed for creating unparalleled chocolate experiences in the country has unveiled its latest offering 'Fabelle La Terre' a creative reimagination / rendition of 100% Earth Positive chocolate. Ahead of Diwali, the brand has unveiled a one-of-its-kind, unique chocolate variant.

Launched at a virtual event, 'Fabelle La Terre' addresses the growing consumer trend of indulging in products from trustworthy brands that offer safety and hygiene while embedding a positive environmental impact at the core. The conscious interpretation of the current situation led to the genesis of 'Fabelle La Terre'.

In the backdrop of consumers' evolving preferences and its resolve to create a positive environmental footprint, Fabelle has decided to present them with guilt-free indulgences in the form of an Earth Positive chocolate. Fabelle La Terre is inspired by



the nature and re-imagines the planet Earth in a praline format made with only two ingredients, Indian cocoa from Idukki Mountains in Kerala and Honey from Karnataka. The chocolate has been hand crafted with 100% Indian/ single origin chocolate filled with 33% Honey.

The chocolate's conceptual simplicity translates into an uncompromised, multi-textural, multi-sensorial chocolate experience by Fabelle's Master Chocolatiers' distinguished capability for creating unique blends and flavour. The Indian Cocoa bean, known to have acidic notes and leave a harsher, bitter after taste has been masterfully paired with Karnataka honey, known for its pleasant, floral taste notes to balance, complement and bring alive the true flavours of both ingredients.

In appearance, Fabelle La Terre praline represents earth elements. The shell which

is made of 100% dark chocolate represents Earth's surface, encasing a blend of cocoa and honey, representing abundance of water on the planet as it makes up 3/4th of Earth's surface. Since honey has a unique property to remain fluid even at low temperatures or in the refrigerator, it also makes it an ideal ingredient to enliven the concept.

Commenting on the launch Anuj Rustagi, COO - Chocolate, Coffee, Confectionery and New Category Development – Foods Division, ITC Ltd, said, "Delivering unparalleled and one-of-its-kind chocolate experiences form a major part of Fabelle's core philosophies. The current situation has made all of us conscious and aware about the critical need to preserve the environment and embed sustainability in our thought and action. The launch of 'Fabelle Earth' is our first step towards contributing to the mother earth and we look forward to consumers supporting this endeavour".

## COLOCAL - The Cacao Artisans, Launches Flagship in the Capital

COLOCAL, an artisanal chocolate brand, launches its flagship in Delhi at Dhan Mill, Chhattarpur. COLOCAL is a bean-to-bar concept and features a chocolate factory along with casual café dining. Conceptualized by Sheetal Saxena and Nishant Kumar Sinha, COLOCAL is a result of their love and passion for chocolate and coffee. COLOCAL aims to redefine the chocolate indulgence experience in the capital.

The location, Dhan Mill at Chhattarpur, serves as the perfect backdrop with its charming, luxurious and niche vibe, dotted with couture fashion houses, cafes, high-end brands, creative studios and a lot more intriguing outlets to explore. Commenting on the launch, Sheetal Saxena, Co-Founder, COLOCAL, says, "The launch of COLOCAL is a dream come true for us. When we started working on this project, everyone said it requires a skill set and formal knowledge to be able to understand it. However, we broke this barrier and learned that all we need is sheer passion and dedication to succeed at anything. All our team members are from a village, adopted and trained by us, they were unschooled before about the nitty-gritty and details. They make the most amazing chocolate with all the love, care

and precision. Brand COLOCAL is artisanal, sustainable, zero waste, passion-driven and approachable. Our objective is to educate people about chocolate and create a "bean to bar" market for them to explore the whole process and technique of making chocolates. Our ideal audience is inquisitive, experimental, chocolate lover, coffee lover and a foodie."

The brand sources the Cacao from Tamil Nadu and Kerala, the two regions where the best quality cacao is grown in India. Once the beans are plucked from the Cacao tree, they are then taken for fermentation at a high temperature to get the right profile. After fermentation, the beans are left for 3-4 days to dry completely before the process of roasting starts. Roasting is the most important yet momentous part of the entire process. It brings out the desired notes, taste, colour and texture of the cacao beans. Once the beans cool down, they are cracked open and separated. Then the Cacao nibs are crushed and sugar is added to make the final chocolate bars. After the Cacao nibs are crushed and made into chocolate liquor, they are further conched to remove the acidic acids from the bar for a better after-taste. Tempering is the final step and

this is what decides the final finish look and taste of the chocolate. All chocolates are tempered at different temperatures and are packaged and distributed around the world. The entire process of making a bar out of roasted cacao beans takes up to 72 hours.

The menu at COLOCAL is handpicked and assorted with a mix of Italian and Continental fare such as Sourdough Pizzas, handmade Pastas, scrumptious burgers and sandwiches, not to forget the most popular and celebrated Roastery Coffee House coffee beverage menu. It also incorporates delectable drinks and food menu made using the in-house chocolates like hot chocolate, cold chocolate, cacao cold brew, to name a few. COLOCAL also offers baked goods and bakery items overwhelmingly revolving around chocolates. The appetizing desserts include Chocolate Soufflé, Chocolate Tart, Cakes, Chocolate Babka, Sourdough, Croissant, Pain au chocolat, amongst many more intriguing treats.

The vibe of the place is unadorned, casual, chic and homely, where guests can feel completely at ease. The exquisite interiors are primarily in white and yellow, which create a warm and welcoming ambience for the visitors.

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## A growing... **Loaf Affair**

Since the beginning of recorded time, bread has been considered as “staff of life”, since it is consumed at all times of the day. During the pandemic the demand for bread from large bakeries has increased as it is believed to be more hygienic than staple food from F&B outlets. Bread from reputed bakeries has become popular with consumers of all ages. The health benefits of bread are also numerous. Epidemiological studies have shown whole grain products reduce type 2 diabetes, hypercholesterolaemia, metabolic syndrome, and coronary heart disease as well as cardiovascular mortality. Besides the health benefits it is a food that can be consumed at any time of the day. This convenience victual is becoming increasingly popular with the millenials, nuclear families and even the elderly as it provides hassle free meal, without the laborious process of cooking. **Ashok Malkani** views the popularity, variety and health benefits of this bakery product.

**B**read, with the stay-at-home compulsion due to corona virus, is assuming dimensions of becoming a staple food. Bread is no longer just had at breakfast, it is being consumed at lunch and dinner and even in the evenings, as a snack.

Bread, in all its various forms, is the most widely consumed food in the world. It forms between 10% to 40% of our daily caloric content. Not only is it an important source of carbohydrates, it's also portable and compact, making it more popular during this critical period.

Bread has been a staple food all over the globe for thousands of years. People continue to consume it due to its convenience, portability, nutritional value and taste.

Bread is not just a loaf made from refined wheat flour. Today, we have fruit bread, sweet buns, and, with the younger generation preferring low calorie, fibre rich food, the bakers' have come up with whole wheat bread, multigrain bread, etc.

Bread has also moved on from the hand-made variety. Now an entire range of equipment – rotary bread oven, walk-in proofer, dough kneader, planetary mixer, spiral mixer, automatic cookie machine and others – are at service for mass production.

### Variety of Breads

Some of the multifarious breads that are popular globally are:

**White Bread:** This is most commonly used bread in India. It is made from wheat flour from which bran and germ layers have been removed. The flour is further bleached by chemicals like potassium bromate, azodicarbonamide or chlorine dioxide gas



to remove the yellow shade and make its baking properties more predictable.

**Fruit Bread:** This is white bread to which fruit and sugar are added. Popular fruits used are raisins, dried fruits, currants.

**Whole Wheat Bread:** Made from wheat flour, where the flour has about 100% extraction from the grain, it is sometimes referred as 'wholemeal bread'. Wholemeal bread contains higher concentrations of minerals and vitamins than white bread as it retains the bran and germ of the wheat. More and more people, conscious about its health benefits are opting for this bread.

**Brown Bread:** Usually whole wheat bread uses wheat germ along with bran, in the baking process. Bran makes up 10% of the recipe. In some places caramel is added to the white bread to give the bread the brownish tinge.

**Multi-grain Bread:** Normally flours like whole-wheat, all-purpose, and rye, are combined to make the bread. It can include

flax, oats, and barley. Whole grains may also be added to the dough. There are "light" and "heavy" multigrain breads. "Light" multigrains have an openness similar to white bread, with small kibbled grains, oats or other wheat mixed through the bread. "Heavy" multigrain breads are characterised by small volume, dense texture and a high grain content.

**Rye Bread:** Believed to have originated in Europe, it uses either only rye flour or a mixture of rye and wheat flour. Dark in colour, it has a strong flavor. Rye bread can come light, medium or dark, depending on which part of the rye berry is used to make the flour.

**Sourdough Bread:** For this bread flour and water are fermented before it is made. For leavening the flour a type of acid – usually baking soda or yeasts – is added to the dough. This creates lactic acid, which gives the bread its signature, slightly sour flavor. The bread's texture is dense as compared to other breads.

**Baguette:** This conjures up image of Eiffel tower. This long stick like loaf, also called the French bread (due to its origins) is made with flour, yeast, water, and salt. The baguette is distinguished by its chewy crust, feather-light interior and topside slashes, which allow for gas expansion during baking

**Bread Stick:** These pencil-thin dry breads are usually had as appetizers.

**Bioche bread:** Invented by the French, this sweet yeast bread is loaded with eggs and butter. It is now commonly used in burger buns and dinner rolls

**Ciabatta:** Hailing from Italy, where the word means 'slipper', it is usually flat and broad, somewhat collapsed in the middle. This flavourful bread is used in paninis and





sandwiches.

**Challah:** Integral to the Jewish faith, this braided bread is made with eggs and is sprinkled with poppy and sesame seeds on the top.

**Focaccia:** Originating from Italy, it is a flat dimpled yeast bread. It is often topped with olive oil, rosemary and coarse salt. The name is said to have been derived from the Latin *panis focacius*, which means fireplace bread.

**Pita Bread:** Like the Indian *naan* and *roti*, or the Mexican *tortillas*, Pita is a soft round flat bread, which originated in Middle east. It is cooked at high temperatures, causing the dough to puff up, leaving a handy interior pocket. You could stuff these pockets with goodies like falafel or wrap the bread around ingredients.

And let us not forget the Pizza Bread and the popular Indian breads – Roti and Naan.

Bread, with its infinite combinations of different flours and differing proportions has resulted in it acquiring a wide variety of shapes sizes and textures.

It can be served in different forms at any meal of the day or eaten as snack. At times, it is also used as an ingredient in other culinary preparations.

### Nutritional Value

As far as nutritional value is concerned, it may be mentioned that bread is a key staple and is said to provide many nutrients needed for normal development and health.

White bread is said to be fortified with calcium. Four medium slices per day would provide over 30% of the recommended daily intake of calcium which we need every day to maintain healthy bones and teeth.

Whole wheat bread provides fibre to keep our digestive system healthy. It helps control blood sugar and cholesterol levels.

Did you know that bread is the third biggest contributor of protein in our daily diet? Protein is essential for growth,

development and repair of the body. White bread is fortified with iron, which is important for energy and concentration, a healthy immune system and healthy blood.

A wide range of vitamins and minerals including B group vitamins thiamine (B1), Niacin (B3) are also present in bread. They are important for releasing energy from food and maintaining healthy skin, eyes and nails. It contains the B vitamin Folate (Folic Acid) which is important for pregnancy as it can help to prevent neural tube defects such as spina bifida.

Breads are rich in complex carbohydrates, which are an important part of our diet as they provide us with energy.

This bakery product is low in calories, fat and sugar. A medium slice of white bread contains 77 calories, 0.6g of fat while brown bread contains 72 calories and 0.7g of fat. A slice of whole wheat bread has 79 calories and 0.9g fat.

Most breads are low in sugar which is important for healthy teeth and maintaining a healthy weight.

### Cultural Significance

Beyond providing nutrition, bread also has been an important staple food product to many cultures over the centuries. It is referred to as the “staff of life” in the Bible.

Bread is significant in Christianity as one of the elements (alongside wine) of the Eucharist (also referred to as the Lord’s Supper).

Bread has significance in the western world and the Greater Middle East. Arabs eat bread with every meal. They believe it to be divine gift from God. Egyptians call bread ‘aysh’ which means “life itself.” In the Arab world, if a piece of bread falls on the floor, a person will pick it up and kiss it, then eat it.

This habit was picked up by the Spanish people during their long stay in the Iberian Peninsula. In Spain, when a piece of bread falls on the floor, they will say “Es pan de Dios” (It is God’s bread)

The political significance of bread is also not to be undermined. The inflated price of bread in Britain, in the 19th century, due to corn laws (which imposed tariffs on imported cereal grains like wheat, oats, barley – which came under the general term of “corn”) caused major political and social divisions. The heavy punishments due to Assize of Bread and Ale in the 13th century demonstrated the importance of bread in medieval times. Bread had also been mentioned in Magna Carta, half a century earlier.

Bread is a popular food in almost all cultures of the world, with an ancient





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history and ritual uses that go well beyond economics.

### History of Bread

Bread, in various forms, is considered to be the most widely consumed food in the world. Being an important source of carbohydrates, this portable and compact bakery product has been an integral part of our diet for thousands of years. Scholars sate that humans started baking bread at least 30,000 years ago. Making bread dates back to as far as the Neolithic age; it's undergone a massive change since its humble beginnings.

According to history the earliest bread was made in the Middle East in 8000 BC. Prehistoric man had already been making gruel from water and grains, so it was a small jump to starting cooking this mixture into a solid by frying it on stones. A study conducted by National Academy of Sciences found traces of starch (probably from roots of cattails and ferns) in prehistoric mortar and pestle-like rocks.

Charred crumbs of a flatbread made by Natufian hunter-gatherers from wild wheat, wild barley and plant roots between 14,600 and 11,600 years ago have been found at the archaeological site of Shubayga in the back desert in Jordan, predating the earliest known making of bread from cultivated wheat by thousands of years.

As long ago as 2,000 BC the Egyptians knew how to make fermented bread. The practice was to use a little old dough, or leaven, to "start" the new dough. These two doughs were mixed together and allowed to ferment (rise) for some hours before baking.

But how did bread come to India? Since India has no history of ovens, how did we include this product in the *desi* meals?

It was through the Portuguese people, who found their way to India through Goa and the Middle East. The concept of refined wheat flour (*maida*) and ovens found its way in India through the Middle East and Goa. But there was no *maida* and several other ingredients available in India an enterprising Portuguese baker used whole wheat flour (*atta*) and added a few drops of toddy as replacement for yeast to aid fermentation process. In the absence of ovens, he used his street smartness and, with the help of a hot surface to bake small pieces of bread and created a Goan version – or the *desi* version – of Pao (which we now call as *pav* in our popular cuisine – Pav Bhaji.

## HISTORY OF BREAD

### FROM WHOLE GRAIN GRUEL TO MODERN WONDER

- 10,200 B.C.** Neolithic people made the first whole grain flat bread from water and grains by frying it on stones! Mmm... frybread!
- 300 B.C.** Ancient Egyptians start leavening bread - yeast is discovered and suddenly bread consumption is on the rise!
- 450 BC** Ovens resembling our modern appliance are created by the Greeks.
- 1610** Bagels are all the rage in Poland as a gift given to women in childbirth.
- 1724** Bread Riots erupt in France due to crop failure, short supply of baked loaves, and skyrocketing prices. Bread becomes revolutionary!
- 1917** Otto Rohwedder creates the first mechanized bread slicer.
- 1921** American White Bread hits the grocery store shelves; so light and fluffy it truly is a wonder!
- 1928** The toaster is invented. LOVE AT FIRST BITE!
- 2011** Gluten is to blame for health problems in the USA.
- 2013** The FDA steps in to regulate Gluten-Free products hitting the consumer market.
- 2014** Whole Grain Bread – The newest diet craze since prehistoric frybread!
- 2017** Lin comes to the rescue! Man might not be able to live on bread alone, but woman can!

### New Trends

But we have come a long way from the pav and there is a variety of breads available today. Bakers have to keep abreast of the new trends emerging in the bakery industry globally. To remain competitive they have to satisfy the consumer demand for healthy products. The market research firm, Mintel, states that the new trends today are based on health and wellness, convenience and sustainability.

Mintel reveals that freshness is one of the major criteria for purchase of bread. New enzymes and leavening agents for improving texture and dough workability and bread volumes are, according to the research firm, important factors in improving the quality of bread. It discloses that enzymes like amylases improves the formation of protein networks in dough that affect crumb structure and bread texture, and improve shelf life.

One of the trends that has come up is the preference for lighter and healthier foods which has resulted in popularity of multigrain bread, brown bread, sweet bread or even gluten-free bread. Mintel predicts a taste for brightly coloured, vegetable-based breads. These types of bread are currently niche in Europe. They use ingredients like carrot, beetroot or spinach gaining traction as they appeal to consumers' demand for food with greater health benefits.

Fermented sourdough bread, believed to be good for the gut (as the mother dough has a wild yeast rather than the actual yeast), is proving popular. The wild yeast neutralises phytic acids in the bread, which makes it easier to digest it.

With quarantine due to the pandemic several home bakers have taken to making sourdough bread, which has led to a social media war between the bread makers and the bread nay-sayers.

Artisan bread is slowly acquiring popularity. Of late, these breads have been finding a loyal market across metros in India. This bakery product has an open cell structure, thick crust, intense flavor and chewy texture – and no two loaves look exactly alike.

### Conclusion

With increasing number of working population and the growing number of health conscious consumers there is a hectic change in the routine and choice of selection of bread by them. With the change in the working routine, particularly in this pandemic period, and the likelihood of the corona virus menace to continue for some time, the likelihood of the consumers to opt for bread as their staple food – not only for breakfast but also for some of the other meals – is likely to result in an increased demand for this bakery product. Awareness regarding the consumption of a balanced and healthy diet to reduce health problems is likely to add to the growing demand for bread, with various new ingredients. ■

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## Nutritional Value of Bread, Rye

Serving Size: 1 Slice, Regular, 32 g  
Calories 83 Kcal. Calories from Fat 9.54 Kcal.

<b>Proximity</b>	<b>Amount</b>	<b>% DV</b>			
Water	11.94 g	N/D	Vitamin E (alpha-tocopherol)	0.11 mg	0.73%
Energy	83 Kcal	N/D	Vitamin K (phylloquinone)	0.4 µg	0.33%
Energy	347 kJ	N/D	<b>Lipids</b>	<b>Amount</b>	<b>% DV</b>
Protein	2.72 g	5.44%	<b>Fatty acids, total saturated</b>	0.2 g	N/D
Total Fat (lipid)	1.06 g	3.03%	Myristic acid 14:00 (Tetradecanoic acid)	0.004 g	N/D
Ash	0.8 g	N/D	Palmitic acid 16:00 (Hexadecanoic acid)	0.123 g	N/D
Carbohydrate	15.46 g	11.89%	Stearic acid 18:00 (Octadecanoic acid)	0.074 g	N/D
Total dietary Fiber	1.9 g	5.00%	<b>Fatty acids, total monounsaturated</b>	0.42 g	N/D
Total Sugars	1.23 g	N/D	Palmitoleic acid 16:1 (hexadecenoic acid)	0.004 g	N/D
			Oleic acid 18:1 (octadecenoic acid)	0.415 g	N/D
<b>Minerals</b>	<b>Amount</b>	<b>% DV</b>	Gadoleic acid 20:1 (eicosenoic acid)	0.001 g	N/D
Calcium, Ca	23 mg	2.30%	<b>Fatty acids, total polyunsaturated</b>	0.256 g	N/D
Iron, Fe	0.91 mg	11.38%	Linoleic acid 18:2 (octadecadienoic acid)	0.236 g	N/D
Magnesium, Mg	13 mg	3.10%	Linolenic acid 18:3 (octadecatrienoic acid)	0.019 g	N/D
Phosphorus, P	40 mg	5.71%	<b>Amino acids</b>	<b>Amount</b>	<b>% DV</b>
Potassium, K	53 mg	1.13%	Tryptophan	0.031 g	7.05%
Sodium, Na	193 mg	12.87%	Threonine	0.082 g	4.66%
Zinc, Zn	0.36 mg	3.27%	Isoleucine	0.102 g	6.10%
Copper, Cu	0.06 mg	6.67%	Leucine	0.185 g	5.01%
Manganese, Mn	0.264 mg	11.48%	Lysine	0.075 g	2.24%
Selenium, Se	9.9 µg	18.00%	Methionine	0.044 g	N/D
Fluoride	16.3 µg	0.41%	Cystine	0.055 g	N/D
<b>Vitamins</b>	<b>Amount</b>	<b>% DV</b>	Phenylalanine	0.132 g	N/D
<b>Water Soluble Vitamins</b>			Tyrosine	0.068 g	N/D
Vitamin B1 (Thiamin)	0.139 mg	11.58%	Valine	0.121 g	5.73%
Vitamin B2 (Riboflavin)	0.107 mg	8.23%	Arginine	0.104 g	N/D
Vitamin B3 (Niacin)	1.218 mg	7.61%	Histidine	0.058 g	4.71%
Vitamin B5 (Pantothenic acid)	0.141 mg	2.82%	Alanine	0.096 g	N/D
Vitamin B6 (Pyridoxine)	0.024 mg	1.85%	Aspartic acid	0.141 g	N/D
Vitamin B9 (Folate)	35 µg	8.75%	Glutamic acid	0.833 g	N/D
Folic Acid	19 µg	N/D	Glycine	0.097 g	N/D
Folate, food	16 µg	N/D	Proline	0.291 g	N/D
Folate, DEF	48 µg	N/D	Serine	0.133 g	N/D
Choline	4.7 mg	0.85%			
Vitamin C (Ascorbic acid)	0.1 mg	0.11%			
<b>Fat Soluble Vitamins</b>					
Vitamin A, IU	2 IU	N/D			
Beta Carotene	1 µg	N/D			
Lutein + zeaxanthin	17 µg	N/D			

\*Above mentioned Percent Daily Values (%DVs) are based on 2,000 calorie diet intake. Daily values (DVs) may be different depending upon your daily calorie needs. Mentioned values are recommended by a U.S. Department of Agriculture. They are not healthbenefitstimes.com recommendations. Calculations are based on average age of 19 to 50 years and weighs 194 lbs.

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# Wrap it up!



Packaging has become an important factor during the pandemic. People prefer to buy big brand packaged food products as they believe that these are more hygienic with less usage of human hands. They believe that packed under hygienic conditions, untouched by human hands, these packaged bakery products are less likely to spread the dreaded disease. The manufacturers' objective of packaging food products is to protect it from spoilage or deterioration due to physical or chemical damage. Packaging, thus, not only ensures hygiene, by preventing tampering, but also helps in keeping the food from decaying. Besides this, it also provides product information and makes it look more presentable and appetizing. **Ashok Malkani** takes a look at the different types of packaging material available for bakery products and how they aid in increasing the products' shelf life. New technologies have been adopted to enable bakery products maintain their freshness. He also takes a look at the future of bakery packaging to enable those desirous of entering the bakery packaging field, or starting a new bakery, keep abreast of the new emerging trends.

**A**s corona virus pandemic rages unabated, globally, people have become more aware about the significance of buying packaged food products, particularly bakery items. They have come to realize that packed bakery items are safer in comparison to products sold loose. The pandemic has impacted the importance of offering products that are prepackaged and individually wrapped.

Corona virus pandemic has paved the way for clean and hygienic environment inside the factory too. Proper maintenance of the machines and hygiene control are the important factors in the production of bakery products.

Today packaging in the bakery industry has become as important as the contents. Packaging saves the product from being touched by hands multiple times, decreasing the possibility of being contaminated and carrier of diseases during the pandemic. Besides keeping the product hygienic, packaging also prolongs its shelf life and facilitates long distance transportation.

Bakery products, it may be mentioned, are popular not only among the millenials but with people of all ages – and at all times! Be it breakfast, lunch, dinner or even between meals! Bakery products are good for your health. They are an important source of nutrients viz. energy, protein, iron, calcium and several vitamins. Bread and biscuits contain 7.5%

and 7.8% of proteins respectively.

Biscuits which can be consumed during travel and also at home, due to the variety of pack sizes, are among the cheapest processed food items. Offering substantial energy, they play an important role as diet supplement for children as well as adults.

According to First-ever State of Snacking Report by Mondelez International, Indians are snacking a lot more during the day, sometimes replacing a whole meal with small snacks consumed throughout the day. In India, snacking is clearly becoming a big trend with more companies looking at expanding their portfolio beyond chips and cookies.

Be it snacks or other bakery products like bread, biscuits or cakes packaging is essential not only to maintain the freshness of the product but also to ensure products' safety, organoleptic characteristics, ergonomics and flexibility .

To keep bakery products mold-free and for them to have good texture the industry has turned to preservatives like calcium propionate and organic acids such as ascorbic and fumaric acids to combat mold growth. Fumaric acid reduces spoilage eliminates translucency and extends life of products for long. Bakers also use Sobric acid, which provides powerful anti microbial benefits and creates fluffier finished products.

Most of the baked products have only a few days shelf life at ambient temperatures. The most common type of spoilage organisms are moulds. The two most important factors for mould formation are water activity and storage temperature. Lower water activity and storage temperature result in longer shelf life of the product. And these can be achieved by suitable packaging of the product!

### Requirements of Packaging

Packaging is an important aspect of bakery products not only to prevent it from mould formation and ensuring longer shelf life but also due to the fact that it provides information about the ingredients used in the product and giving it an attractive presentation, which is an important part of marketing of bakery products. Packaging plays a great role for this! Besides attracting consumers, packaging



also ensures that baked goods and pastries arrive at their destination looking and tasting as stunning as they did in the display case. Packaging also plays a vital role in branding your business.

Packaging, in general, must meet the following four basic requirements:

- The biscuit pack must give mechanical protection to the product. This can be achieved either by packing the biscuits in end-fold style portion packs or by gas flushing the pillow packs, thus preventing breakage during transport and retail handling. Ready to sell individually wrapped packs eliminates the hygiene factor risks since the biscuits do not come in contact with the external environment. The appropriate films and correct sealing prevents any infestation by insects. The result is a product, which is fresh and tasty throughout its shelf-life. The pack must be perfectly heat-sealed in wrapping materials with the required barrier properties against light, humidity and external odours.

- The packaging must appeal to the



potential customers and stand out against other competing products and serve as an effective advertising tool.

- The package must have detailed information about the product such as composition of the product, nutritional value, price information etc.

- It must Satisfy consumer demand for convenience packaging by providing different pack sizes, convenient packet opening facilities like tear tapes, incision cuts etc.

The rising consumer inclination for packaged bakery products is definitely going to increase demand for packaging material of bakery products.

It may be mentioned that bakery industry, with over 2,000 industrial bakeries producing 1.4 million tons of bakery products and 1,000 small bakeries producing 1.8 million tons of bakery products, is one of the largest segments of the food processing industry. India is the second largest producer of biscuits (cookies) in the world after USA.

Packaging is of great importance in the final choice of the consumer because it involves appeal, convenience and information.

For an entrepreneur planning to invest in packaging of bakery products it may be mentioned that bakery products comprise of breads, unsweetened rolls and buns, doughnuts, sweet and savoury pies, pizza, quiche, cakes, pastries, biscuits, crackers and cookies

For baker, presentation and bakery packaging are of great importance for his products.. Packaging also plays a vital role in branding your business.

With smart packaging bakers can now imbed technology right into packaging to provide the consumer with more convenience, security and information.

Packaging can now be imbedded with NFC chips or printed QR codes.

Smart labels can be scanned using a smartphone to provide more information about the product. Smart packaging can track several parameters like pH, temperature, fermentation to ensure freshness, flavour, quality, etc. Technology-enabled packaging can also be used to add cosmetic appeal.

The different type of packaging are: primary package : Eg: metal cans, paperboard cartons, glass bottles and plastic pouches. 2) secondary package: eg: corrugated case or box, 3) Tertiary packaging stretch-wrapped pallet of corrugated cases

There are various packaging materials, namely flexible packaging (laminates, wrappers), plain cardboard boxes, display boxes, vertical pouches or sachets, poly bags shrink wrapped/over-wrapped boxes and trays and tube packaging.

### Uses of Different Types of Packaging

All these materials are used for packaging of different bakery products.

**Flexible packaging:** These 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.

Another widely used material, is Biaxially Oriented Polypropylene film commonly known as OPP. For less demanding applications OPP monofilm is used while for higher quality products, duplex OPP or OPP combinations (pearlised or metallised) such as OPP/PE, OPP/PET etc. are used.

Today most of the biscuits 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 production and overall economy.

Bread is now packed in plastics films such as LDPE, LLDPE-LDPE and PP.

Since cakes, pastries and doughnuts contain high moisture content they are prone to mould growth and so the packaging material used is Polypropylene (PP), Cast Polypropylene (CPP), Poly Vinyl Chloride (PVC) etc..

**Plain Cardboard boxes:** These are slightly thicker than normal paper boxes and are used by several bakers to pack biscuits.

**Cake boxes:** Solid board and folding carton cake boxes are usually used by bakeries to provide protection to cakes and other bakery products while in transit from bakery to consumer. An interesting innovative cake box, called 'Torten Boy' consists of a tray and lid. This box can be opened from two sides allowing the cake to be removed horizontally rather than upwards. Corrugated cake boxes are often used for large premium cakes that require maximum protection. Some of these boxes have window patching, to enable consumers visibility of the product.



**Baking trays:** They are used to present, protect and cook food products including breads and cakes. The paper based baking trays, being environmentally friendly are preferred to plastic or foil trays. Made from corrugated, solid board or folding carton, they are suitable for direct food contact. The trays are heat resistant and can be used safely in ovens. This provides maximum convenience for consumers who are able to cook the product in its packaging.

**Biscuit liners:** The liners wrap around biscuits to form a tight protective sleeve between the biscuit and the outer packaging. They provide protection for the transportation, storage and display of biscuits.

**Cake base discs:** Made normally from corrugated cardboard, they provide a solid base for the transportation, storage and display of cakes.

**Poly bags:** Breads are packed in them. The bags are tied through twist n tie bands or stickers.

**Thermoformed plastic trays:** Made from polystyrene or PVC these trays have multiple cavities for packing assorted biscuits, pastries, cookies etc. They are closed with a snap-on lid or overwrapped or shrink-wrapped or sealed with a lidding material. They significantly increase the shelf-life and maintain the original quality of the product.

**Tin boxes:** These are as popular with the masses as they were in the earlier days. They are used for packing cookies and biscuits which are soft and liable to break.

**Zip pouches:** These resealable pouches have a zip integrated in the pouches to open and close them whenever required thus keeping the product crispy and preventing



moisture from entering the bag.

**Tube packaging:** These cylindrical tubes of different heights are used for packing cookies, biscuits, etc

### Advanced Packaging Technology

Packaging technologies have evolved, helping in extending shelf life of wide range of baked goods as well as snack products. Advancements in modified-atmosphere packaging (MAP) and active, enhanced-barrier packaging materials are two instrumental aspects of this evolution, preserving product freshness while maintaining peak food safety.

MAPS, due to absence of oxygen – or very low oxygen levels – prevents growth of aerobic bacteria, thus enhancing the products' shelf life. Concurrently, a high concentration of carbon dioxide (CO<sub>2</sub>) inhibits growth of yeast. MAP is especially effective when combined with packaging materials designed with a moisture and/or gas barrier.

Richard Barrett, director of sales, Americas, package testing and permeation products, MOCON Inc., Minneapolis, has stated, "The goal is to control the gas mixture inside the package, select packaging materials with the right barrier properties and properly seal packages to prevent product degradation. The right gas mixture, coupled with the right barrier materials and proper sealing, help extend shelf life."

Shoppers are looking for additive and preservative free products. Usage of active-barrier and MAP packages helps producers meet these demands without compromising on shelf life. It also helps the producers to distribute their products across a much-larger network.

By offering extended shelf life through MAP and high-barrier packaging structures, snack producers and developers of baked goods can minimize – or potentially eliminate – the amount of preservatives in their food products.

Gluten-free baked goods can have significantly shorter shelf-life periods compared to their traditional counterparts. Under ambient conditions they are prone to quick spoilage. One approach to help extend their freshness and viable shelf life is active packaging technology and MAP, which enables the gas inside the package to be altered and controlled to create the right environment for the goods to meet shelf-life goals is ideal. MAP technology has effectively extended the shelf life of

gluten-free pan breads from a brief week to over 40 days.

**Future of Packaging**

As the market for bakery products increases, the demand for bakery packaging will expand. According to Future Market Insights, protective packaging market, which is essential to the safe and efficient delivery of products, is likely to double by 2026.

Cision PR Newswire states that global Food Packaging Market size is set to touch \$ 606.3 billion by 2026, exhibiting a CAGR of 5.6% during 2018-2026

As per the new Fortune Business Insights report titled "Food Packaging Market Size, Share & Industry Analysis", Active Packaging has emerged as an innovative solution for improving efficiency of food packaging. This technique prolongs the shelf-life of foodstuffs whilst maintaining their quality, making it one of the leading Food Packaging Market trends during the forecast period.

The Global Market Insights, in its Bakery Packaging Market Size, Industry Analysis Report, states that this segment (bakery packaging) would witness a healthy CAGR over the projected timeframe (2020-2026).

This is attributed to the fact that packaging plays a vital role for attracting consumers as well as in storage and transportation of bakery products.

The report adds that rising consumer inclination towards packaged products which is attributed to rapid urbanization and rising per capita consumer income primarily in the emerging economies is likely to make a prominent contribution towards bakery packaging market during the forecast period.

Moreover, retailer's preference for single serving and multipacks as they occupy low shelf space enables them to offer consumers with new and multiple varieties of bakery products in desirable quantities which will help attain significant bakery packaging market size by 2024.

**Conclusion**

It may be mentioned that the life style of the present generation is contributing to an increasing demand of bakery products.

Millennials are not only great influencers for the food industry but most of the food-related decisions in households are being taken keeping them in mind. Jeff

Fromm, noted US-based speaker & author of 'Marketing to Millennials' observes that the younger generation influences the older consumers. According to his research, 80% of millennials believe packaging to be moderately to very important in their purchasing decision for food products.

Packaging, as far as bakery products are concerned, is important for the products to remain fresh for a reasonable duration. Thus the growth of the industry is inevitable.

The packaging industry in India is predicted to grow at 18% annually, with flexible packaging growing at 25% and rigid packaging at 15%.

Packaging is the fifth largest sector in India's economy and is one of the highest growth sectors in the country. According to the Packaging Industry Association of India (PIAI), the sector is growing at 22% to 25% per annum.

Breakthrough digital solutions will boost manufacturers' efficiency, cut costs, ensure food safety, and ultimately drive their business forward.

Thus whether you are planning to start a bakery or venture into packaging field, the future is bright. ■

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# Just Make it Naturally Sweet

By Jhuma Biswas

Despite the powerful health conscious wave among the middle and upper middle income segment of India during the recent years, sugar still remains one of the chief ingredients of India's bakery industry.

However, at the same time, with the growth of health consciousness, the usage of natural sweeteners is also on the rise in India. It is common knowledge that added sugar in diet gives you excess calories without any nutritional benefit. This can lead to an increased body weight, which in turn can lead you towards greater risk of high blood pressure and diabetes.

Therefore with health consciousness in the post-modern Indian society gaining ground, there has been lots of talk and practice of usage of natural sweeteners as sugar substitutes in the country's food & beverage industry, which of course includes India's bakery and confectionery industry too.

Honey, maple syrup, dates, stevia and coconut sugar are some examples of natural sweeteners, whose extensive use in dessert

preparations can reduce the usage of sugar and other artificial sweeteners in their preparations.

## Sweet, Green and Healthy

Stevia, also called *meethi tulsi* in Hindi, is a natural, plant-based sweetener with zero calories. Stevia, a wonderful natural sugar substitute, is extracted from the leaves of the plant species named *Stevia rebaudiana*, which is also commonly known as stevia. According to Wikipedia, *Stevia rebaudiana* is a plant species in the genus *Stevia* of the sunflower family.

*Stevia rebaudiana* is native to Paraguay and Brazil in South America. Guaraní peoples of South America have been using the stevia plant for more than 1500 years, who refer to it as sweet herb. These days, the plant is grown mainly in Brazil, Paraguay, China and Japan.

Stevia has application as a natural sugar substitute and flavouring ingredient for hundreds of years. In both Brazil and Paraguay, the leaves of stevia plant have been used for hundreds of years to sweeten local teas and medicines. Stevia is 200 to 300 times sweeter than sugar and contains eight glycosides. The active compounds of stevia are steviol glycosides (mainly stevioside and rebaudioside), which are endowed with 30 to 150 times sweetness of sugar. Moreover, they are heat-stable, pH-stable, and not fermentable.

Stevia is spruced with several health benefits. It can regulate blood sugar levels in human body. Thus stevia can be a convenient replacement for sugar, especially for diabetic and calorie conscious population. Stevia also has an impressive content of antioxidant compounds, and thus its intake can



be helpful for prevention of various types of cancers.

Glycoside compounds in stevia can facilitate to do away with free radicals in the body, a process which can help prevent germination of cancer cells.

The marketing of stevia as a food additive was banned by United States Food and Drug Administration (FDA) in 1987. However, in 1995, stevia regained its status as a sweet and sustainable dietary ingredient.

Since the last two decades the natural sweetener's popularity has soared. Today stevia is used as a sweetener in more than 16,000 food and beverages around the globe, including soft drinks, juices, waters, flavoured milks, yogurts, baked goods, cereals, salad dressings, sauces, confectionary, tabletop sweeteners and more.

Stevia can be found in three forms, which are Whole Leaf Stevia, Stevia Leaf Extracts, and Altered Stevia. These different types of stevia are based on levels of stevia's processing. The whole leaf stevia is the least processed form of stevia, which is 30-40 times sweeter than sugar; but it is also slightly bitter. It is not approved for food and beverage use because of lack of enough safety studies. Stevia leaf extracts are 200-



400 times sweeter than sugar and are less bitter than whole leaf stevia. Altered stevia is highly processed and has GMO ingredients. Its sweetness can vary between 200-400 times of sugar.

As far as India goes, in 2015, FSSAI has allowed the use of stevia in food & beverages. This approval of Food Safety and Standards Authority of India (FSSAI) in December 2015 has opened a plethora of categories in India's food & beverage industry, which can now incorporate stevia as a sweet source.

It is apt time for India's food & beverage industry to use stevia more abundantly to cater to the growing wave of health consciousness among sizeable numbers of its consumers. The replacement of sugar with stevia can also counter the huge incidences of lifestyle diseases in urban India. As Indians are generally very fond of sweets, India can be a sizeable market for stevia infused beverages and desserts, which would enable the consumers to enjoy them without the added risk of diabetics looming over them.

Overall, given the new socio-cultural dynamics in post-modern India, the market for stevia in the country seems bright. However, more awareness about the market benefits of stevia is necessary among India's farming community at large for getting them engaged in stevia production in a big way. Otherwise the players operating in stevia market of India may face supply chain bottlenecks or have to contend with high prices for their essential raw material. Presently, Maharashtra, Karnataka, Punjab, Madhya Pradesh, Chhattisgarh, and Andhra Pradesh are major stevia growing states in our country.

Therefore players which are thinking of entering India's food & beverage market with their stevia formulations, need to work with the country's farmers and attempt to educate them about the nuances, challenges and benefits of stevia cultivation.

### Bake with Honey

Honey, which is produced by honey bees and some related insects, is another important natural sweetener. Its sweetness is attributed from fructose and glucose and

its sweetness is more or less the same as that of table sugar. It is characterised with good chemical properties for baking and when used as a sweetener it emanates a distinctive flavour.

As most microorganisms do not grow in honey, sealed honey remains unspoiled even after thousands of years. It is a singular property of honey. For example, a sealed bottle of honey from 1000 AD would remain unspoil in the twenty-first century. This makes honey very much useful as an additive in baked goods for their extended shelf life. Moreover, only 15 millilitres of honey or one tablespoon of honey can provide around 190 kilojoules of food energy.

Several of the antioxidants in honey are classified as flavonoids, which have anti-inflammatory properties. Honey also comprises traces of vitamins and minerals.



Intake of honey modestly reduces total and LDL cholesterol, which is the bad cholesterol, while raising HDL cholesterol or good cholesterol.

So it is always advisable to use honey over sugar in sweetening an array of food and drinks. Honey has widespread usage in bakeries. Honey can be effectively infused in coffee or tea, or can be used to make cookies and cakes. Honey can be spread on bread toast and pancakes on the breakfast tables to bring about healthy and sweet beginning to the day. Honey can also be mixed into yogurt, cereal, or oatmeal.

### Energy Filled Syrup

Maple syrup is another important natural sweetener, which the post-modern bakery

and confectionery industry of India can use in a big way. It is a syrup, which is usually made from the xylem sap of sugar maple, red maple, or black maple trees, although the syrup can be made from other maple species too. Maple syrup is produced by tapping sugar maple trees, and subsequently boiling the sap to come up with thick syrup.

It was the indigenous peoples of North America who are believed to have first made and use the maple syrup though the practice was carried forward by European settlers in North America, who also refined the production methods of making maple syrup. Presently, Canada produces more than 80 percent of the global production of maple syrup.

Maple syrup is spruced with minerals and antioxidants. It is particularly enriched with zinc and manganese. Zinc is good for men's reproductive health and safeguards against enlargement of prostate. Rich manganese content in maple syrup can give an impetus to your energy levels. Maple syrup can facilitate in regulating blood sugar levels also. But maple syrup has a high content of sugar too. So have maple syrup but not in excess. And yes, of course it is a healthier option than having refined sugar.

Maple syrup drizzled over pancakes and waffles can be a delightful slice of a Sunday morning, which bakery cafes in India can practice more abundantly. But these are some of the common uses of maple syrup. Not many know that maple syrup can play a wonderful role in pumpkin soup. Similarly, maple syrup can play its role in enhancing the taste of ice-cream and cakes and can be used as an ingredient in making delightful cookies. Yes, more and more bakeries in India can also make breads infused with maple syrup. This creativity may give them more clientele in these trying times.

It is about time, our bakery and confectionery industry makes more usage of natural sweeteners in their creations, wherever feasible, rather than going for refined sugar. ■



# Breakfast Cafes Can Have Bright Future

By Jhuma Biswas

**T**he role of breakfast in our daily routine cannot be overstated. It is perhaps the most important of all meals; a hearty breakfast can greatly facilitate to give a good and cheerful start to the day. However, nowadays many in urban India have busy lifestyles, due to both husband and wife working across nuclear families; due to long working and commuting hours, etc. This gives them very less time to cook elaborate breakfast arrangements.

Moreover, we have seen that lots of students, expats and single working professionals are coming to metros and other big cities of our country during the recent years, in search of their career and aspirations (excluding the last eight months after the pandemic). Many among them do not have the time or the skill or both to cook an elaborate and tasty breakfast.

At the same time, with the health consciousness and beauty consciousness being at an all time high in our society, there is a growing need not only for sumptuous breakfast but also for healthy breakfast options in post-modern urban India.

The breakfast market in India's food service industry is likely to grow as consumers are already seen demanding greater choice and convenience in their breakfast options. Amidst the present socio-economic scenario of urban India, the breakfast cereals market in India looks promising.

The breakfast cereals market can be broadly divided into two categories viz. hot cereals and ready-to-eat (RTE) cereals. "Hot cereals include products like oats, oat bran, wheat bran and porridge whereas ready-to-eat (RTE) cold cereals include cornflakes, wheat flakes, choco flakes, muesli, etc.," observed a report titled India Breakfast Cereal Market Outlook, 2022.

The report was published in November 2016.

Besides breakfast cereals like cornflakes, oats and muesli, there are other products which have great potential to become very popular in India's breakfast market, in the near future. In this regard, our bakery and confectionery industry can play a crucial role.

In this scenario, the potential of breakfast cafes serving a range of healthy and filling bakery and confectionery products can be huge in post-modern India. Savvy entrepreneurs can explore this potential to



earn lucrative revenues and profit.

The potential towards the growth in popularity of sandwich is quite high in urban India, where lifestyle changes have caused much time crunch, thus necessitating the need for quick, affordable and nutritious meal without much hassles, among huge multitudes of our urban population.

Egg sandwiches and sandwiches with meat alternatives are also favourites, as they contain protein. One of the advantages of sandwiches with lots of fillings is that they can satiate hunger without taking

much of your time. They can easily be a popular breakfast option in a busy morning.

Going by the trend, we can see that more and more healthy sandwich options are expected to find prominence in India's fast evolving breakfast market of the near future. Lately breakfast in India is also having the inclusion of waffles and pancakes on tables. In fact, few things compare to starting your day with a warm crispy waffle, doused in maple syrup and butter. And if it is supplemented by pancakes it is still better.

For those who haven't got much of an idea of what a waffle looks like, one may clarify that usually waffles are square in shape and are made in a particular manner. For the uninitiated it may be mentioned that a waffle is a leavened batter or dough cooked between two plates, patterned to give a characteristic size, shape and surface impression. There are many variations of waffles based on the type of waffle iron and recipe used.

At present, India's breakfast market in the realm of food service industry is dominated by street vendors and small South Indian restaurants. However, India has seen the emergence of sleek outlets which are acting as specialised breakfast providers, which cater to office-goers who increasingly are having little time to make and have a sit down breakfast at home.

Moreover, many restaurants in the country nowadays are not only offering breakfast menu, but some of them are also bringing in innovations in their breakfast menus on a fairly frequent basis.

If the above-mentioned socio-economic trends continue to gather momentum, which they are expected to do, we can also expect to see some dedicated or specialised sleek cafes in India in the near future, which would serve only breakfasts. ■

## Vegetable Washer

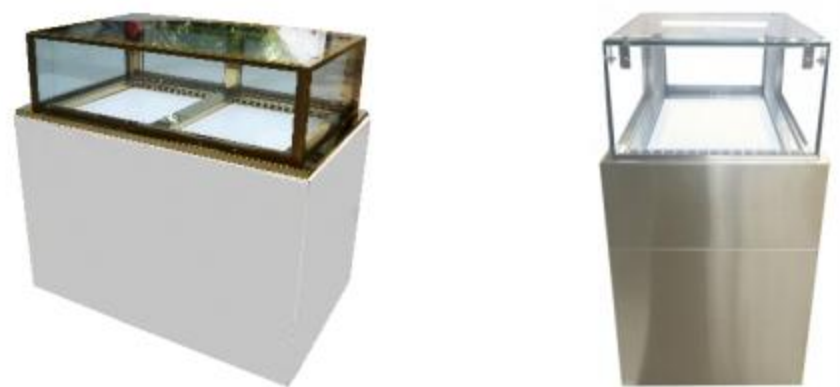


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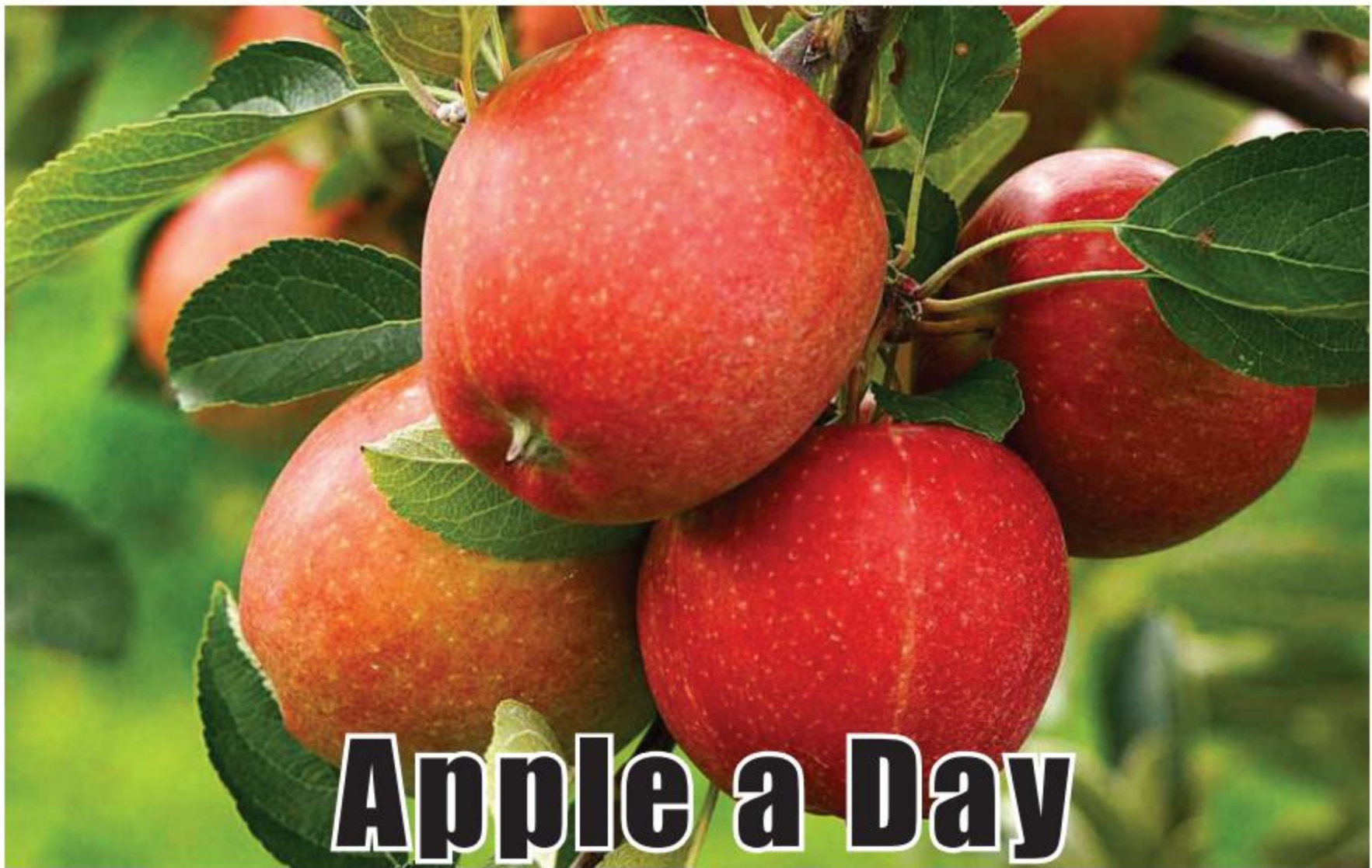
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# Apple a Day

By Jhuma Biswas

**A**pple is a widely consumed edible fruit, which is borne by the apple tree (*Malus domestica*). Apple tree was originated in Central Asia. It is believed that apple was domesticated between 4000-10000 years ago in the Tian Shan mountains, a large system of mountain ranges in Central Asia.

Apples rolled into continental Europe through the famed Silk Route. In the UK, the fruit arrived in the late 11th century. Apples have been grown in Asia and Europe through millennia. European colonists could be credited for introducing apples to North America.

China is the largest producer of apples across the world, followed by European Union. According to statista, during the 2019/2020 crop year, China was the highest producer of apples worldwide, followed by European Union.

## Global and Indian Production

According to data from Food and Agriculture Organization Corporate Statistical Database (FAOSTAT) that disseminates statistical data collected and maintained by the Food and Agriculture

Organization (FAO), during 2016 and 2017 China was the highest producer of apples in the world, followed by the European Union. According to FAOSTAT, in 2018, the global production of apples was 86 million tonnes, and China accounted 46 percent of it.

India is also one of the major global producers of apples. As per Statista, India ranked fifth in the list of apple producing countries during 2019-20 crop year. The US, Turkey, Iran, Italy and Poland are among other major producer of apples in the world.

In India, Jammu & Kashmir, Himachal Pradesh, Uttarakhand and Arunachal Pradesh are the major apple producing states. Jammu & Kashmir accounts for more than 75 percent of India's apple production.



In fact, Jammu & Kashmir and Himachal Pradesh together account for more than 95 percent of India's total apple production.

## Cultivation Concerns

According to National Horticulture Board, apples grow best on well-drained, loam soils having a depth of 45 cm and a pH range of pH 5.5-6.5. The soil should be free from hard substrata and water-logged conditions. Soils with heavy clay or compact subsoil are to be avoided for the production of apples.

The average summer temperature should be around 21-24 degree C during active growth period of apples. "Apple succeeds best in regions where the trees experience uninterrupted rest in winter and abundant sunshine for good colour development. Apples can be grown at an altitude of 1500- 2700 m above the sea level. Well-distributed rainfall of 1000-1250mm throughout the growing season is most favourable for optimum growth and fruitfulness of apple trees," maintained the website of the National Horticulture Board.

## Culinary Applications

Apple has several culinary applications. The

entire apple, except for its seeds, is suitable for human consumption. Apple juice is of course a healthy and refreshing drink for all seasons. Especially a glass of cool apple juice can alleviate the impact of heat of scorching Indian summers.

Apple can be eaten raw but could also be used in pies, and cooked into sauces. In fact, in bakery production, the use of apple is quite extensive. Some popular dishes from apple are apple crumble, apple crisp and apple cake among others. Apple is also used as a spread like apple butter. Apple jelly can be a delightful option on breakfast tables of many a household. Apples are partaken with honey during the Jewish New Year of *Rosh Hashanah* for symbolising a sweet new year.

There is more. Toffee apple is a popular confectionery item in the UK, which is made by coating apple in hot toffee and allowing it to cool. In India, *apple kheer* is a wonderful delicacy. If prepared with dexterity and with the right ingredients like raisin, cashew, almond, pistachios, green cardamom in right proportions, *apple kheer* can give a blissful experience. More restaurants in India can come up with this delicacy to attract



the consumers.

Apple juice can be fermented to make cider and vinegar. Apple also has applications for the alcoholic beverages industry. Through distillation, various alcoholic beverages like applejack, Calvados, and apfelwein can be produced from apples.

**Enriched with Health**

The health benefits of apple are many. Though having an apple a day is not sufficient to keep the doctor away from home but regular intake of apples definitely facilitates your journey to good health.

Apples have good quantity of fiber and water, and their intake facilitates weight loss. Fiber takes long to digest,

which keeps people full and prevents them from binging on fattening food products. This in the long-run facilitates in losing weight. Moreover, some natural compounds in apples also contribute to weight loss. Apples also lower the risk of developing type 2 diabetes as a result of the presence of a class of antioxidants named Anthocyanin. Several studies have associated eating apples to a lower risk of developing type 2 diabetes. Apples are also helpful towards digestion and can strengthen bones.

Apples also contribute to lowering the risk of heart disease. Apples are high in soluble fiber, which facilitates in lowering cholesterol. Apples are also spruced with polyphenols, which are associated with lower blood pressure and stroke risk.

One can say that with the health consciousness gaining momentum in India's food service industry, especially after the affect of the Covid-19 pandemic, it is about time that the restaurants in India introduce more and more creative preparations of apples in their dishes in a big way. Especially, the bakeries need to be more proactive in this regard. ■



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# Simple Yet Elegant

## Chef Salonika Bansal, Pastry Chef & Founder Crimsyn Patisserie

A passionate baker Salonika Bansal is a Patisserie Diploma holder from Le Cordon Bleu, London as well as a Diploma in Pastry Arts from International Centre For Culinary Arts, Dubai. Her label, 'Crimsyn Patisserie' offers French pastries, artisan breads and gourmet sweets.

Salonika is passionate about everything that has elements of baking and patisserie. She started her baking venture from home for a brief period of time following which she worked as a pastry chef with Laduree, UK for over a year and a half. Working at production kitchens where everyone is striving to pursue something great and there is not much room for error, has been her biggest learning curve. It opened her eyes to what the potential of modern patisserie can be. She is constantly pushing



herself to be better at her job putting into practice a harmonious balance between the elements of each product. She started Crimsyn Patisserie which is based out of Shahpur Jat, Delhi, with a vision to create simple yet elegant products using great produce

by working on the formulations, enhancing textures and flavours and bringing out the best of each ingredient. Her main focus is to deliver consistent quality and taste with a fine balance between modern and classic.

Her product range includes cakes, breads, dessert preparations along with modules in sugar craft and chocolate making. She is extremely particular about maintaining the highest standards of food preparation and hygiene in her own venture "Casper Hospitality" that runs two cloud kitchen, Curry & Co. and Crimsyn Patisserie.

Armed with a Journalism degree from Amity University, Delhi, she is successfully engaged in promoting her venture. In her free time, she enjoys, reading, travelling, Animal Welfare & charity.

**In an exclusive interview with Sharmila Chand, she talks more about herself and her work:**

### How do you define yourself?

I don't see myself as an avant-garde pastry chef. But I have a very clear philosophy about my cakes - Less is more. Simple is elegant. I always want to be better, and that helps me to always try to find something new, a technique to master, new ingredients to try, new flavour profiles to match. Always read about what other chefs are doing, understanding why they cook like that, or why they use a particular ingredient.

### What is your philosophy of life?

Never procrastinate. The road only shows up when you walk ahead.

### What is your passion in life?

Baking and animal activism.

### What is your Management Mantra?

Address and solve the right problem. Schedule priorities. Lead by example.

### What would you like to say about your work? What is your work philosophy?

Creating recipes requires experimenting with flavour combinations, trials and then even the failures are inspiring. Working in a kitchen involves doing very repetitive tasks over and over again to refine the final product. Baking is a wonderful blend of science and art and as a chef requires an eye for detail and mind for creativity.

The core of my philosophy is to always be humble - to listen to and appreciate others. Everyone is important in a kitchen; from the

dishwasher to the head chef and they all contribute to the efficiency of operations. I always encourage creativity and innovation in my team. I take ownership of not just my job as a chef but for the company as a whole.

### The Business Leader you admire the most?

Ursula Burns

### Your Strength ?

Ability to handle high stress environments . Curiosity and desire to learn more. Creativity.

### Your Weakness ?

I have trouble saying "NO". I get impatient when projects run beyond the deadline.



#### Your kind of music?

Jazz

#### Your favourite holiday destination ?

Switzerland

#### You are a 'Tough', Serious boss or ....?

The Buddy Boss- I am less interested in being their superior and more keen on being their teammate. I treat my employees as equals rather than subordinates and always strive to improve their morale and increase productivity.

#### What do you enjoy the most in life, generally ?

Dinner nights with family. Spending time with my furry friends. Checking out a great novel and spending the afternoon reading. Travelling and exploring new cultures and regional cuisines.

#### How do you de-stress?

Go for a trip with my innermost circle. Spend the day at a spa. Organize my home and workplace. Visit a nearby shelter and feed the animals over there.

#### Chefs need to be very fit as they work round the clock, what is your Fitness Regime in life?

I workout atleast 4 times a week before starting my day . I also find it relaxing to go for an evening run sometimes. I drink enough water and follow a simple, clean diet rich in protein and greens. 6-7 hours of sleep is a must for me.

#### Your 'mantra' for success?

To always hold ground and explore the possibilities that come with each day.

#### Tell us about your recently launched Breakfast Range?

We have introduced a new breakfast range of unbelievably warm classic buttery flaky Croissants. For those early risers who want a day to relax, these newly introduced Croissants are available from 7:00 on a cold winter morning right in time for breakfast. One can choose from a delectable range of freshly baked flavours including buttery Classic, delicious Chocolate, nutritious Almond, complimenting Ham & Cheese or a Sandwich Tomato & Mozzarella. Starting at just Rs 85/- these authentic European-inspired viennoiserie pastry has flavours for all tastes and varieties.

#### Your dream ?

To have an open atelier so the customers can see us working behind a big glass door while they are buying our products.

#### 10 years from now, where do we see you?

Successfully running an atelier and a boutique cafe under Crimsyn Patisserie. Collaborating with international chefs and bringing their creations to India through Crimsyn Patisserie.

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## EUROPEAN DAIRY PRODUCTS

The growth of international Foods has brought in new trends in the India food market place, especially dairy products. Endeavouring on their experience of over a decade in dairy business market, Gaurav and Gunjan created 'Gnosch Foods', a young organisation, to leap into the vertical of imported dairy products from market leaders in Europe. It offers the extensive selection with the complete array of cheese, cream, butter and milk products import particularly from the Euro-world.

With an impressive import portfolio, Gnosch also specialises in Bakery Ingredients, Juices and Dry Provisions. Gnosch operations are pan-India, operating through major cities across India. The products are patronized by the leaders in Hospitality, Airline catering, Embassies, Cineplexes, QSRs, Restaurants and major Gourmet retailers. The dairy portfolio of 'Gnosch' comprise of:

### Joseph Heler - UK

Hidden away in the heart of the Cheshire countryside, near the market town of Nantwich, lies the Joseph Heler family dairy on Laurels Farm. It is here that their team of expert cheese makers produce classic British regional cheese to time-honoured recipes.



The cheese-making expertise was passed down through the generations to Joseph Heler, who in 1957 set up his own company – Joseph Heler Cheese. Joseph began making 40lb rounds of unpasteurised Cheshire cheese and just three years later in 1960 his quality was recognised as the company won 8 Championships in national cheese shows.

Joseph continued making newer varieties of cheese such as Red Leicester and Double Gloucester. In 2001 the business gained recognition in the shape of the Queen's Award for Enterprise for work developing the very first low-fat cheese, and in 2017 it celebrated the landmark of its 60 year anniversary.

They still produce all their cheese by hand on open tables and use only the finest local milk, thus hold & protect the same values, traditions and cheese making principles that have served them so well through the ages.

### Perla Snc - ITALY

The society "Perla" Snc. was established in Nichelino around the middle of the twentieth century. For several generations the trade, production, ripening and refining of typical Italian dairy products were run by

a company with a family-like atmosphere.

The origin of Perla cheeses comes from the pristine pastures of Piedmont, a north-western region of the Italian peninsula. It is the ideal place to breed sheep, goats and cows: fresh air and pure water, added to high-quality hay and cereals, create the best conditions in order to obtain extraordinary milk for dairy working.



The real secret of Perla products comes from a choice made years ago: each cheese is subject to a slow and 100% natural maturing process, directly in the places of origin of the recipe.

### Daily Dairy Holland

Daily Dairy Holland exports cheese, UHT milk, cream and yogurt.



They supply a wide variety of dairy products and a complete range of Dutch and European cheeses in over 60 countries. The company is young and dynamic, but has a solid foundation of knowledge and experience in cheese and dairy. Their current team had accumulated more than 40 years of experience.

The people from Huizen are entrepreneurs and love to travel. So they developed a flourishing trade in cheese in the Netherlands and an ever-growing export to houses in Germany and Belgium. They stand by their range of products, from the beautiful Dutch cheeses like Gouda and Edam to many more European specialities.

### Payson Bretton by LAÏTA - France

LAÏTA is a cooperative dairy company in north-west France. Built on a foundation of cooperation, this



human enterprise, firmly rooted to its land yet stretching across the globe, cultivates operational excellence and a spirit of innovation in the field of milk and dairy products. Milk is the focal point of LAÏTA's three main activities: collection, processing and marketing of dairy products.

The brand Paysan Breton displays deep-rooted authenticity and values know-how, people and the land. It combines modernity with tradition, by implementing extremely advanced quality control procedures so as to guarantee healthy, tasty, fresh products such as butter, whipped cream, cheeses, crepes,

buttermilk, emmental, brie, crème fraîche...

The brand is the market segment leader for tradition butters with Le Moulé and ranks third for plain spreading cheeses with the whipped cheese Madame Loik.

**Gnosch Foods Pvt. Ltd.**

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## PROCESSED EGG SOLUTIONS

Peggs India is an egg-based solution company; manufacturing value added egg products such as Egg Powder, Pasteurized Egg Liquid and Pasteurized Frozen Egg Liquid, used as main ingredient in wide range of food products within the food industry and food services like Bakery, Dairy, Confectionery, Pasta & Noodle, Mayonnaise, Sauces & dressings and many more. The products are also used for multiple



applications in Hotels, Restaurants, Catering, Flight Kitchens, Industrial Canteens and Food supplements. The allied industries catered to are Pharmaceuticals and Supermarket Chains.

The products are ready to use and easy to store and provides consistency in quality. The main advantage of the products is saving cost, reducing labour and no requirement of storage space.

The Shelf life of product is only valid if it is (always) stored at -18°C, in a clean/hygienic condition. The products should not refreeze once it has been thawed; store the unused portion at 0°C to 4°C. The product should be used within 7 days after thawing (storage temperature after thawing = 0°C to 4°C). Once the product is thawed and opened, it should be used within 2-3 days (stored at 0°C to 4°C). Prior to use, product should be thawed, by keeping the product at refrigeration temperature of 2°C to 4°C for 2-3 days.

They are being patronised by Vistara, Starbucks, TajSats, Sky Chef, Sky Gourmet, Baker's Circle, Compass, and Indian Army.

The company is an ISO 22000-2005, HACCP, Halal and FSSC-22000 certified.

**Raja Fat & Feeds Pvt. Ltd.**

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### CHEF'S FORNO

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



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

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

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

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

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

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# Gelato - Heavenly Dessert

Gelato can be simplistically described as an ice-cream with less fat. But like all simplistic definitions, it doesn't have completeness. Though gelato is often erroneously referred to as the Italian word for ice-cream, but there are differences between gelato and conventional ice-creams. Many a time people can't make out the difference between gelatos and regular ice-creams. However, though Indians are largely ignorant of the nuances of gelato, but that doesn't stop them from appreciating its heavenly taste.

**G**elato can be prepared with milk, cream, various sugars, and fresh fruit and nut purees. Gelato and conventional ice-creams are different in terms of nutritional value. Gelatos come across as more dense than ice-creams and they have less calories, fat and sugar than your average ice-creams. Here by ice-cream we are referring to your average ice-cream available on the kiosk next door, and not some special healthy tailor made ice-cream. One can also define gelatos as special and healthy ice-creams.

## Less Air, More Dense

One important difference between gelatos and ice-creams is the difference in their air content. Ice-creams are churned fast to infuse a great deal of air, which is facilitated by the high proportion of cream in the base, whereas gelato is churned at a much slower speed, which brings less air into the base.

Gelato has only 35 percent over run which means it has more product and less air content than industrial ice-creams, thus yielding a denser, more compact silky consistency as compared to mediocre industrial ice-creams, which have 50-90 percent over run. It is sold by weight and not by volume. More air in ice-creams give them a smooth and fluffy texture. Conversely, less air is also the reason why gelatos taste more dense than ice-creams.

Gelatos, on an average, have less air than other frozen desserts, and they also generally have more flavouring than other frozen desserts.

## Less Fat, More Taste

Moreover, commercially available regular ice-creams are heavy on the cream. Gelato, by comparison, uses more milk than cream; it doesn't have nearly as much fat as ice-creams. Most good ice-creams contain 14 percent to 17 percent milkfat, whereas gelatos should contain anywhere between 3 percent to 8 percent milkfat. By statute, gelatos in Italy must be endowed with at least 3.5 percent butterfat.

Therefore, gelatos tend to give you a more



intense flavour than ice-creams, since they do not have much cold fat that impedes the taste to transmit. In other words, the flavours of gelato transmit directly and is not unduly blocked by the baggage of fat, which can be the case in ice-creams.

Besides these differences, gelatos generally have less egg yolks, which the custard-based ice-creams are normally endowed with. Some gelatos are made without yolks. Besides, gelatos are made of natural ingredients and are devoid of synthetic flavours or preservatives, which cannot be said essentially of ice-creams. Succinctly, gelatos have more substance, give better taste and flavours, and have less air on an average, than ice-creams.

## Why it is Soft?

But one thing which may intrigue the reader is that if gelato has less fat and less air than your regular ice-cream, why it is not hard? Here the temperature plays a key role. Ice-cream is ideally served at around 10°F; whereas gelato cases require a warmer temperature. Gelato counters are kept a little warmer than the ice-cream counters, which enable the gelatos to remain soft.

This prevents gelato from becoming a sweet brick and enables it in retaining its soft, elastic texture. Here it deserves a mention that sugar in gelato is balanced with water to act as an anti-freeze, which prevents it from freezing solid. Generally, gelato also has a stabilizer base.

Moreover, as gelato does not have the

freezing effect on the mouth, one can savour its flavours better than that of an ice-cream. That is another reason why gelatos tend to taste better to the average consumer of frozen desserts than ice-creams.

## Gelato in India

After redefining the dessert savouring culture across the globe with its natural, fresh, nutritious and delectable offerings, gelato is also making its cool and sumptuous presence felt in the predominantly hot climate of our country.

We have to also keep in mind that gelatos having less fat, less sugar and less calories than the average industrial ice-creams make the former a comparatively healthier option to indulge in during summers and otherwise. With health consciousness gaining currency in the urban Indian society, gelatos, if marketed well, can garner much popularity in the niche markets, despite their comparatively higher prices than your average ice-creams. Our bakery & confectionery industry can also include gelatos in its repertoire in a more proactive manner. One of the effective routes to market a new-age product (in the Indian context) like gelato is to market it creatively through the social media, as it can be safely assumed that most of the consumers of gelatos in India are expected to be not only conversant with but are also frequent users of the social media.

Across urban India, it is not only the upwardly mobile youth with exposure to international food & beverage trends who are expected to savour gelatos more in the near future; this ethereal dessert can have a real market among all age groups of the urban Indian society, who are having decent disposable incomes.

However, since India is still a price-sensitive society, the players thinking of entering the nascent gelato sub-segment in India should make a conscious effort to make their gelatos more affordable to the end consumers, without compromising on quality. This would give this dessert mainstream popularity in urban India, in the near future.

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