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BAKERY REVIEW

Business Magazine for Bakery & Confectionery Professionals

Desserts, Sweets that won't Desert you

Business
Changing Bakery Scenario

Ingredient
Emulsifiers in Baked Goods

Product
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Editorial

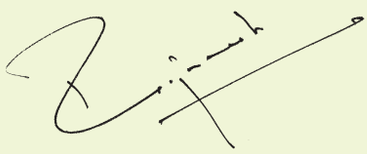
After ease in lockdowns and relaxation of rules, which is good news for bakeries & food service establishments, the focus is now shifting to return to 'business as usual'. But there are few challenges to be faced before reaching the normal situation. The most important need of the hour is to practice Covid related compliances to reduce the risk for the staff and the customers. Social distancing and one-way systems within facilities are likely to remain for the foreseeable future. One need to be pragmatic and accept that not all emergency best-practice will be temporary.

The biggest challenge faced by standalone bakeries is limited space, thus maintaining social distancing. Screens can be installed between staff and customers to protect them if there is not enough room to support social distancing guidelines in retail areas. It is also advisable to deploy safe distancing markers.

The other challenge faced by the bakeries is changing preferences of the customers. Changing consumer habits and lifestyle enforced by the pandemic has created an increased demand for healthier products. Customers now want baked goods which are 'guilt-free' and are thus seeking goods made with alternative ingredients like multigrain and whole wheat.

Health and wellness is gaining primary position in the minds of the consumers. Naturally sourced ingredients are gaining importance. Over the past year, due to pandemic, Indian sweets market, particularly the dessert category has undergone a metamorphosis to sate the desire for healthy food.

It is important that bakers know their customer inside out. They must think of what innovative and creative concepts will lure present customers into their bakery and ensure customer retention for the times to come.



BAKERY REVIEW

INSIDE

10 COVER STORY
Desserts, Sweets that won't Desert you

18 BUSINESS
Changing Bakery Scenario

24 INGREDIENT
Emulsifiers in Baked Goods

28 PRODUCT
Luscious Tarts

32 OPERATIONS
Ensuring Success

DEPARTMENTS

04 News Scan

08 Report

34 Product Preview

36 Interview

HyFun Foods Launches HoReCa Products

HyFun Foods has announced the expansion of its product portfolio with the launch of frozen pizzas which has four variants- Classic Margherita, Veggie Paradise, Garden Fresh and Tandoori Paneer, for the QSR segment of HoReCa. The 100% vegetarian range offers Pizza's in four exotic flavours that will fit in every QSR's menu. Apart from the Pizza range, the company also offers' Super Crispy Fries,' that stays crispy for 5x longer time as compared to regular French Fries.

Commenting of the launch, Kamlesh Karamchandani, Director - Sales & Marketing, HyFun Foods, "Over the years, people's mindset towards consumption of frozen snacks is undergoing a change. QSR owners have started considering frozen snacks to save on time and effort to make tasty dishes. We are eyeing a growth of 40% from this segment in the coming year looking at the increased demand. They are realizing the noteworthy advantages that frozen foods offer likebeing healthy, as they are processed and frozen within hours of being picked, multipurpose usage, consistency in taste, availability and even decreased overhead costs. Banking on this opportunity we thought of curating special products that cater to the taste of the Indian customers. This is a favourable time for us to invest in expansion and development of innovative products that appeal to our growing Indian consumer base and the export markets."

SIGEP 2022

SIGEP, organized by IEG - Italian Exhibition Group, will be back live in 2022 filling the entire trade show area. At Rimini Expo Centre (Italy), from 22-26 January, 2022, the 43rd International Artisan Gelato, Pastry, Bakery and Coffee Trade Show will place the Dolce and HORECA worlds at the centre of business with companies of such calibre as Carpigiani, Gruppo Optima (with the Mec3, Pernigotti-Maestri Gelatieri Italiani, Giuso brands), Fabbri 1905, Lavazza, Valrhona, Polin Group and Molino Quaglia.

28 halls, 1000 exhibiting brands, the Gelato, Pastry, Choco, Bakery and Coffee sectors in all their variations and ready, after two years of absence and pandemic crisis, to focus on product innovation under the common thread of sustainability; and Vision Plaza with non-stop talks on supply chain trends, consumers, technologies and market strategies in the various countries of the world; and the four Arenas dedicated to Gelato, Pastry, Bakery and Coffee in a continuous alternation of events, competitions and demonstrations with the world's great masters of artisan confectionery.

SIGEP's Technical Gelato Committee met in Rimini for the first time in two years. Corrado Peraboni, CEO of IEG, said: "It was a highly significant moment, both in relation and business terms. The fact of being together again, gave the sense of the choral expression of consensus that drives the gelato supply chain stakeholders in their relationship with SIGEP."

ITALMOPA Launches the Campaign "Pure Flour from Europe"

When you bite into a crisply crusted, light and airy pizza, fork up the most tender fresh pasta, swoon over tender pastries, break open a crusty loaf of bread or lunch on a super-satisfying delicious sandwich, you are enjoying the best: foods made of European flour. Local dishes, too: your parathas will be the most tender and flaky, when you are using European flour.

"Pure Flour from Europe" is a promotion campaign launched by ITALMOPA - the Italian Milling Industry Association – and co-financed by the European Commission with the aim of increasing awareness among professionals, opinion leaders and consumers in India about the superior quality and uniqueness of flour from Europe and Italy as well as its versatile applications in classic EU and local recipes.

"Europeans, and Italians in particular, pay special attention to the type of flour they choose for a reason: the best flour makes the best dish." – says the President of Italmopa, Silvio Grassi. "From the selection of the best grains, the skilful mix of traditional ways of heritage and cutting-edge technology, European and Italian flour adheres to the stringent quality standards required of the EU, delivering the highest quality product to you, for your recipes".

While the majority of flour in the Indian market is milled locally and sold loose, Pure Flour from Europe is more secure: sealed, carefully marked, and traceable all the way back to the plants in the field.

With the pizza segment growing rapidly, with new add-ons like gluten-free, vegan etc, we are confident that Pure Flour from Europe will have good market acceptability. Whether a food professional, chef, home cook, opinion leader, or if you just love to eat delicious food, we are here for you. European and Italian flour is already available in key metro cities including New Delhi, Mumbai, and Bengaluru.

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Hershey's Exotic Dark adds Two New Flavours to its Range

Hershey India Pvt Ltd., a part of The Hershey Company, a leading global snacking giant and the largest producer of quality chocolates, announced the addition of two new flavours to its 'Hershey's Exotic Dark' range of premium chocolates. The newly announced flavours include 'Blackberry Granules' and 'Guava & Mexican Chili' made with whole, roasted California Almonds especially curated for the next generation of consumer who has an ever-evolving palate.

Hershey's Exotic Dark is all about exotic combinations. The California Almonds are seasoned with unique and consumer-loved flavours like Guava and Mexican Chili and Blackberry, all coated with dark cocoa rich chocolate for a match made in heaven. The product is not only delicious but an experience in itself.

The roasted almonds used in the new Hershey's Exotic Dark range are imported from California. The richness in their flavour and the real sweetness in their taste is what makes natural, crunchy and wholesome California Almonds so popular around the world.

Commenting on the launch of the new roasted Californian Almond variants of Hershey's Exotic Dark, Herjit Bhalla, VP India and AEMEA said, "The two new flavours introduced within our Hershey's Exotic Dark range are a unique combination of crunchy almonds blended with dark cocoa rich chocolate, offering an unparalleled burst of flavours and a premium experience with every bite. With this launch we aim to offer our consumers with the indulging taste of dark cocoa rich chocolate combined with the benefits of California almonds. Tapping into the ongoing 'Better for You' trend this combination also makes this a 'permissible indulgence' on dark chocolate. This launch will prove to be an attractive value addition to the existing exotic dark cocoa rich range of Hershey India, and we're excited to expand our assortment by offering diverse tastes that discerning chocolate lovers in India prefer."

Drizzle & Dust Bakery

A Stylish way to satisfy your Sweet Cravings with sinful and melt-in-mouth range of Desserts & Savouries

Is your sweet tooth craving for something special? Are you bored with the regular flavours of desserts? Looking for some really innovative dessert bars with an elegant, cosy and warm ambience? Well, your hunt is just over!

So Indulgent India Pvt. Ltd., a new entrant in the premium desserts and confectionary segment has launched "Drizzle & Dust", a refreshing and innovative range of desserts which you have been craving for long!

Drizzle & Dust has an elegant, cosy and warm ambience in the plush Galleria Market, DLF Phase 4, Gurugram. With an exclusive seating space, the place is casual, yet classy that accentuates the love for desserts! You can savour artisanal cakes, pastries and savouries here alongside all the flavours that appeal to the Indian palette with a touch of elegance, charm, and refinement to make them unique.

The expertise of the chefs in the kitchen with consistent R&D and product development has made the range unique, delectable and mouth-watering.

Speaking on the occasion, Spokesperson of Drizzle & Dust remarked, "The idea to launch Drizzle & Dust as a niche and classy Dessert Bar, incepted with a view to delight consumers who crave for exclusive taste, flavours and attractive presentation coupled with specially crafted beverages. Our research has shown that dessert & savouries as a segment is gaining a special place for customers. Not only consumers crave for nice desserts but also love to experiment with new kinds of flavours and savouries. At Drizzle & Dust, our Chefs have experimented with new flavours for the discerning consumers which are a complete surprise."

IBCA Excel at IndiaSkills Competition

IndiaSkills Competition was recently organised by National Skill Development Corporation (NSDC), an apex skill development organisation working under the aegis of the Ministry of Skill Development and Entrepreneurship (MSDE). NSDC has been leading India's participation at the WorldSkills International competitions since 2011.

The country's biggest skill competition is designed to demonstrate the highest standards of skilling and offers a platform to young people to showcase their talent at national and international levels. IndiaSkills Competition is held every two years with the support of state governments and industry. With 30 states and Union Territories (UTs) participating in 54 skills, including seven new-age ones, in 2021, IndiaSkills Competition has the potential to reach grass root level and make an impact.

This year IBCA trained young skill aspirants and IBCA students showcased their talent at state and regional levels. They came out successful with flying colours, as they grabbed medals, silver and gold, in various skills including cooking, bakery, patisserie and confectionery. Chandani, a student at IBCA, grabbed a gold medal in Bakery, at the same time Max was adorned with a silver medal in patisserie and confectionery. Shaktik, a student of BCIHM, chose IBCA for training and won silver medal in Cooking.

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Fabelle Unveils The Heart of Gold Collection

ITC Ltd.'s Fabelle Exquisite Chocolates, the pioneers of luxury chocolates in the country, announced the launch of a unique Heart of Gold Collection. Launched at a virtual event, the Heart of Gold Collection is a first of its kind offering crafted with 24 karat pure edible gold. The brand in its quintessential style launched the gold infused chocolates co-curated by Fabelle Master Chocolatiers and Michelin Star Chef Marco Stabile. Chef Stabile is an Italian culinary legend, globally acclaimed for his creations with edible gold. The confluence of rich expertise brought forth by Chef Stabile's global experiences, learnings and sensibilities in collaboration with the brand's unique capability and craftsmanship of Fabelle master chocolatiers has led to the creation of Fabelle Heart of Gold Collection.

The Heart of Gold Collection has been inspiringly crafted to highlight their characteristic virtues like valour, knowledge, compassion, purity and persistence. It is the amalgamation of all these qualities that conjoins to form a true Heart of Gold and has been reimagined in the form of pralines with 24 karat edible gold. The Valour praline represents the red of courage in the form of ruby mousse filling along with crisps coated in 24 karat edible gold. The Knowledge praline showcases the enrichment of the mind in the form of an almond – hazelnut praline with rich dark mousse and24k edible gold coated crisps. The Compassion praline finds its expression in the soft notes of milk choco mousse paired with alphonso mango conserve and 24k edible gold coated crisps. The Purity praline has been reimagined in a pristine white mousse with a hint of lemon and 24k edible gold coated crisps. Lastly, the enduring spirit shines on in a golden caramel filled hazelnut-almond praline with 24 karat gold coated crisps in the Persistence praline.

Expressing his delight, Anuj Rustagi - Chief Operating Officer - Chocolates, Confectionary, Coffee and New Categories - Food Division, ITC Limited said, "Over the years, Fabelle has been committed to curating revolutionary launches with an endeavour to elevate the Indian chocolate palette. To be able to present inimitable experiences to the Indian chocolate connoisseur has inspired us to craft unparalleled chocolate creations. We are extremely thankful to Chef Marco Stabile who has guided us in our journey of creating another chocolate masterpiece. We are further exhilarated to honour the heroes of our country who have successfully treaded the difficult path and led our country to moments of pride and joy with their sheer determination and dedication to excel in their respective domains.'

Fabelle Heart of Gold Collection is an endeavour to acknowledge and celebrate the extra ordinary feats achieved by select illustrious citizens and organisations whose meaningful contributions have helped in nation building and helped society at large. Eminent personalities like Dr. Devi Shetty, Chairman and Executive Director of Narayana Health, Ms. Amla Ruia, Founder, Aakar Charitable Trust and Krishna Nagar, Gold Medallist, 2020 Summer Paralympics were honoured with the Fabelle Heart of Gold Title for their exemplary achievements and contribution. The dignitaries were felicitated with the specially curated Heart of Gold Collection range inside a limited edition mahogany wooden case as a token of recognition of the impact they have created in the society.

Elaborating on his experience of co-curating Heart of Gold with Fabelle, Michelin Star Chef Marco Stabile said, "I am extremely pleased to have collaborated with Fabelle Chocolates in co-curating a master piece using edible gold as an element which holds a very strong sentiment for consumers in India. I take pride in being a storyteller and use edible gold in a dish to enliven elements of the comprehensive narrative thereby introducing consumers to a superior multi sensorial culinary realm.'

'Flour Sack of the Year' comes from India

The 2020 Flour Sack of The Year comes from Indian mill Vivek Agro Foods. Each year flour treatment specialist Mühlenchemie recognises a flour sack whose artwork communicates the significance of this most important staple food in a particularly noteworthy way. The sacks are exhibited in the Flour World Museum, founded in 2008 at the initiative of Mühlenchemie. The museum and the award represent thanks to millers around the world. The artwork of the Vivek Agro Foods sack is an abstract expression of delight in high-quality flour and the baked goods made from it.

Biren Palani, Managing Director of Stern Ingredients India, presented the 2020 Flour Sack Award to Prashant Jain, Managing Director of Vivek Agro Foods. The meeting of over 1000 grain and flour experts from around the world at the Digital Millers' Conference 2021 provided a worthy setting for the award presentation. Vivek Agro Foods, a mill in the Apex Mills Group, is one of the leading suppliers of wheat products in India. The company processes grain for consumers into various products, especially atta, maida, sooji, wheat germ and wheat bran. Vivek Agro Foods operates three processing lines with a total capacity exceeding 700 tonnes per day.

Like the winners of previous years, the Vivek Agro Foods flour sack with receive a place of honour in the Hall of Fame of Mühlenchemie's Flour World Musuem.

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Desserts

Sweets that won't Desert you

Dessert is the favourite part of a meal not only of children but of everyone present at the dinner table. No wonder 14th October is celebrated every year as National Dessert Day. Sweets are an inevitable part of almost all festivals and festivities in India. Any social event must end with a dessert – if not an array of them! In India sweets are a gesture of goodwill. Desserts thus form an essential part of the meal. Ashok Malkani looks at the various aspects of this final course of a meal including its benefits and the popularity of different desserts in countries around the world.

India is not only famous for its rich culture and heritage but also for its food associated with its festivities. From east to west and north to south the country's populace not only express their love through food and sweets but sweets also form an important component of each celebration and feast. With such an affection for sweets is it any wonder that they like to end their meals with a sweet – the dessert?

Dessert is not just an integral or loved part of the meal for Indians but desserts are popular all over the globe. As someone remarked, stressed is desserts spelled backwards. So, if you are feeling stressed have a dessert!

Linda Grayson has said, "There is nothing better than a friend, unless it is a friend with chocolate." Truly, desserts are ever-popular friends of diners, globally. Desserts are, at their core, an indulgence yet they are becoming extremely popular with all ages. Why?

Kshitiz Shekhar, Executive Chef, Hotel Marine Plaza, Mumbai discloses, "Desserts

are becoming popular across the globe. Everyone is focused regarding healthy body and mind especially in the era of pandemic. Dessert craving was always there but the trend of having dessert has changed in modern days. Over the last five years, industry players have reformulated many frozen cakes and pastry products with more nutritious, higher-quality ingredients to appeal to health-conscious consumers. More natural and organic products also appeared in the baking aisle, including baking mixes and jarred frosting made without artificial flavours or preservatives. The dessert category nowadays include more ingredients that are associated with healthy living with clean label, organic, free-from (gluten-free, dairy-free, sugar-free), and vegan or plant-based options."

Dessert is many things to many people. They are cherished because sweet is one of the first developed senses in our life. Sugar, it may be mentioned, is a quick pick-me-up. Pleasant in taste, it can trigger endorphins which makes you feel good.

Benefits of Desserts

So what are the benefits of desserts?

Kshitiz Shekhar says, "The most important benefit of eating desserts is that it will help us to be active and satisfy our cravings. Having desserts in a proper controlled way lowers the blood pressure and thus protects from the strokes. Desserts made out of healthy ingredients can provide necessary vitamins & antioxidants which can fuel our body & mind."

For connoisseurs of desserts, having these delicacies is like feeding the soul with food that makes them feel like they've finally found Heaven on earth. If you are one of those "healthy" people who crave for chocolates or other sweets but feel guilty at the mere confession of the craving here is some good news for you. Eating dessert does not mean you have little or no self-control. It only means that you have a good sense of what you want and that you have what it takes to honor these cravings. Here are a few reasons to let logic take a back seat and enjoy your dessert:

It puts you in a good mood: Constantly denying these simple pleasures over a long time, particularly if you like sweets, can make you resentful and develop a negative attitude, and be in a foul mood.

Kshitiz Shekhar

It can prevent a stroke: In a 10 year study, conducted in Sweden, of men in the age group of 45-79, it was found that ones who ate some amount of dark chocolate regularly were less likely to suffer a stroke than those who didn't.

Rajat Sachdeva, Executive Pastry Chef, J.W.Marriott Aerocity New Delhi, states, "Consuming products such as a little bit of dark chocolate everyday can actually help reduce the risk of a stroke in the long run, as well as reduce your blood pressure."

He adds, "Most importantly, it makes life more enjoyable, as eating desserts immediately puts you in a Good Mood, which makes your day go better, and in turn makes you healthy, as it also makes you a happier person and a better human being."

History of Desserts and Dessert Day

Dessert has become so popular that October 14 is celebrated as Dessert Day every year. The origin of the word dessert comes from the French word "desservir," which means "to clear the table." Those masters of decadence, the French, were known to serve a sweet wine as an aperitif, and it didn't take long before the concept of sweet followings to the main dish became commonplace.

The earliest period when the term dessert was used was in the 1600's. This was the time when the concept of serving

meals in courses was born.

Dessert Day encourages us to celebrate by selecting our favorite delicacies and indulging in them, while also exploring the ever-growing number of options we have to experience in the world of sweets. From rich chocolate to sweet strawberries, there are many desserts.

Kshitiz Shekhar disclosed, "The word desservir was used in France as early as 1539 to refer to what you ate after the main meal had been cleared away from the table. The first use of desserts was to wash down the aftertaste of a large meal with something sweet. In the seventeenth and eighteenth centuries it was mostly fruit-based treats, often using jams and preserves. In the late eighteenth and early nineteenth century, technology and trade also opened up more possibilities for populist sweets. Sugar was more widely available, and mechanical refrigeration could keep butter at a consistent temperature, making pastry simpler. By the late nineteenth century, attractive and delicious desserts like almond cakes, cream puffs, and fruit tarts were a minor luxury available as a special treat even to the lower classes.

He continued, "The Industrial Revolution in Europe and later America caused desserts to be mass-produced, processed, preserved, canned, and packaged. Frozen desserts, became very popular starting in the 1920s when freezing emerged. These desserts became a large part of diets in many industrialized nations. Easy accessibility made the popularity even higher."

Anirudh Amin, Chef de Cuisine, J.W. Marriott Bengaluru, disclosed, "The custom of sweets in the Indian subcontinent has been traced to at least 500 BCE when, records suggest, both raw sugar and refined sugar were being produced. By the Gupta dynasty era (300–500 CE), sugar was being made not only from sugar cane, but from other plant sources such as palm with official documents of that acknowledging five kinds of sugar."

He continued, "Sushruta Samhita which is a Sanskrit text on medicine and surgery mentions records about sugar being produced from mahua flowers, barley and honey. Sugar-based foods were also used in temple offerings as bhoga or prasadam for the deities which, after the prayers, became a holy offering for devotees and visitors to the temple."

Rajat Sachdeva

Asif Iqbal, Executive Chef, Holiday Inn Chennai disclosed that in India sweets have been popular since a long time. He attributes this to the fact that Sugarcane has been grown in the Indian subcontinent for thousands of years, and the art of refining sugar was invented there 8000 years ago (6000 BCE) by the Indus Valley Civilisation. He added, "Over its long history, cuisines of the Indian subcontinent developed a diverse array of sweets. Some claim there is no other region in the world where sweets are so varied, so numerous, or so invested with meaning as the Indian subcontinent."

Craving for Desserts

Though people yearn for desserts at all times – from breakfast to dinner, it is found that the craving for the sweet dish is after dinner.

Kshitiz reasons, "Post meal sugar cravings can be due to increased production of serotonin, a neurotransmitter, which is associated with mood-elevation. ... Sugary desserts cause serotonin levels to rise, which make us, feel happier, calmer and satisfied. Uneven blood sugar levels after meal may also trigger these cravings. Body craves sweets as a way of getting a quick energy to support the digestive process. Digestion takes so much energy; the body craves an energy spike which it gets in the form of sugar. Sugar forms a source of quick energy. Uneven blood sugar levels after meal may also trigger these cravings. If our meal is not well balanced, and comprises mainly of carbohydrates (especially simple carbs), it results in an immediate spike in the blood sugar levels, only to drop suddenly after the meal. Our body can't acclimatize to this dip in glucose levels and to get back to this soaring high, our body craves sugar."

Anirudh Amin

There are several reasons why people crave for desserts after dinner. Nutritionists state that this is a Physiological craving. According to them sweets is a way of getting quick spike of energy to support the digestive process. It may be mentioned that that your body uses energy to help you gain more energy from your food.

Indulgent Desserts

Desserts, at their best are considered to be indulgent. With the rise of health consciousness people are hesitant to partake in desserts. At this time one remembers what a wise woman had once said. She had professed, "Life is too short to say no to cake."

Truly when it comes to decadent desserts there's no good argument for the "go big or go home" approach. And some of the indulgent desserts that Executive Chef Kshitiz recommends are:

- Muslie Yogurt Parfait
- Avocado Chocolate Pudding
- Fruit Crumble
- Raspberry Granite
- Dark Chocolate Pistachio Truffle

Frozen Desserts

One of the favourite desserts or, one may say, THE favourite dessert of the young are frozen ones. People love frozen desserts for their versatility, convenience, and adaptability. There is a wide range of frozen desserts offering you a great deal of choices. Ice cream, both dairy and non-dairy, serves as the medium for many

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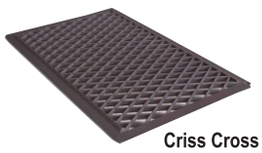
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popular dessert flavors. Almost everything you want, from brownies to cake to fruit to pie, can be mixed into a pint and served frozen. It's very easy to find a frozen dessert that will satisfy your craving for just about any sweet treat.

Frozen desserts also last longer. You can keep them in your freezer and they continue to stay fresh. You can keep a frozen dessert in the freezer for a few months. This makes buying larger quantities feasible.

For vegans it may be mentioned that frozen desserts can be made completely allergen free. None of the most common allergens are needed to make a dairy-free frozen dessert like vegan ice cream.

Kshitiz avers, "People love frozen desserts for their versatility, convenience, and adaptability. Frozen desserts are a grab and go solution that provides a tasty pick me up without much effort. It doesn't involve cooking anything & stays longer & fresher."

Wide Variety

Deserts are popular all over the world. However most of the countries have their own variety of popular desserts.

Kshitiz lists some of them thus:

France: Crème Brule which, at its most basic, is a creamy, pudding-like, baked custard with a brittle top of melted sugar that cracks when you gently tap it with a spoon. The custard is made with heavy cream, eggs, sugar and vanilla.

America: Apple Pie has apple as the principle filling. It is generally double-crusted, with pastry both above and below the filling; the upper crust may be solid or latticed.

Turkey: Baklava is a layered pastry dessert made of filo pastry, filled with chopped nuts, and sweetened with syrup or honey.

Italy: Gelato is similar to ice cream as they both milk cream and sugar. However, Gelato uses more milk and less cream than ice cream and generally doesn't use egg yolks, which are a common ingredient in ice cream. Italian Gelato has only about 4-9 per cent fat.

Japan: Mochi is a Japanese rice cake made of mochigome. The round ball is filled with a sweet filling, typically red bean paste. . It comes in three varieties: white mochi, pale green mochi, and pale pink mochi.

England: Banoffee Pie is made from from bananas, cream and a thick caramel sauce, combined either on a buttery biscuit base or one made from crumbled biscuits and butter

Belgium: Belgian waffles are very light and airy inside. Traditionally this was due to them being made with yeast. Generally today they are made with baking powder.

Austria: Sachertorte is a chocolate cake. It consists of chocolate sponge cake cut into three layers. Apricot jam is thickly spread between the layers and on the top and sides of the cake.

Australia: Lamingtons is a soft buttery sponge cake coated all over with chocolate icing and coconut.

There are several other countries with their own favourite desserts. Tiramisu is the ultimate Italian dessert, the one most people think about. When you're visiting Vietnam, you have to try chè. Pavlova, simply known by the locals as 'Pav', is a classic Australian dessert. Norwegian Success Cake is a traditional Norwegian dessert. The Taiwanese Milk Tea comes in various flavours like Lychee, Strawberry, etc. Stroopwafel is probably the most popular sweet treat in the Netherlands. Peppermint Crisp Tart is loved by South Africans. The most beloved Brazilian sweet is brigadeiros. Es Campur is one of the most favorite desserts in Indonesia.

One cannot forget India which is a country with a sweet tooth. Every region has its own favourite. Some of the popular Indian desserts are: Gulab Jamun, Gajar Ka Halwa, Sandesh, Payasam, Burfi, Shahi Tukda, Phirni, Kheer, Gulab Jamun, Kaju Barfi. One can go on endlessly. Have any of the snacks and enjoy yourself! ■

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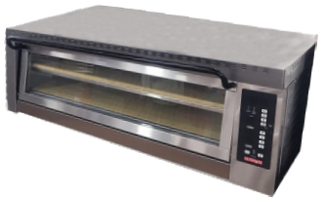

Stone Hearth Ovens

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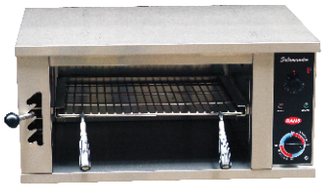

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Recipes of Desserts

Strawberry Knodel

Ingredients

Cream cheese	125gms
Butter	30gms
Flour	75gms
Egg	1/2
Salt	1 pinch
Vanilla essence	5 ml
Lemon zest	1/2
Strawberry comport	300 Gms
Icing sugar	50gms
Lemon juice	1 nos

For crumble

Butter	50gns
Bread crumb	60 Gms
Cinnamon/sugar/vanilla	5 gms

Method

Take the all ingredients and make soft dough, stuffed with strawberry comport and make around ball.

While you were forming the dumplings you kept a big pot with water to boil. Once it is boiling well add in the dumplings carefully and keep the flame on slow and stir every now and then, so that they don't stick at the bottom. Cook them for 7-10 minutes.

While the dumplings are cooking, take out a pan and fry the Breadcrumbs with the Butter. The breadcrumbs should have a gold brown when finished fried.

The Dumplings are ready when they swim on top. Take them carefully out, strain a bit the water and directly roll them into the breadcrumbs butter mixture. Coat them well.

Before you serve them sprinkle some sugar on top to your liking.

Lemon Blueberry Cheesecake Bars

Ingredients

For the base

Butter, for greasing
2 Tbsp sugar
1/2 Tsp ground cinnamon
9 graham crackers
½ stick unsalted butter, melted

For the filling

450 ml cream cheese, room temperature
2 eggs
2 lemons, zested and juiced
½ cup sugar (approximately; eyeball it)
1 ½ cups fresh blueberry
Powdered sugar, for dusting

Method

For the base

Grease the bottom of a 9 by 9-inch baking pan with butter. Then place parchment paper over the top, pressing down at the corners. In a food processor, process the sugar, cinnamon and graham crackers until you have the texture of bread crumbs. Add the melted butter and pulse a couple of times to fully incorporate. Pour into the lined baking pan and gently pat down with the base of a glass. Bake in the oven for 12 minutes until golden. When done set aside to cool.

For the filling

1. Preheat oven to 325°F.

2. Add cream cheese, eggs, lemon zest, lemon juice and sugar to the food processor and mix until well combined. It should have a smooth consistency. Pour onto the cooled base and then cover with blueberries. They will sink slightly but should still be half exposed — as the cake bakes they will sink a little more and break down.

3. Bake in the oven for 35 minutes or until the center only slightly jiggles. Remove from the oven and cool completely before refrigerating for at least 3 hours. Once set, remove from pan using the parchment lining and slice into 10 rectangular bars. Dust with powdered sugar.

Warm Apple Strudel

Ingredients

Apples peeled and quartered	4 nos.
Grain Sugar	125 Grams
Walnuts	50 Grams
Raisins	50 Grams
Grated lemon rind	5 grams
Cinnamon	1 cm Stick
Phyllo pastry	6 sheets
Butter, melted	50 Grams
Bread crumbs	50 Grams
Powdered sugar	5 Grams

Method

Finely slice apple quarters crosswise. Place in bowl and toss with sugar, nuts, raisins, lemon rind and cinnamon; set aside.

Place 1 sheet of Phyllo on damp tea towel. Cover remaining Phyllo with damp cloth. Brush sheet with some of the butter; sprinkle with 15 grams of bread crumbs.

Layer remaining Phyllo, brushing each sheet with butter and sprinkling with remaining bread crumbs.

About 2 inches from one long edge of pastry, spoon apple mixture lengthwise down pastry in 3-inch wide strip, leaving 2-inch border of pastry at each short end.

Starting at long edge nearest filling, carefully begin to roll Phyllo over filling.

Roll up strudel jelly-roll-style, folding in edges as you roll.

Roll up firmly but allow a little slack for expansion. Carefully place strudel seam side down on greased baking sheet. Brush with butter.

Cut 7 slits in top. Bake in 200 degrees C in oven for 30 to 35 minutes or until crisp and golden. Transfer to rack or serving platter. Just before serving warm or at room temperature, dust with powdered sugar.

Kshitiz Shekhar, Executive Chef,
Hotel Marine Plaza, Mumbai

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Changing Bakery Scenario

India, which is the second largest producer of biscuits, after the USA, has registered a positive growth of its bakery industry in spite of the pandemic caused by COVID-19. Changing consumer habits and lifestyle enforced by the pandemic has created an increased demand globally for healthier products and alternatives, particularly when it comes to bakery goods which are now more commonly consumed daily as opposed to being a treat. Customers now want baked goods which are 'guilt-free' and are thus seeking gluten-free products or goods made with alternative ingredients like multigrain and whole wheat. Along with healthier options millennials, in particular, are also seeking new flavours and experiences. Ashok Malkani views the working of the bakery industry and finds that the bakery industry, unlike some other industries, has not been so badly affected by the pandemic and provides ample opportunities for new entrepreneurs

The COVID-19 lockdown made people take interest in new hobbies and skills. Many, in the younger generation, loved to try their hand at baking. Even before the pandemic many had given up their cushy jobs to venture into new fields which would help them to display their skills in various domains. With the humongous change in consumer habits and lifestyles in bakery industry, many of these youngsters have either ventured into this industry or have shown a keen desire to do so.

Despite certain difficulties posed by COVID-19, the interest evinced by several enterprisers for entering this industry has been due to the fact that the forecast for the Indian bakery industry is positive, with a projected market value likely to exceed $ 12 billion by 2024, expanding at a CARG of 9.3% during 2019 to 2024.

Besides the forecast, there are several other reasons to tempt enterprising entrepreneurs to enter this arena. Some of them are:

Increasing demand: Bakery industry is one of the largest segments in the processing sector and is currently, particularly in the pandemic, witnessing a robust growth.

Work schedule: If one is starting a small bakery, he/she can have his/her own work schedule/shifts according to their own convenience. Besides this, they would also be able know, in a short span, which products are in demand and thus schedule their production accordingly.

Independence in operation: In a small bakery you are your own boss. This also enables you to have a hands-on experience in managing supplies, maintaining high levels of hygienic standards

and develop skill in public relations.

There are several challenges in starting your own bakery but be assured that the industry would definitely progresss at a rapid pace in the future. It is experiencing a robust growth of over 9%. The growth and spread of the industry is driven by increasing demand for biscuits and cookies which account for nearly 72 per cent of the sales in the Indian bakery market.

The rapid growth in the bakery industry could be attributed to the fact that the ongoing pandemic has changed consumer attitude and behavior towards food. They are now choosing familiar comfort food and indulgent items. According to a global survey conducted by Mondelē International and the Harris Poll, over 85 per cent of Indians appraised, declared that they snacked more during the pandemic.

Bakery products, which are considered to be comparatively healthier than the other food items available in the market, are becoming more popular.

Bakery products have always been a staple in the Asia Pacific region for breakfast and snacking, but COVID 19 pandemic has boosted the sector's growth significantly during the past one year. Experts predict the global bakery products market to grow at 2.2% from $ 507.38bn in 2020 to $ 574.05bn by 2026.

Healthy Desserts

The trend in bakery is also changing to meet the needs of the health conscious consumers. While comfort and indulgence

remain important in the dessert categories globally, plant-based options/ products are gaining popularity.

Krista Corigliano, Director, Product Cake at Rich Products, based in New York, says, "We are now exploring introducing plant-based dessert solutions and new colour technology to swirl different colours in cakes and icing to capitalize on broader trends like 'unicorn' and 'whimsical.' In these cases, colour and application go a long way toward creating an impressive and memorable dessert that wows."

Trevor Hitch, Founder & CEO of U.S. based, VEDGEco, has stated, "The demand for plant-based foods, including bakery items, has never been higher. By adding plant-based options to their menus, independent bakeries can increase foot traffic, satisfy consumer demand, and boost their bottom line. We're excited to see (and taste!) what they create."

With the post-COVID increase in demand for vegan and plant-based foods, the global market for vegan and plant based desserts, which is currently valued at 2.68 billion, is poised for growth.

Health and wellness is gaining primary position in the minds of the consumers all over the globe, including India. Over the past couple of years, due to pandemic, Indian sweets market, particularly the dessert category, has undergone a metamorphosis to sate the desire for healthy food.

Even ice cream is becoming plant based. As per a study conducted by Future Market Insights (FMI) the global plant based ice cream market is expected to reach $ 1,492.5mn in 2021. It is forecast to grow at a CAGR of 9.3% during the assessment period between 2021 and 2031.

Courtesy: PR Newswire

The healthy eating criteria would also encourage people to cut down dairy consumption because, as everyone knows, this would mean removal of excess saturated fats, sugar and salt from your diet, thus lessening your calorie intake and promoting a healthy weight.

The cutting down of dairy consumption will create opportunities for sales of plant-based ice cream in the coming years.

Incidence of diabetes and obesity is increasing, which are often common underlying causes of various chronic ailments. Adoption of a healthier living is seen as a preferred lifestyle choice among an increasing number of consumers.

This trend of opting for healthier food will continue to rise in the coming years, encouraging market players to focus on product launches. As companies spoil consumer with choices, the sales of plant based ice creams will pick up in response.

An analyst at FMI disclosed, "Key players in the global market are investing in product launches and innovations as the opportunity remains large and unexplored. They are experimenting with new ingredients and food items to carve a niche in a highly competitive market."

Increasing focus on healthy eating amid pandemic will create lucrative prospects for growth. Shift in consumer preference in favour of conscious and healthy lifestyle habits is impacting numerous industries as consumers are trying to choose better alternatives to conventional products.

But ice cream is a small segment of the bakery industry.

Healthy Flavours and Colours

The bakery industry is witnessing a change on several fronts. Healthy flavours and colours are also finding favour with the bakers. In an increasingly health-conscious world, the terms "organic" and "natural" are becoming more and more significant.

Colour, as everyone is aware, plays an important role in evincing interest of the consumer. Colours in baked goods make for great Instagram picture and sate the consumers' love of social media. There is, thus, plenty of experimentation with colour in branded sweet bakery lines. However, there can be challenges with 'colour fade' over the shelf life of the product. The bakers are therefore advised by experts to bake smaller batches, when using natural colours. To ensure stability, selection of right type

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of food colour is also necessary.

Adding fruit juice and vegetable juice concentrates and extracts to baked goods is a natural way to add both colour and flavour.

Flavours are reflective of the mood of the nation. Today, bright and bold tastes are running alongside a more considered flavour palette, as consumers re-evaluate their health and wellbeing due to the impact that the corona virus has had on their lives. The gradual easing of lockdown is acting as an incentive for the consumers, who have been under duress over the past two years, to celebrate their missed 'life's sweet moments' with bakery products, having enticing flavours.

Being still cautious of their health and wellbeing they are looking for food that would help support their immune health. Thus bakery products using fruits which provide not only fruity flavor and taste but also eases their concern about processed sugar are finding favour with the customers.

Future Trends in Bread Market

As consumers become more interested in the provenance of their food, naturally sourced ingredients are gaining importance. Plant-based food has taken the market by storm. Research shows, the increase in demand for sustainable products will result in a substantial rise in the plant-based food market by 2030. While 2021 was all about comfort and indulgence, 2022 is expected to be spicy. Flavours like Nashville Mac & Cheese, Buffalo, Mango Habanero, Chili Raspberry, Mexican Hot Chocolate, Cardamom, etc. are all likely to bring a new twist to pies, cookies, pastries, and more.

The stress will be to reduce sugar and calories.

With evidence of links between gut health and immunity, importance will be on ensuring digestion. Fibre and probiotics will thus be in focus. Digestive health claims are still relatively niche in the bakery market and mainly appear within the bread category, but there is potential for sweet bakery products to tap into this trend by using fibre-boosting ingredients such as nuts, fruit and whole grains to boost the health halo of treat items.

Alongside this, there would be further moves towards more natural and clean-label ingredients with not just natural flavourings but also extracts being used as the next step towards cleaner labels. Natural ingredients have acquired a 'health halo' since a majority of bakery food consumers believe natural foods as being healthy.

Since eating from home is becoming popular there is an increasing demand for bread. A healthy immune system, according to healthcare professionals, is critical in battling the coronavirus. Hence bread manufacturers have to focus on the production of bread with healthy ingredients. They have to make sure that their products contain enough fibre, which is critical for weight gain, intestine protection, and metabolism maintenance. Additionally, fibre is also crucial for maintaining cholesterol and blood sugar levels in the body.

One of the main reasons why bread demand has increased over the last year is the availability of a wider variety of bread on the market. Today bakeries offer a variety of breads which not only meet the dietary requirements of the consumers but also appeals to their gustatory senses. A bread manufacturer in based in Punjab has introduced an Oregano American style burger bun for the health-conscious consumers who prefer healthy breads with interesting flavours. Now there are also whole wheat breads and multi grain breads offered by several bakeries.

Trends in Biscuits and Cookies

Besides bread biscuits and cookies are other fast moving bakery products. Panic buying in response to the COVID- 19 pandemic has prompted biscuit companies to concentrate on launching new variants and expanding their presence, especially in rural India. Companies with a smaller biscuit market share are now ramping up their plans by consolidating distribution and introducing new products.

According to estimates, India's overall biscuit market is worth $5-5.5 billion, with cookies accounting for 35-40 per cent of that amount. Plain biscuits, such as Marie and milk biscuits, account for 25 per cent of the market, while cream biscuits and crackers each account for 15 per cent

A research report of BlueWeave Consulting states that due to a change in consumer taste and preferences for healthy convenience food the Indian biscuit market is expected to grow significantly by 2023. The report states, "Increasing indulgence, health concerns, and familiarity with luxurious taste, which has developed among Indian consumers, have led Indian manufacturers to experiment with a variety of biscuits and cookies."

In a recent webinar on "Consumer trends shaping India's biscuits and cookies category", conducted by Mintel, Food & Drink Analyst Rushikesh Aravkar disclosed that according to a study conducted by Mintel, consumers believed that biscuits with all-in-one ingredients were more beneficial.

It was suggested that manufacturers must aim at producing biscuits with all-in-one ingredients listed under the healthy indulgent category. If consumer demand is broken in the analytical term, then a cookie or biscuit has over 40 per cent healthy ingredient, 39 per cent health benefits, and 31 per cent whole grains. Yet less than 7% of manufacturers launch a product with any whole grain flavour or ingredient in it.

According to Mintel, over 72 per cent of the young generation between the age of 18-34 are involved in indulgent biscuits. These biscuits could be said to be hovering a wave that can create huge growth.

Artisanal Bakery

Tapping into the artisanal market, smaller bakeries can concentrate on quality over quantity. According to PDF Market Research Report, The artisan bakery market is enhancing its growth due to the increasing demand for gluten-free baked food products across the regions and among vegan consumers. It is seen that many bakers are shifting towards authenticity and transparency as consumers seek out real, simple ingredients and total product disclosure.

Consumers are beginning to understand that bread is not the enemy and are becoming more focused on the ingredients and processes. High-quality, all-natural products are falling into a perceived 'health halo,' and artisan bread is being viewed as 'better for you' bread.

Artisan bread's distinctive crumb contributes to an overall visually rustic look. Eye appeal is necessary to coax a perimeter customer to pick up, smell and assess a loaf. As a bulk of artisan bread sales are driven by impulse, aesthetics play a critical role in consumer purchasing behaviour.

Though artisanal bakery products have not yet gained immense popularity in India there is an increasing demand for them which predicts well for the future of this segment.

There is ample opportunity for entrepreneurs to enter this field but they have to observe the environment carefully. ■

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Emulsifiers in Baked Goods

The use of food additives is necessary to maintain the quality and freshness of the food product. Food additives perform important functions in baked goods such as starch complexing, protein strengthening and aeration and may also offer some degree of emulsification. Baked goods without emulsifiers are tough, dry, leathery, stale and tasteless. "An emulsion is a dispersion of small droplets of one immiscible liquid within another."

Emulsifiers keep the droplets from coalescing. Let us understand in detail about the emulsifiers, what they are and what they exactly do.

Emulsifiers are chemical products that facilitate the uniform mixing of two immiscible substances or two immiscible mediums.

These mediums in different combinations could be:

- Liquid and Liquid
- Liquid and Gas
- Liquid and Solid

Emulsifiers are amphiphilic substances i.e. having a lipophilic portion and a hydrophilic part. The lipophilic part is a long chain fatty acid. The hydrophilic part is either non-ionic (e.g. glycerol, propylene glycol, sorbitol, sucrose) or ionic negatively charged (such as lactic acid, acetic, citric acid).

Emulsifiers that are soluble in oil, favour water in oil emulsion (w/o) and water soluble emulsifiers favour oil in water (o/w) emulsion.

Example of w/o emulsion are margarines and butter icing.

Examples of o/w emulsions are milk, mayonnaise and ice-creams.

Yeast Raised Products

Emulsifiers have two major functions in Yeast raised products:

- Dough conditioning/strengthening
- Shelf life extension/crumb softening

Dough conditioners/strengtheners (protein interaction)

During the formation of dough, a protein network is formed by gluten. If the gluten is of poor quality or is weakened during processing, the gas produced by the yeast will escape through the weak sections of the gluten film. So as a result, the part of this gluten matrix will collapse. Emulsifiers function as dough conditioners by improving the binding of wheat flour gluten strands to each other. Dough strengtheners increase the amount of binding sites that gluten strands have to each other and/or form bridges to supplement disulfide linkages which result in a stronger gluten film. This leads to an enhanced loaf volume and a better texture of breads. But, this mechanism is not fully understood.

Dough conditioners provide the following benefits:

- Compensation for variation in raw materials (e.g. flour quality)
- Improved dough machinability by gluten complexing.
- Greater tolerance to production abuse of dough by providing drier, less sticky dough. This reduces the tearing and facilitates processing.
- Ease of formulating low fat products, reduction in shortening or oil with no loss of volume, tenderness, or slicing ease.
- Increased gas retention, resulting in lower yeast requirements, improves oven spring, shorter proof times, and increased volume.

• Better texture of finished product i.e. finer grain.

• Stronger side walls, improved symmetry and reduction of deformed products

• Improved hydration rate of the flour and other ingredients.

Crumb Softeners (Starch Complexers)

We know that starch consists of 2 types of carbohydrates; amylose and amylopectin. When these are mixed with water and heated, they swell to form a gel. From this gel, the starch components will recrystallise. This phenomenon is also known as starch retrogradation.

Research indicates that emulsifiers actually form complexes with amylase, a linear polysaccharide within the starch molecule. They interfere with the recrystallisation (or retrogradation) of amylase, which retards the firming rate. Generally the higher the moisture contents of fresh baked goods, the greater the effects of staling. Yeast raised products and cakes are more susceptible to staling than cookies and crackers.

The term 'crumb softener' is a misnomer. As bread is baked, water becomes bound or entrapped in gelatinized starch, which is a soft gel. As bread begins to stale, the starch network closes and the starch is transformed from this soft state into a firm, crystalline state. The bound water previously entrapped in this three dimensional network is squeezed out and becomes free water. This water then migrates to the crust, making the crust leathery.

Emulsifiers help to slow the rate of staling. Enzymes such as alpha amylases can be considered true softeners. Enzymes cleave portions of amylase chains in the dough. This disrupts the crystalline network in retrograded starch, reducing the rigidity. This in turn increases the shelf life. Some of

the good starch complexers include Calcium Stearoyl Lactylate (CSLs), Sodium Stearoyl Lactilates (SSLs), Diacetyl Tartaric acid esters of mono and diglycerides (DATEMS). Most bakeries use a blend of "crumb softeners" and dough strengtheners.

Chemically Leavened Products

Consumers prefer cakes that are light, tender and moist. Without emulsifies, cake batter appears greasy and shiny with the fat dispersed in the very large, coarse, irregularly shaped particles. Incorporation of certain emulsifies provides aeration, foam stabilization, emulsification and crumb softening to cake systems.

Aeration/Foam Stability

Cake Batter is mobile foam, while baked cakes are rigid foams. Emulsifiers coat the air cells in foams to provide foam stabilization. In addition, emulsifiers increase the amount of air that can be whipped into the batter by decreasing the surface tension of the aqueous phase, thereby increasing the whipping rates of batters.

Emulsification

Cake batter is also an oil in water emulsion, with shortening or oil as the dispersed phase and water as the continuous phase. Emulsifiers, especially hydrophilic types, aid in mixing the fat phase with other ingredients. They aid in fat dispersion by breaking the fat into a large number of smaller particles. The integrity of foam walls, formed by proteins, determines cake volume and uniform appearance.

Shortening is antifoam that tends to disrupt the foam cells. Emulsifiers coat the fat particles exterior surface. This provides protection to the protein firm cell walls and eliminates film disruption. Because of this protection, bakers can incorporate plastic shortenings, as well as vegetable oil-notorious antifoams- in their formulations. Vegetable oil is easier to use because of its pump ability at room temperature and 25% les fat is required in oil-containing bakery formulation compared with those that contain plastic shortening. Vegetable oil also enhances the moistness.

Crumb Softness

Crumb softening in cakes involves moisture retention and efficiency of shortening action, as well as starch complexing. A sponge cake with emulsifiers will have a higher volume, a more tender and a uniform crumb, better crust appearance and increased shelf life. Choosing an emulsifier for cake depends on the type of fat used, production equipment available, and labeling issues.

Emulsifiers for cake systems are usually added into the shortening at levels ranging from 4% to 14%. The most common emulsifier used in cake mixes is 10% to 14 % propylene glycolmonoesters (PGME), on a shortening basis. Emulsifiers such as monoglycerides, polyglycerol esters, or SSLs are used in combination with "alpha-tending" emulsifiers such as PGME, acetylated mono glycerides, or lactylated monoglycerides.

In vegetable oil formulations, one may choose a dispersible blend of PS-60, SSL, sorbitan monostearate and monoglycerides or a fluid shortening containing lactic acid esters of monoglycerides.A traditional system still used by bakers contains a plastic shortening with 5 to 10 % mono-diglycrides.

Selecting Emulsifiers

It is extremely essential to determine the specific function or the specific problem which would be solved by using emulsifiers. The other factors to be considered are:

- Cost
- Fat reduction.

One must decide whether, fat reduction is better than fat elimination from a product depending on the consumers needs. Excellent reduced fat baked goods can be achieved by adding small amounts of emulsifiers. The first consideration for developing low fat bakery products should be product performance. Food designers must carefully examine which ingredients contribute to the desired functionality in their products.

- Regulations/Food laws of the country

For e.g. mono and dyglycerides are not regulated while polysorbates are more highly regulated. SSL is used in bread products bread products at 0.5% of flour weights

- Natural

Some times totally natural labelled emulsifiers are used by some producers. For example, Lecithin aids in the machinability and shortening dispersion of baked goods.

- Synergism

This is another factor to be considered as emulsifiers usually work best in combination with each other. E.g. M-DG and EMG together for bread making..

Future Outlook

Most developers of low fat foods are investigating many different formulation options. Several factors will play a role in deciding how the emulsifiers are used.

Low fat products will definitely continue to benefit from the incorporation of emulsifiers. It is possible that eventually there would be two main categories of ingredients for low fat products i.e. carbohydrates and protein gel formers as they do not add fat calories and emulsifiers such as mono and diglycerides. ■

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Luscious Tarts

Tarts are definitely delicious, they have the versatility few other bakery products have and can let the imagination of the Chef making them run a bit wild. Technically they are just a pastry particularly popular in Chinese and Western European cuisine and contain an outer pastry crust which is filled and then either baked further or maybe just glazed over (especially if the filling is delicate fresh fruit) and served. Though we are more familiar with sweet tarts, it is popular in parts of Europe to have savoury or salty tarts too.

A tart, as we know it, is a pastry dish, usually sweet, that is a type of pie with an open top that is not covered with pastry. The size of a tart can vary from 3 inches to 9 inches in diameter. A miniature tart is known as tartlet that is smaller in size. The Tarte Tatin is a particular kind of "upside-down" tart, of apples, other fruit, or onions. Savoury varieties include german Zwiebelkuchen (Onion tart), or swiss cheese tart made from gruyere.

Pastry for tarts is made from ingredients such as flour, butter, shortening, baking powder or eggs. It is rolled out and used as a base. Usual and common pastry dishes include pies, tarts and quiches. The 'Pastry' has a higher fat content, contributing to a flaky and crumbly texture. The trick lies in care taken for blending the fat and flour before adding any liquid. Flour granules, when adequately coated with fat are less likely to develop gluten.

A tart is also known as short crust pastry. Special dough is used for making the crust. In French cuisine, it is known as pâte brisée, i.e. flaky dough. This dough can be used for a variety of tarts, pies, and other baked desserts. After baking the dough, the short crust is filled with cream, fresh fruits, fruit jam, custard, dry fruits, lemon sauce, chocolate, etc. Normally, pastry cream or crème patissiere, which is lavishly rich cream, found in éclairs or cream puffs is used in cream tart. Tarts are available in many more varieties that are equally rich and tempting.

As new styles of serving colorful and alluring delicacies become popular, the demand for such delicacies is growing. For instance, pastries, which are the most popular snack and dessert, occupy a very special place in a menu. Colourful varieties of pastries with mouth-watering sweet fillings are a big temptation, difficult to curb. In this race for popularity, the tart has made its own special place.

Delights of Treacle Tart

If you have ever shopped in any supermarket or a bakery in England you would surely recognise the obsession English bakers have with this product. A 'Treacle Tart' is a traditional English dessert. It is made by making a short crust pastry and blind baking this in the oven. Then one heats golden syrup until liquid, and adds egg, cream and breadcrumbs. This mixture is added to the pastry and once again heated in the oven. The mixture sets to a sort of gel. The Tart is normally served hot with a dollop of clotted cream. It can also be served with ordinary cream, custard, or yoghurt. Treacle tart can also be served cold.

Served in any form it is a delicious, sickly sweet and sticky dessert that leaves the mouth all gooey and overcoated with sweetness of the treacle. Yet, it is very satisfying indeed.

Custard & Egg Tarts

The birth of custard tarts is attributed to a direct competition faced in Hong Kong from dim sum restaurants. Later they evolved to become egg tarts as we know them today. They were initially a lot bigger

than the popular size of today. As a British colony, it was natural that English food gets assimilated to the Hong Kong tastes. In Portugal the egg tart pastries were popular too and could be the precursor of the egg tarts as we know them.

Today, in Hong Kong these tarts have evolved to become egg white tarts, milk tarts, honey-egg tarts, ginger flavoured egg tarts. They have also imbibed the local flavour in green-tea-flavoured tarts and even bird's nest tarts. They use short crust and puff pastry made with lard rather than butter or shortening. Also, these tarts are served piping hot rather than room temperature as per English custard tarts.

A traditional Portuguese custard pastry consists of custard in a crème brulee like consistency caramalised fashion in a puff pastry case. It is recognised to be a 200 year old tradition and can be found in pastry shops of Portuguese descent, around the world.

In Austrian Tart there is a crumbly pastry of flour, butter and ground nuts, often almonds, and come in two thin layers with a filling of either plum butter of jam (often red in colour with either raspberry or red currant). It is called 'Linzer Torte'.

Constituents of Pastry Crust

Flours

Wheat flour or maida is essential for making the short crust pastry for tart because it is the only flour with gluten that allows dough to stretch and expand in the oven at 350 degree. Different types of wheat flours are suited to make different types of pastry. Pastry flour, which is milled from soft wheat, is best for rich short crust.

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Regular short crust and chou pastry require all-purpose flour, a mixture of hard and soft wheat, with a gluten content high enough to make the dough resilient but still tender. To produce tender puff pastry, a mixture of all-purpose flour and low-gluten cake flour is recommended. Dough for strudel and fillo should be made from strong, high-gluten bread flour that can stand up to stretching into large thin sheets.

Fats

Fats that are found in butter, margarine, solid vegetable shortening, lard, vegetable oil, play an important role in short crust pastry. The function of fat is to add flavour, coat and separate flour particles, and help to lubricate and tenderize the pastry crust. Since fat does not get absorbed by other ingredients, it acts as a spacer, contributing flakiness to the pastry.

The method of incorporating fat into the dough affects the final texture, and differs with various pastry types. Whether the fat is creamed, cut in, rolled in, or melted, it should be evenly distributed throughout the mixture.

Liquids

Water and milk are the most commonly used liquids in baking pastry crust but orange and lemon juice, cream, egg, and other additions also contribute to the flavour and texture of the pastry. The liquid starts the development of gluten in the flour. During baking, the liquid turns to steam, helping to leaven the pastry. The amount of liquid used can affect the tenderness of the dough, just as fat and type of flour does.

Directions

While making tart crust, one should make the tart dough work as fast as one can so that butter does not melt. There are some tips for making tart dough:

Remember that in French pâte brisée means "breaking dough".

If the dough breaks and cracks and does not really feel like sticking into a nice ball it means that it is a right mixture for tart crust.

For a single tart serving, one has to make small cup shaped crust of 3 inches in diameter and for a big serving it can be increased upto 9 inches in diameter.

Brush each layer of fillo with melted butter, margarine or oil. To prevent edges from cracking, brush edges first and then work into center.

Then it can be baked in a pre-heated oven at 350 degrees for 15 to 18 minutes.

Storing Tarts

Storage of tarts and pies depends on the filling used. Usually, tarts should be served within a few hours after putting in the filling. Tart crust can be kept at room temperature, or sometimes in the refrigerator, wrapped in foil or glassine paper, to store up to 3-4 days. Ideally, it is best to serve tarts on the same day as baked.

As a matter of fact, baked cream puff pastries stale quickly. As they do not have a long shelf life, tarts should be preserved at 4 to 5 degrees. After baking and garnishing they should be kept in glassine paper cups and stored in a container to prevent crushing.

The packaging of tarts is done in butter paper or glassine paper, which is coated with a layer of wax. This paper can resist penetration of moisture in the crust of tart and also absorbs the excess fat from the crust. ■

Varieties of Tarts

Most hotels bakeries, coffee shops, even stand alone bakeries offer a fruit tart – often seasonal. Other popular options seem to be lemon tart or custard tarts. The savoury tarts are referred to as quiches or pies rather than tarts.

Fruit Tarts

Fruit tarts are a combination of a sweet pastry crust, filled with pastry cream, and decorated with glazed fruit. They can be garnished with either single fruit (like strawberries) or a medley of berries, sliced kiwi, plums, apple etc. It is best to assemble these tarts the same day as they are served. Glazing the fruit provides a beautiful shine and has the added benefit of preventing the fruit from drying out.

For a giving a different flavour sometimes they may be filled with lemon-curd or cream, or even with cream cheese filling. In addition, one can give a different twist and a nice surprise by glazing the pre-baked crust with melted chocolate. Then it is left to dry completely before adding the pastry cream. A fruit tart makes a stunning dessert. Usually, the size of an individual tart is 3 inches or 7.5 cm in diameter.

Apple Tarts

Apple tarts are made up of three layers. Normally, the layers are: the buttery and crisp short pastry crust, a cream cheese filling and a layer of cinnamon-laced sliced apples topped with almonds. Apple tarts do not require chilling or rolling of the dough, or pre baking of the crust. The short pastry crust can be made in the food processor and then pressed into a greased spring form pan. The filling ingredients are then mixed together and poured over the crust. Peeled and sliced apples are combined with a little cinnamon sugar and placed over the filling. The finishing touch is a sprinkling of sliced almonds.

This is one dessert that cries out to be eaten shortly after coming out of the oven. The crust should be served at its best, in a beautifully crisp and crumbly state. The filling must be soft and creamy and should be made of juicy and flavourful apples. It can be served on the next day, if it is stored in a refrigerator. To give a complex flavour to the apple filling, one can use a blend of different varieties of apples.

Varieties of Apple Tarts

Parisienne Apple Tart is a pre-baked tart in which the crust is covered with sliced apples baked in laced custard.

Apple Frangipane Tart is a free form pastry in which the crust is covered with almond cream and sliced apples.

Tarte Aux Pommes is a pre baked tart shell, covered with apple-sauce or jam and sliced apples.

Chocolate Tarts

Chocolate tarts have a rich chocolate cream filling. Finely chopped groundnuts, almonds and raisins blended with butter and sugar are used in the fillo layers add a wonderful flavour.

Lemon Tarts

Lemon tarts are made with a filling of lemon-flavoured cream or curd and lemon based jam. They can be served as appetizers or desserts. They should be served at room temperature. Sometimes lemon jam can be blended with butter to add a different flavour. They can be garnished with walnuts, almonds, cashew nuts etc.

Savoury Tart

Not everybody likes their tart just sweet; so there is a Western version that originates from Germany and uses the humble onion in a single crust pie made of steamed onions, diced bacon, cream and caraway seed. A similar

version is also popular in Alsace region – both wine making regions.

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Ensuring Success

Running a bakery operation takes much more than just displaying the regulars like fresh bread and muffins. As an operator, you must think of what will lure your customers into your bakery and it has to be creative enough that they will be coming for years to come.

Freshness is an obvious key factor and should not be overlooked. Nothing should go on the shelves that are older than a day unless it is reduced in price. Remember, as a bakery facility, you have that fresh baked aroma, which means an increase in impulse sales, so use it to your advantage. Much more thought and work must come into play if you want your bakery operation to be a huge success.

Research Rituals

It is important that you know your customer inside out, as you want to serve them as best as possible. Survey your current customers to see what they think of your bakery items. Ask them what they like and what they think you could do better. Are your items as fresh as they could be? Is your staff as friendly and helpful as they should be? It is also equally crucial to research the competition so that you are always one step ahead of them.

Presentation

If you build it, they will come

Yes, this is an old saying but nothing could be closer to the truth. Operators should build their bakery displays so customers can see them from across the facility. Use nothing but the freshest ingredients and food items in your display. Display bakery items such as bagels, baguettes, cookies and dessert bars using unique plates, dishes and rattan baskets. Use fresh fruits, fresh and dried flowers, in addition to ears of wheat and corn to add to your displays.

Custom-design wood tilted racks to display breads, pies and Danish pastries so your customers' mouths will be watering from the minute they walk in the door. Do not forget to change your display every 10 days, and label each item so customers know what they are buying. Your display could be the best one on the block, but your customers will get bored of it if they see the same thing every time they enter your facility.

Creating colour eye-catchers

Colour is one of the most important factors when dealing with bakery display. Because most of the colours in bakery items tend to be browns and beiges, it is necessary to pump up your operation with bright colours such as red, orange,

or yellow, that will complement any bakery display you build.

Cross Merchandising

Cross merchandising is a unique way for you to get your point across. Whether your bakery is a sole operation, or it is located in a grocery facility, a lot can be done to merchandise and sell your bakery items with other relevant products.

When displaying specialty breads, do not be afraid to merchandise, the ingredients as well. Display fresh herb breads near fresh herbs. Then cut up a few of the loaves so customers can capture the taste. Or, cross-merchandise bakery items with the deli and soup counters.

Coffee is the next best thing to display with any bakery item – display beautiful packages of coffee next to your mouth-watering bakery items and they will by flying off the shelves.

Also, try cream cheese and bagels, focaccia bread with balsamic vinegar and olive oil, or fruit and lemon cakes with whipped cream.

Selling with Signage

It is important to be clean, concise and to the point when designing the signage for your bakery operation. Make it as easy as possible for customers to purchase bakery items in your operation by providing proper signage. After all, the reason for putting up a sign in the first place is to inform your customers about your products so they will buy them!

Signage can be displayed in all shapes and sizes and should be used accordingly. Use small chalkboard signs for muffins, cakes, cookies and bars and bigger signs for sectioned areas of your operation. If you insist on handwriting your signs, be sure to make them legible and graphically appealing.

Lively Lighting

Lighting is a very important role when it comes to bakery items. It should be an aspect you think of at all times when designing your bakery display because it helps to sell your products. Do not over- or under-light key areas of the facility.

Lighting is meant to add life to your bakery products while showing off the details of your products. Strive for a warm, comfortable environment that encourages sales. While you will not be asked to conceive and implement a lighting system, you will be asked to keep an eye on lighting

systems to ensure cleanliness, accuracy of beam, and that burned out bulbs are identified and replaced immediately.

Make it Spotless

Cleanliness will help to ensure your customer will come back for more of your tasty bakery items. The last thing a customer wants to find is a dusty food counter or a spotty sneeze guard. This goes for three-tier displays, display racks, utensils, shelves and employee uniforms.

Ensure your staff wears hairnets, hats and disposable gloves while handling bakery items. Post signage that lets customers know you are in control of your cleanliness.

Proper Stocks

Keeping an eye on your bakery stock is pertinent to running a bakery facility. Make sure to have all the favourite bakery items in stock at all times, in addition to some

new and improved items that are sure to knock your competitors off their feet.

Feel free to try a variety of items, as your customers will get bored of the same bakery items over and over. Again, keep in mind your customer base. Ask them what they would like to see on your shelves everyday and be sure to follow their requests.

Customer Service

Make it the goal of your bakery facility to offer the best possible service to your customers. It is important to train your staff to be the best they can be, while constantly selling and up-selling your products. Provide a script to follow so your staff is consistent with each sale made. This way, there will be a decreased risk of making mistakes.

Hand out customer comment cards to get ideas on how you are doing. Sampling your bakery items also works as a customer service tool. If you make it easy for your customers to try your food, you will satisfy their cravings and close a sale a lot faster. Sampling also allows you to offer items you wish to add to your menu, but want to try out first. Provide bakery sample stations as soon as your customers walk in the door, at the counter or throughout your facility. You will see it in the customers' eyes if your new bakery item will be a hit or miss.

Promotions and Contests

Promotions and contests are two of the biggest things you could do to get your customers bursting through the door. They help you build rapport with your customers, while providing them with extra value to your facility. Use national holidays for special promotion periods, or make one up of your own.

A popular contest item is the business card draw. Keep a fish bowl at your bakery counter and ask people to drop in their business card for a chance to win a prize. Business card contests are great because they allow you to see who is coming into your facility, while getting the complete contact information to reach customers for future promotions.

Hold a bake-off and encourage your customers to join to show off their secret recipes. Whatever your bakery promotions, be sure they fit your facility's personality or your customers may get confused about your identity. ■

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REZOL	35
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STEC HOTELWARE LLP	21
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VEEBA FOOD SERVICES PVT. LTD.	FIC
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Methodical & Hardworking!

Pankaj Sundriyal, Pastry Chef, The Claridges, New Delhi

Pankaj Sundriyal after completing his diploma in Bakery and Confectionery from F.C.I. Faridabad, has covered a commendable journey in the field. Starting his career at the India Habitat Centre in Delhi as an industrial trainee, he has honed his skills working at different locations like The Claridges, Surajkund, Taj Vivanta, BRYS Hotel in Jaisalmer and Westin Resort at Shona. Currently he works at The Claridges New Delhi, as Pastry Chef. Here he leads the bakery team while nurturing his passion for learning about pastry making.

In an exclusive interview with Sharmila Chand, he highlights his working philosophy and more..

What are the Top Trends in bakery these days?

• People are health-conscious these days, which is reflected in bakery trends. They prefer grains, yoghurts, sugar-free desserts and gluten-free products etc.

• They prefer vegetarian items such as eggless bakes and desserts without gelatin.

• Customizable baked goods - Traditionally, bakeries create their produce with very few customization options, except for wedding cakes. Letting customers personalize their baked goods can help create a unique niche and loyal following.

• Dark chocolate and Superfoods - Mainly using ingredients like acai berries, coconut, cacao, and other superfoods in baked goods with dark chocolate is trending these days.

What are your focus areas in a bakery?

Product quality – Taste is the best test but with also an eye on finishing, including shine, freshness and portion size.

Standardized products like test recipes, shape and size is important.

Hygiene and waste management are critical.

Which are the exclusive products you have introduced recently?

Chocolate Profiteroles:

The dish was originated in France and this is also my signature dessert with a twist. A profiterole or chou à la crème is a filled French choux pastry ball with a typically sweet and moist filling of whipped cream, custard, pastry cream or ice-cream. However, I have curated something special for all the chocolate lovers and added chocolate mousse in the heart of the profiteroles.

Additionally, the chocolate profiteroles have dark chocolate consisting of natural, low sugar content and is an anti-oxidant making it a healthy option for the people. I specifically choose to use 70 percent dark chocolate cream instead of pastry cream or custard cream making it a healthy yet delectable dessert that is available in our hotel. This is the backbone of our great bakery, with a classic touch and great taste.

Apple Pie:

Originated in England, traveling through America and Europe, there have been many modifications to the original recipe of Apple Pie. At The Claridges New Delhi, I have introduced the ultimate classic Apple pie dessert for the patrons to enjoy. The star ingredient of this dish is the sliced caramelized apple cooked with cinnamon powder, butter and nutmeg.

The apple pie can be served with vanilla ice-cream, cheddar cheese or vanilla creme anglaise. Out of curating many desserts with fruits, Apple pie is my favorite one as it is a classic.

Milk Chocolate Coffee Parfait:

To serve an exclusive and special coffee based dessert, I invented 'Milk Chocolate Coffee Parfait' for all the coffee dessert enthusiasts. It consists of sugar-free milk chocolate, cooking cream, coffee powder, whipped cream and rice crispy.

What are your favorite ingredients?

Well, there are diverse ingredients I use while making my desserts however some of my favorite ones are- wild berries, coffee, green apple, cinnamon and Rhubarb.

I love to experiment and constantly invent new desserts. I have curated my best dishes using these ingredients like Milk Chocolate Coffee Parfait, Wild Berry Pie, Rhubarb Crumble and many more.

How you ensure profitability of your bakery operations?

• Always be loyal to your customers, try to give them more varieties of customized options.

• Promotion is very important. Promoting through social media platforms with the support of local media.

• Try different distribution methods. If you want to make more profit and reach more customers, try to use a couple of different distribution methods. Consider going online. You can develop your website marketing strategy for a bakery, or try to cooperate with popular online ordering and delivery platforms.

What is your philosophy of work?

My philosophy of work is to follow the work as a professional with a never-give-up attitude.

Who is your favourite bakery chef and why?

Amaury Guichon, a French chef. He inspired me with his artistic design and mastery of chocolates and finished baked goods.

What is your dream?

My dream is to become one of the top pastry chefs in India and win the world pastry cup for India.

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