

DEC-JAN '22 VOL. XIII NO. 4 ₹ 100

BAKERY

Business Magazine for Bakery & Confectionery Professionals

REVIEW

Business

Starting a Bakery During the Pandemic

Feature

Food for the Gods

Focus

The Role of Edible Oils

Operations

Identifying Real Pastries

Bakery Trends for 2022



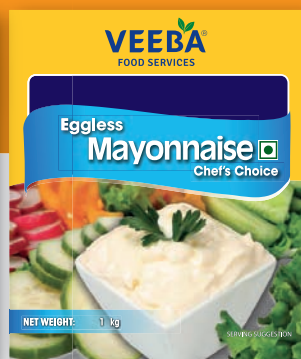
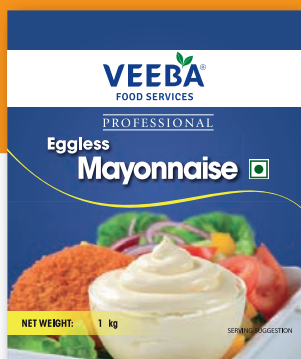
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Bakery Review is a bi-monthly magazine, printed, edited, owned and published by Rajneesh Sharma from 206, Samrat Bhawan, Ranjeet Nagar Commercial Complex, New Delhi. Printed at Print Creations, C-112/3, Naraina Industrial Area, Phase-1, New Delhi.

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



Bakery business post-pandemic certainly going to be on rise though that isn't going to be particularly easy. Whatever the projections for the future, there is little doubt that the bakery industry has undergone a period of trial and tribulation during the last two years. The pandemic has increased the awareness of healthy food. This has led to the shift in the preference of bakery products by the health conscious consumers and rise in demand for healthy and functional bakery items. Bakeries have adopted changes to cater to the demands of the consumers and brought in immense change in bakery ingredients.

With slowing down of the lockdown restrictions, cafes also have started opening doors for takeaways, deliveries and for dine-in as well. Cafe owners are rethinking their approach and redesigning their cafe and format to fit the new requirements and ensure safety of the staff and customers. Cover Story presents a broad perspective of likely trends in the near future.

As one of the largest segments in the food processing sector in India, the bakery industry offers huge opportunities for growth. Bakery industry will show the growth trends in coming years due to a rising demand for bakery products. This will drive more entrepreneurs to enter bakery industry. Business Story discusses the requirements for starting a bakery and steps that the entrepreneurs need to examine before entering the industry.

Despite all constraints the future of India Bakery Industry is bright. With the changing consumer behavior and demand for new products will result in greater innovation and competition in coming years.

A handwritten signature in black ink, consisting of a large, stylized 'R' followed by a series of loops and a long horizontal stroke ending in an arrowhead.

BAKERY

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IEG and Koelnmesse Signed for Sigep

IEG - Italian Exhibition Group and Koelnmesse have signed a Memorandum of Understanding ("MoU") for a strategic partnership that will see Sigep, IEG's international Rimini Expo event and flagship Show for Made in Italy products in the gelato, artisan pastry, bakery, chocolate and coffee sectors, launched into worldwide locations where trade shows powered by Anuga are held, as well as new markets that are potentially profitable for Sigep and Anuga alike.

Under the MoU, IEG and Koelnmesse join forces to strategically explore the joint organisation of new editions of Sigep, The Dolce World Expo, in places where Koelnmesse already organises its network

of events powered by Anuga - a leading global food platform, ranging from cheese to frozen food, from hot drinks to fine food and perishables - and possibly explore new markets, where neither of the two players is yet present.

In an international context of progressive trade show, says Corrado Peraboni, CEO of Italian Exhibition Group, "we have signed a new strategic agreement for one of our leading events: Sigep. After Green Technologies and Wellness, we are therefore projecting the Italian ambassador of dolce foodservice into the world on a global scale with the driving force of a leading food event such as Anuga. This strategy is both a reaction to the changing

context of international connections and an anticipation of trends that will influence trade show business in the coming years."

"We are very pleased about the new strategic partnership with IEG. Our strong connection with Italy is one of the most important assets for our trade fairs in the field of food and food technology worldwide. Together with IEG, we can build on this and ensure further synergies and the opening up of new markets within our worldwide Anuga network," explains Gerald Böse, President and Chief Executive Officer of Koelnmesse GmbH. "This perfectly complements our already existing joint venture with Fiere di Parma within related to Cibustec."

The Baker's Dozen Enters North India

Artisan bakery brand, The Baker's Dozen (TBD), founded by the duo Aditi Handa-Sneh Jain, has now launched its first concept store, 'The House Of Sourdough', at Greater Kailash 1, Delhi. Gearing for an aggressive expansion strategy, the brand further plans to launch 6 concept stores in multiple key locations in North India within the first two quarters of 2022.



En route to becoming an experiential library for the widest variety of Sourdoughs available in India, via 'The House Of Sourdough', the Baker's Dozen with a huge collection of handcrafted breads, bakes, dips and other, versatile, preservative free and 100% whole wheat products, Aditi Handa aims to boost the popularity



of the humble sourdough by augmenting an Indian's interaction with With exclusive sharing sessions

TBD plans to the loaf - one bite at a time. sampling stations, knowledge and cosy outdoor seating, raise a 'toast' to the Delhi palate by soon launching some local sourdough loaves that are centric to the city's distinct palate.

"The House Of Sourdough in Delhi is yet another step to strengthen our foundation and expand our loyal customer base. With the swelling demand for our products in North India, we believe no other city would serve our endeavours better than the nation's capital. We are extremely grateful to be here and very confident that our love story with this city is meant to be. This concept store is but one of many, as we plan to launch 6 new stores in multiple related geographies by early next year. We are sincerely committed to ensuring a sourdough in every Indian home via this move," comments Aditi Handa, Head Baker and Co-Founder of The Baker's Dozen.

Figaro's Pizza Announces its Master Franchise in India

American QSR restaurant chain, Figaro's Pizza, has announced its expansion in the Indian market. This expansion is brought in association with FranGlobal under its asset development and management business.

Founded in 1981, Figaro's pioneered a product that became known as 'take-and-bake' pizza which a customer could watch get freshly prepared with only the best, freshest ingredients, and then could bake at home when they wanted to. Then, they added ovens, becoming the industry leader in providing customers with the 'we bake or you bake' choice.

Figaro's Pizza is seeking franchise partners to develop Figaro's stores in India. They feature an operating system that is simple to run and does not require prior food experience.

Commenting on the collaboration Ron Berger, CEO - Figaro's Pizza said, "On our 40th anniversary, we are incredibly excited to be entering the Indian market. We are confident that the deliciously unique flavours of our pizzas and other products will find a most appreciative audience in India. We could not have partnered with a more experienced company in India and we look forward to doing business there. We hope India provides the impetus for our brand to expand globally rapidly."



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1441 Pizzeria Expands its Menu with Jain Variants

1441 Pizzeria, known for its authentic Italian wood-fired pizzas and unique concept of 'Make Your Own (MYO)' Pizzas with Unlimited toppings, have come up with a new menu.

The eatery's new menu has a Jain section. With special Jain sauce that ensures the Italian flavours are retained, it has a variety of Jain variants



including Jain Hariyali Pizza, Jain Tandoori Paneer Pizza, and Jain 5 Cheese Pizza among others.

In addition to this, 1441 has introduced its bestselling starters and pastas in Jain variants too, including Jalapeno Poppers, Chilli Cheese Bread, and the widely loved Smokey Cheese Doughballs, Jain Fusilli Pasta and Jain Spicy Spaghetti Pasta.

Launched in 2015, 1441 Pizzeria's concept and menu have been designed and created by the Italian Pizza Masterchef, Renato Viola. The eatery has 19 outlets across 5 cities in India.

Cocoashala Offers Chocolate Education in India

Cocoashala, with the aim of ensuring that India is at the front of the Bean to Bar chocolate revolution and support Indian cacao farmers, is offering an entry level "Gateway" program into bean to bar chocolate making. The 1 day online course, which is being held on February 9, 2022, is aimed at Home Bakers, Chocolatiers, Bakery's and Cafe/Restaurants to enable them to make their own pure (otherwise called couverture) chocolate using single origin Indian cacao beans from the scratch!

The "Gateway" course in micro-batch chocolate making will help to start from cocoa beans and make chocolates using very small scale infrastructure and help the participant in the decision to start your own micro-batch business.

"We are happy to bring the latest in knowledge, innovation and technology to India! and are proud to offer this course in India at the same time as it is being offered across the United States, Europe and the world," says L Nitin Chordia, co-founder Cocoashala.

Lavazza Available on Tata CLiQ Luxury



Lavazza, the Italian brand that is among the world's leading coffee roasters, has

announced its partnership with Tata CLiQ Luxury, India's premier luxury lifestyle platform, to expand its presence and reach in the Indian home segment. A range of Lavazza products are available on the platform which includes its most popular retail coffee variants (ground coffee, coffee beans and coffee capsules), coffee machines and coffee-related accessories to provide consumers with all the right tools to brew that barista-style cup of coffee from scratch, at the comfort of their homes.

Commenting on the partnership, Jai Ganesh Ramnath, Managing Director, Lavazza India said, "Coffee has helped establish connections for centuries now - at work, at home and with oneself. The idea behind this partnership with Tata CLiQ Luxury is to enable consumers to continue experiencing coffee, and not just consume it. For us at Lavazza, coffee is more than just a beverage; it is a habit that helps you look within yourself while you are brewing that perfect cup of coffee from scratch, where it's just you and your coffee for those 5 minutes. With this as the premise and to help bring this experience to life, a curated collection of coffee, accessories and machines are available on Tata CLiQ Luxury. We are certain that, with this partnership, we will be part of households that share a strong relationship with coffee as a connector and motivate coffee enthusiasts to experiment with some of our most premium products and accessories."

In order to bridge the gap between coffee lovers and the absence of readily available freshly brewed coffee, brewed barista-style from scratch, Lavazza was quick to adapt to the needs of its consumers and directed its efforts towards increasing its online retail presence in India. So far, the company has seen an exponential increase in demand for its products including capsule machines and coffee equipment like French press, imported coffee grinders and moka pots.

SLAY Coffee Introduces Special Cinnamon Brews

To add extra spice and warmth to the chilly festive season, SLAY Coffee has introduced cinnamon as the hero ingredient in their cuppas and baked goodies. SLAY Coffee asked its customers for flavour suggestions for the festive season and after over more than 500 entries, cinnamon won hands down as the most popular flavour.

With this in mind, SLAY Coffee has launched two new cinnamon-infused coffees to indulge in during the winter season - the iconic Spiced Cinnamon Latte and the Irish Creme Cinnamon Cold Coffee. While the Spiced Cinnamon Latte consists of their signature espresso shot and cinnamon flavour, the Irish Creme Cinnamon Cold Coffee includes SLAY's signature espresso shot and cinnamon flavour, along with Vanilla Ice-cream and Irish creme to light one up.

In addition to the aromatic cinnamon coffee brews, they have also introduced mouthwatering must-have goodies to savour, like the Apple Cinnamon Pie, Plum Cake and Ginger Bread Cookies to their menu.





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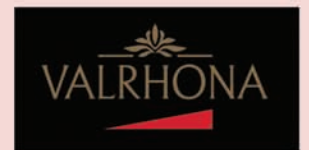
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Britannia Good Day Launches New Identity



Britannia Good Day, urban India's largest biscuit brand revealed its new identity today. As a top trusted food brand in the country, Britannia Good Day enjoys deep inroads of consumption in both, urban and rural India. Launched in 1987, Britannia Good Day created the 'Cookie' category in India- and made dry fruits and nuts accessible to Indian households for the 1st time. The brand that has always propagated happiness, today said the rich and varied smiles of India has inspired its makeover.

The all-new Good Day biscuit design will



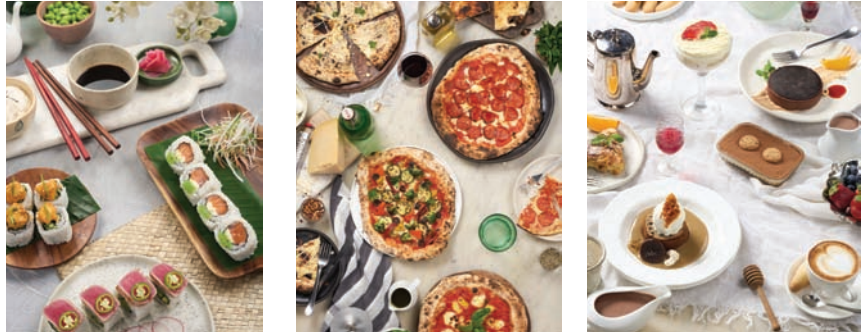
sport different kinds of smiles from the dimpled smile to the small smile, from the big smile to the double dimpled smiles. So consumers can experience Kayi Smiles, Nayi Smiles...in every pack of Britannia Good Day! The all-new packaging also brings alive the concept of diverse smiles as each SKU will have pack designs with different smiles on the pack.

Commenting on the launch of Britannia Good Day's new identity, Varun Berry, Managing Director, Britannia Industries Limited said, "Isn't it interesting that in our daily interactions, the parting wish to people is always a "Good Day", no matter how our own day is panning out. This universal insight inspires the work we do on Good Day. The core idea of Good Day has always been about spreading happiness. Today the brand has undergone its biggest makeover to date, to reflect the diverse smiles of India. Every pack of Good Day across the country will carry multiple smiles as part of the biscuit design. This is the biggest tribute we can pay to the beautiful smiles of the large and loyal consumer base of Good Day, which has ensured the continued success of the brand in both urban and rural India". The new pack will be launched across all four variants of Good Day - Butter, Cashew, Cashew Almond, and Pista Badam. Starting at Rs 5, the new Good Day packs are already available across markets across all the standard price points in various pack sizes.

Andrea's Bistro Opens in Delhi

Andrea Pauro, the restaurateur behind Amici, Andrea's Eatery, Andrea's Bar & Brasserie opens a global themed Andrea's Bistro in Delhi's Vasant Kunt at DLF Promenade Mall.

Restaurateur Andrea, brings his universal experience to Delhi with Andrea's Bistro—a true reflection of his love for travels and many global food adventures. Curated



with his signature philosophy of authenticity, the menu includes amalgamation of prominent cuisines such as Thai, Italian & Japanese dishes prepared with fresh and high-quality ingredients. The bistro also boasts of a bar for guests to pair their food with crafted drinks, cocktails and wines.

Andrea Pauro said, "The Bistro is the culmination of many experiences with food on my travels. And the new Andrea's bistro is an epitome of my love for fine cuisine."

Chef Mohit Jaggi has curated the menu along with Andrea's. He brings to the table his long time loyalty to the faith of food and diverse culinary experience. He has worked in Oberoi Raj Vilas prior to his present position.

Global Fast Food Launches its First QSR in Bengaluru

Charlie Chaplin has launched its F&B vertical in India through its exclusive licensing partner UnitedVegan Pvt. Ltd. The first flagship Quick Service Restaurant (QSR), 'Charlie Chaplin LaVegano', was unveiled in Bengaluru at New Bel Road. The restaurant offers various categories like All day breakfast, Salads, Appetisers, Burgers, Pizzas, Wraps, Rice bowls, Beverages and Desserts. Apart from the wide range of categories, the menu offers food from various countries that is customised for the taste buds of Indians.

Announcing the launch, Vandana Bhardwaj, Director of UnitedVegan Pvt. Ltd. said, "We are excited to launch the first flagship Charlie Chaplin LaVegano – Global Fast Food QSR in India at Bengaluru. Charlie Chaplin was a Legend and his movies have inspired all of us. We are extremely privileged to partner the brand 'Chaplin' that has spread its wings across the globe through many business verticals and now entered India in the Food & Beverage category. The restaurant aims to embrace wholesome food for a healthy planet and a healthy body. We intend to extend our footprints nationally to over 100 outlets primarily through franchising. We will also distribute ready to eat and drink food & beverage products through online and offline channel partners across SAARC region".



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The New Partner -to the Wheat Milling, Baking & HORECA Industry

Eurogerm SAS, a 32-year-old company based out of France, specialises in developing functional tailor-made solutions and sensory ingredients for the Wheat Milling, Baking & HORECA industry.

Eurogerm SAS has formed a Joint Venture / Business Alliance in India with Ingridia LLP – titled “Eurogerm Ingridia Pvt. Ltd.”, whose vision, mission and goals are aligned with that of Eurogerm SAS.

With a FSSC 22000 certified Partner production and a state of art 100 m² Bakery Innovation Center (BIC) located in Mumbai, Eurogerm Ingridia, has all the assets to support its current and future customers with optimal efficiency and responsiveness.

With Eurogerm SAS’s extensive and 32 years of technical expertise in designing

tailor-made solutions for its customers, Eurogerm Ingridia will help customers to reach their future targets with the range of Functional Improvers, Reformulation, Clean Label, Healthy Baked Goods (rich in vitamins, fibers, high protein, low carbohydrates, gluten free, low in salt and/or sugar), Sensory Ingredients (sourdough, roasted cereal flours).

The Customers will benefit from their expertise, innovation and services: designing and customised formulation tested in their Bakery Centre, physical-chemical evaluation, sensorial analysis, technical assistance on site.

Consumers are increasingly conscious of the relation between food and health and Eurogerm plays a key role for helping

its customers to create balanced enjoyable products. Encouraging customers to be aware of consumers’ expectations, they support them by innovating, creating, discovering, renewing and designing customized solutions.

With imported solutions coming from Europe coupled with a local production facility located in Bangalore (FSSC 22000), Eurogerm Ingridia guarantees great efficiency and reactivity with their functional solutions.

Eurogerm Ingridia provides complete range of products, services and targeted support through their range of Flour Correctors, Bread Improvers, Speciality Premixes, Food Ingredients, HORECA Solutions and Technical Services.



Manoj SHARMA
Managing Director & C.E.O

“**We are next door to you! With imported solutions coming from Europe coupled with a local production facility located in Bangalore (FSSC 22000), we guarantee great efficiency and reactivity with our functional solutions.**”



Vicky SIDHWANI
C.O.O



Bikano Launches Mexican Crunch and Fun Sticks

Snacks major Bikano has announced the launch of three new lip-smacking products to increase their market share and revenue stream in the western snacks category. The new products which include Mexican Crunch and Fun Sticks will aim to solidify Bikano’s presence in the western snacks market of INR 16000 crore

Consumers of the present day want easy-to-carry, price-effective snacks that do not compromise on nutrition and taste. With Gen-Z being more focused on their health and wellness, unsurprisingly they look for healthier products and they also have an attraction for new products. Adults look for the brand and price and they want their money spent well; hence the quantity aspect too forms a key consideration in their choice making.

Speaking about the launch of the new products, Mr. Manish Aggarwal, Director, Bikano said “The launch of new products

provides a means to target new markets, new customers, increase market share, sell more and eventually increase our revenue streams. A wide range of products portfolio gives confidence to the retailer & provides an opportunity to infuse new energy into the channel which would eventually help in increasing sales revenue. Treatos Mexican Crunch and Chatax Fun sticks is definitely going to work as fuel for growth.

Gen-Z and Millennial population are considered a big market by FMCG companies for its snacks segment. With snacking brands focusing more on products with low-calorie count and less oil, they are able to encourage the younger generation towards healthier snacking choices.

“Indians are experimenting, seeking variety and are open to trying new products and experiences. Businesses need to be quick to tap into the fast-growing and profitable

categories. Diversifying the portfolio makes sense as it helps mitigate risk and is not necessarily a costly affair. Most product changes are consumer-led, and this is to cater to their explicit and implicit needs” said Mr. Dawinder Pal, Head of Marketing at Bikano.

“In Mexican Crunch, periperi flavour is the most popular flavour. Also, it is 100% corn-based which gives a crunchy bite. On the other hand, the USP of Chatax Fun Stick is the taste and flavour which differentiates it from competitors. The product is very tasty and light to eat. For the Treatos Mexican Crunch, we are targeting the age group of 10-30 years, while for the Chatax Fun Sticks, our target group is 5 years to 18 years” he added.

To enhance the success of these products, Bikano will be marketing these products across various channels like digital, retail and print media. The products are available at different price points starting from Rs 5 to Rs 10.



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Magna Bar and Café, Thane



Magna, a word-play for magnificent, puts forth a desire to create larger than life experiences in the hospitality sector. Providing a unique affair of one-of-a-kind food courses, espresso variants and cocktail recipes, Magna Bar and Café fills in a visible gap in the market of Thane restaurants.

The 120 seater coffee to cocktail all-day-café offers private dining victorias, dome dining for the perfect dates, romantic proposals, and swing seating for the casual catchups. Magna wishes to entertain work colleagues for their meetings, college students to hang-out with their friends, families to have intimate gatherings and couples to have a romantic rendezvous.

Situated at the Thane club, Magna Bar and Café is the fourth venture of the restaurateur Niketa Sharma. As the CEO of Thane club for 9 years now, Sharma turned this family-owned property into a cool hub with distinct and exceptional restaurants like Love Leaf Café, a fast-food American cuisine poolside café, Masalear - a revamped version of north Indian and Indian Chinese, launched in September; and Magna, a rooftop café and bar introduced recently to the Thane club.

A place to grab your coffee and clink your glasses, Magna is a versatile bar and café with a chic, feminine, Instagram-

able vibe and with a global palette for all tastebuds. Expect multi-cuisine with all-ingredients-made-fresh-in-the-kitchen menu comprising of Asian, Mediterranean, Continental, and fusion Indian.

Come day, the menu is an all-day café carte with delicious and mouth-watering freaky shakes featuring cassata, lotus biscoff, pink tiramisu, variety of savoury n sweet waffles, brunch eggs and adaptable and innovative food choices like paneer tikka croissant sandwich, and thecha hummus, California crab stick sushis, hand rolled pastas and raviolis, wafer thin pizzas, Victoria pancakes and much more for all taste palettes. This menu transitions to bubble blaster cocktails, bar nibbles, a mezze station and more appetising food dishes by sunset. Magna also offers a separate Jain food menu.

Refining and uplifting their carte du jour are Magna's espresso variants like blue pea coffee. Cold pressed dark chocolate

with orange peels and black coffee in a margarita glass is an espresso variant, better together mocktail - a fusion of fruits infused with ginger ale, bubble bursting cocktail infused with rose and variety of tequila and vodka shots for all - that's how extraordinary and unparalleled is Magna Bar and Café.

A heavenly abode for coffee lovers, Magna serves a classic black coffee with raspberry, rose berry and blackberry flavours, all of which are prepared in-house by the chefs. The bar menu at Magna also has craft beers, cocktail like float on, that's amore and Gin and Tonic's to sangria for all.

To top it all, the grandeur of Magna is unmatched. The premium all day brunch

and bar cafe is breaking the stereotype in Thane by bringing in a fresh breathe with its magnanimous view, grand vibes and getting the coffee to cocktail concept into all-day aspect with an accessible price point in the neighbourhood. With its never-seen-before concept, the place will draw an unparalleled experience for Thanekars without having to travel miles for hours.

A place unlike any other in the vicinity in every sense from interior

décor to food and drinks, Magna's cuisines have been altered to the tastes of the ever experimental yet rooted adjoining areas of Thane, Mulund, Powai and nearby areas.

Chef Prasad Parab says, "We together have curated a one-of-a-kind menu for Magna, bringing Asian, Mediterranean and other global cuisines keeping in mind the ever-exploring palate of Thane".

"I have an almost of a decade's experience in hospitality and now this is my 4th restaurant launch in one year. With Magna I want to create a great sensory and culinary experience, in a neighbourhood that has immense potential for growth", adds Niketa Sharma.



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Stone Hearth Ovens



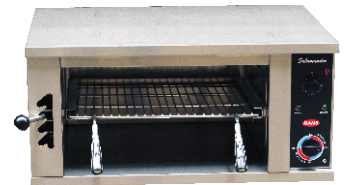
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Bakery Trends for 2022

As we step into the New Year and communities and supply chains reopen, though still fragile, there are several changes that one is likely to see in the near future in the bakery industry. But, one may add, that though many consumers are open to something new, after nearly two years of limited options and mobility, they don't want to be rushed into rash decisions as far as eating habits are concerned. The pandemic has increased the awareness of healthy food. Bakeries have adopted changes to cater to the demands of the consumers – and are likely to continue transforming in the New Year. **Ashok Malkani** tries to present a broad perspective of likely trends for 2022 and beyond.

The year 2021 brought the issue of people's health to the forefront. The focus on health is likely to prevail for years. Health and wellness will, in all probability remain a priority among people as we step into 2022. Consumers are expected to look for ingredients that provide nutritional benefits in their everyday diet.

Janki Paingy, a home baker, avers that consumers' habits for natural, clean label and plant based products will continue in 2022 - and beyond.

Though the industry faced several problems it has managed to not only survive but also progress. According to Research and Markets, "Bakery Products Market – Growth, Trends, COVID-19 Impact, and Forecasts (2021-2026)", the global bakery products market is projected to grow at a CAGR of 2.6%.

Tackling Pandemic Problems

Whatever the projections for the future, there is little doubt that the bakery industry has undergone a period of trial and tribulation during the last two years. COVID-19 has made a significant impact on bakery products' market.

Aditi Handa, Co-Founder and Head Baker of The Baker's Dozen reveals, "The pandemic, especially the 1st lockdown, posed a series of unique challenges: from getting employees to come to work to managing raw material procurement and logistics of being able to get goods to stores. At The Baker's Dozen, a lot of nimbleness proved to be our source not just to survive but to thrive. Our loyalty to our vendors and being able to get permissions in a timely manner ensured we always had supply of material for production. Our omni-channel sales approach across cities in India ensured some point of sales were always active."

She added, "It was during the pandemic that we shifted from a B2C to a D2C model and put up 50 of our stores pan India to be able to reach directly to the consumer."

Kamlesh Salve, Exec. Chef, The Mirador hotel, Mumbai, declares, "The Covid-19 pandemic has led to a dramatic loss of human life worldwide and presents an unprecedented challenge to public health, food systems and the world of work.

"Considering the food supply chain as one of the most important sectors of the economy, it can be said that COVID-19 has had an impact on the whole process from food producer to the consumer. In the light of recent challenges in food supply chain, there is now considerable concern about food production, processing, distribution, and demand. COVID-19 resulted in the movement restrictions of workers, changes in demand of consumers, closure of food production facilities, restricted food trade policies, and financial pressures in food supply chain.

"I, therefore, feel that the governments should facilitate the movement of workers and agri-food products. In addition, small farmers or vulnerable people should be supported financially. Facilities should change the working conditions and maintain the health and safety of employees by enhancing safety measures. Food protectionist policies should be avoided to prevent an increase in food prices.

"Each country has realized the severity of the situation and should tighten or loosen the measures according to the spread of the pandemic. The supply chain also should be flexible enough to respond to the challenges in the food supply chain."

Janki stated that the COVID -19 pandemic has had a significant impact



on the entire food and beverage industry. She added that due to lockdown in the beginning of 2020 though the demand for bakery and other food products were up to the mark, the production was not, as many bakers had shut shop due to labour shortage. Another factor that created an impact was the lack of raw material availability. She averred, "Due to these issues small bakers in the unorganized sector and home bakers have been the worst affected."

Trends for 2022

The predictions for future bakery sales are high. However, since health factor is weighing heavily in the minds of the consumers what would be the trends during the New Year?

Kamlesh proclaims, "As we begin to

unmask ourselves and become 'the new normal', it's time to embark on the journey of another year that will normalise all the things. The upcoming year, 2022, will be more about 'zero waste'. Before the beginning of every year, some foods start trending due to their popularity across the globe. Based on the same concept, we saw Dalgona Coffee and Sourdough gaining a lot of popularity, last year. The trend for 2022," he continues, "would be for plant based foods. There is likely to be an increase in herbal teas. In addition to soya and almond milk there is also going to be introduction of potato milk and Turmeric Latte."

Aditi reveals "A lot of discovery of novel food items, understanding of sourdough, eating tasty and yet healthy food has happened naturally in the last 2 years. I feel this will continue in 2022 along with ensuring that these goods are easily accessible."

It is believed that The New Year will incorporate revolutionary changes in bakery products by introducing spicy and ethnic twist to them. There has also been a significant slant towards plant based diets. While plant-based and vegan claims are still relatively new in the bakery category, there has been significant growth in the last few years

Kamlesh disclosed, "Turmeric earned a spot on the 2022 food trend list compiled by Whole Foods Market experts, but it's not just about that single anti-inflammatory spice. Spices and peppers of all kinds will be popular in 2022. We started several years ago with the virality of Sriracha which has grown into an American love





affair with spicy condiments from cuisines around the world.

"In 2022 we'll continue to see fiery global condiments such as gochujang, harissa, schug, and sambal topping everything."

Aditi affirms, "I have always believed that using local produce is very essential, to not just help our consumers practice healthy eating but also for businesses to be sustainable. I see more consumers believing in this philosophy and demanding companies to make products accordingly."

Janki disclosed that bakery ingredients have undergone immense change due to the COVID-19. "Revival of items like carrot cake and zucchini bread has encouraged bakers to upgrade other products using different vegetables and spices. Technological twists are helping in creation of more sophisticated natural, clean-label flavour concentrates and protectors to serve bakers. Everyone knows that flavours play an essential part in bakery industry. There can be no doubt that ingredients cinnamon, malted grain syrups, chocolate, fruits, vanilla, spices and even soy sauce and flavoured salts bring life to baked products."

She elaborates further, "Combination of traditional sweets with savoury ingredients is becoming popular. Today one finds combinations like lemon and rosemary drizzle cakes or scones filled with cardamom-infused cream. Salted caramel and chocolate is also arousing interest. Smoked and savoury salts are going to be increasingly used in future for savoury enhancement. A combination of wood smoked salt, like hickory, along

with maple syrup can create a bacon-like flavour in vegan cornbread. A small amount of espresso-infused salt can also enhance the richness of a sweet coffee flavoured pastry.

"Yes, the trend in the bakery ingredients in years ahead is definitely going to be innovative!"

The changes in the New Year are also expected in colours. Due to the consumers preference for healthy products the bakers are preferring natural colours, which are normally extracted from plant sources like beet, red cabbage, paprika, turmeric, spirulina, annatto, caramel, carrots, etc. Each one has its own pH, moisture and sugar content and even flavours and odours.

Aditi states "Today genuine quality natural colours are available, if required, to be used in a patisserie. From a health point of view that should not be a problem. I may also add that our consumers have matured and are appreciating products in the most natural form, even with its natural flaws."

Kamlesh elaborates on the reasons for selecting certain colours. He declares, "With sustainability and organic being at the top of mind for many consumers, green is making its way to becoming one of the more popular colours in the food supply chain. The colour green is now almost synonymous with health and well-being when it comes to food. With the increase in health-conscious consumers and people more focused on what goes into their bodies, green has grown in popularity in recent years."

He explains, "In colour psychology, colours made up of longer wavelengths

are considered "arousing, or warm," whereas colours of shorter wavelengths are relaxing. Green is a cool colour because it has shorter wavelengths. While our eyes need to adjust to see colours with longer wavelengths, they don't need to adjust at all to see cool colours like green.

"Green often symbolizes nature and the natural world. It is thought to represent tranquility. Other common associations with the colour green are money, good luck, health, envy or jealousy, and environmental awareness. Studies have shown that the colour green may inspire creativity, too. Green also motivates, calms and encourages optimism.

"During these trying times, I believe green colour would play a significant role in the bakery products."

Offsetting Pandemic Scare

The COVID-19 pandemic has been a major turning point for consumers across the globe. The post-pandemic world, no doubt, will be viewed in a light compared to how things were.

The bakery industry, to offset the scare created by the pandemic, would have to incorporate some major changes.

Aditi claims, "Bakery, traditionally, has always been associated with unhygienic practices. But in the recent years, I have observed a lot of bakeries changing this trend. At The Baker's Dozen we use a fresh lock technology to pack out products which ensures there is no oxygen in the pack. This makes the product inside the pack safe and the outer pack is also easy to clean and sanitize."

Kamlesh states, "One of the main things consumers look for in baked goods is a fresh-out-of-the-oven experience. But literally getting bread or other baked good right out of the oven is tough, unless you bake it yourself or happen to get to the bakery at just the right time. If you can get the "fresh" part of the equation right, however, you can deliver products that seem like they came right of the oven."

He adds, "Offering fresh products is one way of offsetting the pandemic scare. Fresh products are those which are protected during processing, handling and distribution, making them last longer and helping to deliver the freshness consumers expect. The mentioned solutions offer several days of extended freshness for in-store bakery products and up to 25-30



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days of extended freshness for packaged and sweet baked goods”.

Technological Developments

Technology has accelerated in the wake of the pandemic. Emerging technologies have worked to improve the efficiency and production of baked goods. As trends develop in the bakery and confectionery sector, machinery has to change to help manufacturers streamline the processes, and maximize their profitability.

Kamlesh elucidates, “The pandemic has made us more conscious about our food intake and its preparation. How safe it is and how ethically it was produced are questions that niggles in the minds of the consumers.

“In the bakery industry, automation has redefined the concept of labourers and their cleanliness. Today automated machines have filled in the gaps left by employees who were laid off due to budget cuts or quit out of health concerns during COVID-19 (without adding to the risk of contamination). These machines are also well-suited for the repetitive and menial tasks human workers were once expected to do. Even semi-automating a process with a standalone machine (versus a fully automated line) can help significantly to fortify staffing shortages while increasing product quality.

“Some examples of the machines which are currently being used by the industry are:

- Equipments to improve cookie efficiency
- Equipments for finishing cupcakes and desserts

- The Self Adjusting Cake Icing machines
- The Uni-Sprayer”

Aditi says, “We work with perishable goods with an extremely low shelf life and hence managing inventory to ensure we aren’t out of stock and nor is there a lot of wastage of goods is essential. For this purpose we are developing a data science capability to ensure customer purchase behaviors can be tracked and so the supply chain can deliver accordingly.”

Janki adds, “New technology in the industry helps improve consistency of the products. With new technology you can improve your baking results by using ovens with rotating racks and temperature probes. New technology not only helps in product improvement but also helps you reduce labour hours thus reducing your costs.”



Janki Paingy



Kamlesh Salve



Aditi Handa

Artisan Products

While artisan bread has always enjoyed a dedicated audience, its growing and diverse range of global flavours and ingredients are attracting new followers. The year ahead is likely to witness an increased demand for these products.

Kamlesh explains artisan food thus: “Artisan foods are hand-crafted by small food producers in small batches, where they can control the quality as opposed to large volume and large quantity-type mass manufacturing. Artisan also means making unique foods and keeping a food tradition alive.”

He adds, “Hand-crafted breads, pastries, chocolate, cheese and other foods are frequently defined as artisanal -- having authentic, natural qualities that mix fine and fresh ingredients with passion on the part of the artisan, who puts his heart and soul into what he makes. Artisan foods are popular. From the increase in small, niche names in specialty shops to big, iconic brands on supermarket shelves and the surge of food prep-at-home delivery businesses, artisan food companies seem to be booming.

“Changing consumer tastes and preferences for natural, healthy foods have contributed to the rapid surge in artistically made products. These foods, which usually have cleaner labels, are likely to have increasing demand in 2022.”

Aditi claims, “Artisan (which means handmade) products have always been in demand. The challenge is the easy accessibility of such products across India. I see a lot of young brands coming up now across the food sector and growing forward. And in terms of product specification, I foresee a swelling demand for handmade daily essentials with mindful consumption taking its place at the peak.

Trends in Bread and Biscuits 2022

Breads and biscuits are the most popular bakery products among millennials in India, due to their affordable price and cholesterol-free nature. With people becoming more health conscious during this pandemic period there is anticipation that the demand for these products would increase. What would be the trends during 2022 is a question that is being posed by several bakery enthusiasts.

Kamlesh informs that demand for multigrain breads would be top notch.



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He states, "The consumption pattern of bread will see a major shift from the white breads towards more multigrain, wholegrain, ethnic and seeded breads. This is all due to the consumer's desire for nutritious and healthier products. Chefs will continue to manufacture fortified and healthier products. The usages of lesser known grains such as millet and ragi would gain precedence over the regular flour among the baked products segment. Many companies have already started production of multigrain breads owing to their increasing preference among the consumers.

"During pandemic an increase in momentum in the biscuit segment has also been witnessed. Owing to rising biscuit sales, manufacturers have introduced



thinner biscuits and biscuits with healthy ingredients.

"Manufacturers have also come up with the concept of 'fiber intake', and introduced biscuits for quick metabolism. Then there are those that help maintain cholesterol and blood sugar levels in patients suffering from heart diseases and diabetes. Companies will, in 2022, continue to focus on innovative ingredients and opportunities brought about by the changing consumer behaviour towards health-centric products to thrive in this category."

Aditi adds, "Breads and Biscuits have been part of our daily diet for decades, if not centuries. Consumers want to consume this, they want options that cover a variety of grains, flavours and are as natural as possible." ■

Recipe of Bakery Product for 2022

Flauones (Sweetened Greek Bread)

Ingredients

For the Filling:

Pecorino Romano Cheese.....	250gms
Halloumi Cheese	100gms
Refined Flour	75gms
Semolina	50gms
Yeast	7gms
Mint Powder	2 Tsp
Raisins	50gms
Milk.....	4 Tbsp
Baking Powder	1 Tsp

For the Pastry:

Refined Flour	550gms
Mastic Powder.....	1 Tsp
Ground Mahleb (A Greek Spice).....	2 Tsp
Caster Sugar	1 Tsp
Salt	1 Tsp
Yeast	7gms
Unsalted Butter, Softened	60gms
Milk.....	200ml

For the Glaze:

Sesame Seeds	50gms
Vinegar	

Method:

1. For the filling, grate the pecorino romano and halloumi into a large bowl. In a separate bowl, mix the plain flour,

semolina, yeast, dried mint and sultanas together. Pour milk in a jug.

2. Put the flour mixture over the cheese and pour milk. Mix together with your hands. Cover and leave to stand while you make the pastry.
3. For the pastry, add the flour, mastic powder and mahleb into a mixing bowl. Add the sugar and salt to one side of the bowl and the yeast to the other. Add the butter into milk. Combine the ingredients to form a soft dough. Gradually add the remaining milk.
4. Place onto a floured surface and knead until smooth rest for 1 hour.
5. For the glaze, place the sesame seeds, vinegar and enough water to cover in a small saucepan and bring to boil. Drain on an absorbent sheet. Preheat the oven to 190C and Line baking trays with parchment.
6. Divide the pastry into large pieces and roll out on a lightly floured work surface until about 1/8 in thick. Using a round cutter, cut into 12 x 6 in rounds. Firmly press one side of the pastry rounds into the sesame seeds to coat.
7. To finish the filling, add the baking powder to the filling mixture and divide the filling into 12. Place one portion of filling into the center of each dough circle and fold in 3 sides to make a rounded triangle shape, leaving a gap in centre.
8. Place the Flauones on the baking trays, brush the top and bake for 15 minutes further to temperature of 165C and bake for a further 15 minutes, or until golden-brown and puffed up. Serve hot or cold as desired.

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Starting a Bakery During the Pandemic

Last two years have been challenging in many ways. COVID-19 pandemic, which has forced several lockdowns and restrictions on people, have affected almost all businesses. It has also encouraged consumers to put their health higher on the priority list making them realize the necessity for healthy food and eating habits. According to a research by Mintel almost three out of four Indians have put healthy eating at a higher priority than before the outbreak. The ongoing pandemic has led to a rising demand for bakery products not only due their health quotient but also due to their variety and functionality. This has driven more enterprising entrepreneurs to enter bakery industry. **Ashok Malkani** takes a look at the various branches of the industry, the requirements for starting a bakery and steps that the entrepreneurs need to examine before entering the industry.

The ongoing Corona virus pandemic, which has been prevailing for about 2 years, has also affected the Indian bakery market which has experienced a slowdown. Statistic estimates that the India Bakery Products Market total worldwide revenue stood at approximately \$ 3.94 trillion in 2019. In 2014, the India Bakery Products Market generated revenues of \$ 5.4 trillion at a record high.

However, due to the pandemic, since 2019, there has been a shift in the preference of bakery products by the health conscious consumers. This has led to a rise in demand for healthy and functional bakery items like those which consist of multigrains, nuts and other healthy ingredients. According to a research by Mintel, almost three out of four Indians have cited healthy eating as a higher priority, compared to before the outbreak.

Bakery products' demand has also increased due to the rising influence of western culture. The increasing penetration of international bakery cafe chains in India like Barista, Cafe Coffee Day, and Monginis, etc has led to an increase of bakery



products in the country. Add to this the trend of indigenization and home bakers and one can gauge the reasons for the rapid rise in demand for bakery products. One could also say that the shift forwards consumption of bakery products could also be attributed to the rising hectic working schedules and the present widespread work-from-home trend.

As one of the largest segments in the food processing sector in India, the bakery industry offers huge opportunities for growth. There is no doubt that several obstacles have caused losses in some bakeries but there has definitely been a boom in entrepreneurial endeavors in the bakery industry. And the enterprising entrepreneurs who are keen to enter

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the bakery industry would be boosted by the Informa Markets' forecast which has forecast a positive market value that is likely to exceed \$ 12 billion by 2024 expanding at a CARG (Compound Annual Growth Rate) of 9.3% during 2019 to 2024.

The Research and Markets Report, "Bakery Products Market 2021", also projects a favourable image. This has been mainly due to the rising trend of "Natural nutrition", "healthy living" and "organic products" which has significantly raised the consumers' demand for whole wheat, light, natural and additive-free bakery products. In recent years, the growth in sales of packaged, whole wheat, whole meal, gluten-free and natural products is an important indication of the reasons for growth in the bakery industry.

According to a report by the IMARC Group, "Indian Bakery Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2020-2025", the Indian bakery market which was worth \$ 7.22 billion in 2018 is projected to reach a value of \$ 13.3 billion by 2025, expanding at a CAGR of 9.1% during the period. The organic bakery products, due to their high nutrient value and affordability, have now become an item of huge consumption which has also shown a strong demand growth for bakery products in India.

For a new entrepreneur it may be mentioned that while India is the second

largest producer of biscuits in the world it is the largest consumer. Bread and biscuits form the major portion of the baked foods in India accounting for over four-fifths of total bakery products in the country.

Cakes are also popular. According to Mordor Intelligence, the Indian cake market is projected to grow with a CAGR of 12.5% during the forecast period, 2020 – 2025.

The convenience, accessibility, and nutrition profile associated with them are the major factors of their sustenance in the modern market.

However, to start bakery business – and make it a success during the pandemic – it is necessary to be aware of all the intricacies involved in starting a bakery.

Types of Bakery

Initially, one has to decide on the type of bakery one wants to start. One also does not have to produce every bakery item. A start can be made with just baking breads or any other item. There are also several types of bakeries. To help a new entrepreneur, some of them are mentioned below:

Bakery stores: These require about as much space as a standard grocery shop. These bakeries are found in almost all localities in cities, towns, etc. These can be started by anyone with a small team and basic baking knowledge. They either have their own small factory for producing the

items that they sell or give orders to other factories for their requirements.

Specialty bakeries: They are often run by experienced bakers and dominate specific product areas. These establishments make everything from bread and bagels to cookies and cakes by hand every day. However, they do not offer a range of products all under one roof. They accept orders in advance from their regular clients.

Bakery Café: Bakery cafes are more expensive to set up as they involve renting a commercial space in a busy area. For a coffee shop one has to decide on the model. Namely: franchisee or stand alone coffee shop. Choosing a proper location is a crucial step in starting a new coffee shop business. It may be mentioned that Café culture is, at present, booming in India.

Online bakery: With the world evolving at a rapid pace, online business is a trend that takes the business to its height. One can start an online bakery business from an Instagram page and move to different platforms. Online bakeries are ones where orders are placed on apps and the bakery delivers it directly to home. They are cost effective as one doesn't have to spend much money renting commercial spaces or employ a lot of staff.

Home bakeries: These bakeries require very little investment. During this period of the pandemic, an entrepreneur who is hesitant to take chances can start the business from home. These bakeries need relatively little capital, and the few things that they offer for purchase are prepared at home.

Wholesale bakeries: Every budding baker wants to start a wholesale bakery because of the growth in the demand for oven-baked delicacies. One is aware that this business is unlikely to go out of trend, as baked products like cakes, cookies, biscuits, bread et al., have become an essential part of our lives.

Study of the Industry Scenario

After deciding the type of bakery that you would like to start and the sort of products that you would like to make, it is necessary to undertake a thorough study of all elements that go into making your project a success. One must undertake an industry analysis before starting a bakery. This will help one to identify competition in your area, analyse the target audience for your bakery and help you choose the

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Whatever baking niche you choose you have to keep your eye on providing quality goods with exceptional customer service.

You also have to know the competition in the area where you intend on setting up your business and differentiate yourself from other bakeries.

Before venturing into any field you must have a business plan summary. It is also essential for you to conduct a market analysis (studying your customers and your competitors), a SWOT analysis (which enlightens you about the strengths, opportunities and threats involved in the business), besides having an operation and marketing plan

Cost of Starting a Bakery

The cost of starting a bakery would involve the price of land, manpower that you plan to engage machinery, etc.

Land is the main monetarily high factor. To start the business one has to purchase land or rent the place. The area should be sufficient to ensure the machines fit in perfectly. If you are planning on retail bakery business then you must have sufficient space to enable you to carry out all the activities without any constraints. If you are making items by yourself and selling them from your bakery then you should have separate space for both.

If you are planning on renting the place, it is believed that it can vary from Rs 15,000-40,000 per month, depending on the size and location of the bakery. The rent for a bakery café can vary from Rs 70,000-1,50,000 per month.

Cost of manpower is expected to be

between Rs 1,30,00 to 1,45,000 per month.

The total cost, according to POSist , is estimated to be about Rs 14,92,000 (remaining left for other operational expenses)

Registrations

It must be remembered that the first step to start any business is to get it registered with legal authorities. One has to get the licenses and permits for the business, including bakeries. The total cost of licensing and permits is estimated to be about Rs. 30,000. The licenses required are:

GST registration: GST (Goods and Service Tax) is an indirect taxation system. Every business which has an annual turnover of more than Rs. 20 Lakhs per annum (or Rs. 10 Lakhs per annum in special states) must have GST Registration

FSSAI registration: Every food business

operator (FBO), irrespective of how much the establishment earns has to get it registered with the Food Safety and Standards Authority of India (FSSAI), which oversees the hygiene and quality of all the food items in India.

Health License: This is issued by the Municipal Health Inspector. It's confirmation that your company follows all of the Health Department's health-related regulations.

Eating House License: It is necessary for the food industry. It has to be acquired from the Commissioner of Police, the City or State Police, or both.

Fire License: To get this license you have to install fire extinguishers in the property and follow safety guidelines. The Fire Department will issue you a Fire NOC, for a fee, after everything is in place.

Trademark Registration: Bakery business is highly competitive. If you don't want your business competitors to misuse your branding you could get the trademark registered.

MSME registration: This is a government scheme for micro, small and medium bakeries. Under this scheme you can avail of collateral-free loans instantaneously

Equipment Required

One of the great assets and time saver in the bakery is the equipment. However, it is important to use it properly, in order to avoid break down. Proper maintenance is necessary. For this, you should ensure that it is always clean. Everyday use can cause flour, sugar, and other ingredients to build up on/and in the machine. You should, therefore, clean it thoroughly at the end of each day. You should also get routine maintenance done at regular intervals.

The baking equipment required would



Courtesy: POSist



be:

- Commercial food processors or choppers of different capacities with a variety of mixing accessories
- A turn over machine to handle the dough
- Small equipment like spatulas, dough rolling mats, rolling pins, icing grates, pastry knives, icing tips and flour sifters.
- Dough sheeter to roll out dough
- Dough proofer to make the dough rising process simple
- Slicers to prepare loaves and bagels
- Ovens
- Different types of pans
- Fryer
- A turnover machine for crimping, folding, trimming, and sealing dough
- Baking trays
- Working table
- Cake décor accessories and supplies for custom cakes
- Air-tight storage boxes to store raw materials

Besides this you would also need other equipment like:

- Storage equipment comprising of shelves (in the kitchen as well as display areas)
- Refrigerator and freezer to store perishable items

- Food bags for customers who make large purchases
- Good quality packaging, which is also environment-friendly
- Business accounting software for better management of systems.
- * A filing system to keep your documents organized.
- Weighing scale
- Card readers for electronic payment.
- Aprons, Hairnets and gloves for you and your staff to maintain hygiene
- Display cases for presentation. This item can be skipped for online bakery. But in this case you would require a responsive website to display your items



Conclusion

The demand for bakery products is increasing and it provides ample opportunities for an enterprising entrepreneur. The value of this industry which was \$ 7.22 billion in 2018 was expected to touch \$ 12 billion by 2024.

The Bakery industry, which is one of the largest segments in the food processing sector in India, offers huge opportunities for growth, innovation and job generation. The growth in the industry could be attributed to the changing consumer taste and lifestyle habits. Today, customers are seeking baked goods which are gluten-free, lower on calories and sugars, with alternative ingredients like multigrain and whole-wheat. Besides healthier options, the millennials, in particular, are seeking new flavours and experiences.

But the industry also poses some challenges for an entrepreneur. One of them is the government regulations. Besides this, the rising prices of ingredients, particularly of flour (maida) and wheat, as also oil, fat, and eggs, poses a dilemma.

However, irrespective of the problems and challenges research studies by several bodies project that the market value of the industry would rise over the years. This is definitely an incentive for new entrepreneurs to venture in to the field! ■



Food for the Gods

Cocoa has a high food value, containing as much as 20 per cent protein, 40 per cent carbohydrate, and 40 per cent fat. It is also mildly stimulating because of the presence of theobromine, an alkaloid that is closely related to caffeine.

The 'food of the gods', as cocoa was called 500 years ago when the Spanish came upon it in South America, remains a precious commodity. Apart from the food value of cocoa products and the tempting flavour, the health giving factors are too many to be ignored. Research has been

done on the action of cocoa products on many life-threatening and debilitating diseases.

Origin

Cacao is the seed of a fruit of an Amazonian tree that was brought to Central America during or before the time of the Olmecs. Cacao beans were so revered by the Mayans and Aztecs that they used them as money. In 1753 Carl von Linnaeus, the Swedish scientist, thought that cacao was so important that he named the genus and species of this tree

himself. He named this tree: *Theobroma cacao*, which literally means "cacao, the food of the gods."

The perennial that yields several harvests annually, the cacao or cocoa tree was brought from South America and introduced into Europe during the 16th century and today grown chiefly in western Africa. Cocoa trees belong to the family Sterculiaceae. The common cocoa tree is classified as *Theobroma cacao*. Being of a very delicate and sensitive nature, the cocoa tree needs protection from wind and requires a fair amount of shade, especially in its first four years of growth. With pruning and careful cultivation, the trees of most strains will begin bearing fruit in the fifth year.

The average cocoa tree attains a height of about 20 feet, has shiny leaves as long as 12 inches and small pink flowers on the trunk and older branches. Only about 30 of the 6000 annual blossoms eventually bear seeds. Commonly called cocoa beans, the seeds are surrounded by a yellow or reddish-brown pod up to 12 inches long. Cocoa beans are either purple or off-white and resemble almonds.

From Cocoa to Chocolate

The processing of the cocoa seeds, better known as cocoa beans, is quite complex. To make the cocoa bean into the dark, delicious substance, chocolate, it must go through an involved process.

Fermenting the fruit harvest takes 3 to 9 days, during which the heat dries the seeds and turns them brown. The enzymes activated by fermentation bring out the chocolate flavour. The beans are then dried in the sun and cleaned in special machines before they are roasted. Roasting loosens the outer shell, which separates the cocoa bean shell from its center or "nib".

The nib is the source of the cocoa and chocolate products. The nibs are milled by a grinding process that transforms them into an unsweetened chocolate "liquor". The liquor contains 50-55 per cent cocoa butter and is the basis of chocolate products.

Products having a minimum of 35 per cent cocoa content are eligible to be marketed and traded internationally as 'chocolates'. Even 'chocolate type' products, such as chocolate flakes, must have a minimum 20 per cent cocoa. This is the result of the adoption of new quality standards for over 50 food products by

the Codex Alimentarius Commission that fixes the globally accepted quality norms for edible products.

Commonly called 'Codex standards,' these norms are followed by most importers and exporters of food products the world over. The Codex Commission is a subsidiary body of the United Nations Food and Agriculture Organisation and the World Health Organisation.

According to the revised quality standards for chocolate, manufacturers will be required to clearly state the cocoa content on the packaging of all chocolate flavoured products.

The Cocoa Butter

Extracting it from the chocolate liquor produces cocoa butter. The remains are a solid mass called "press cake". Cocoa powder is made by pulverizing the press cake. When cocoa powder is prepared, most of the cocoa butter is removed in the manufacturing process. After the fat is separated and the residue is ground, small percentages of various substances may be added, such as starch to prevent caking, or potassium bicarbonate to neutralize the natural acids and astringents which makes the cocoa easy to dissolve in liquids.

Nutritional Value

Research has been done on the action of cocoa products on many life threatening and debilitating diseases. Cocoa has a high food value, containing as much as 20 per cent protein, 40 per cent carbohydrate, and 40 per cent fat. It is also mildly stimulating because of the presence of theobromine, an alkaloid that is closely related to caffeine.

Cocoa beans contain no sugar and between 12 per cent and 50 per cent fat depending on variety and growth conditions. Certain cacao beans are around 40 percent fat content (low compared to other nuts). There is no evidence to implicate cacao bean consumption with obesity.

The polyphenol CMP found in cocoa beans has been found to:

- Suppress active oxygen
- To inhibit the actions of mutagenic compounds that initiate cancer have a strong inhibitory effect
- On rheumatoid factors and the production of inflammatory cells
- To inhibit the production of IgE - an immuno globulin that exacerbates atopic dermatitis and asthma.



- The polyphenol from cocoa mass is found to be effective in suppressing the excess activity of the T-cells in the immune system, indicating the possibility of providing a means of treating many of the diseases associated with immuno disorders.

Cocoa is also remarkably rich in sulphur and magnesium. Cocoa seems to be one of the major sources of magnesium of any food. This is likely the primary reason women crave chocolate during the menstrual period. Magnesium balances brain chemistry, builds strong bones, and is associated with happiness.

Beauty in Beans

Having a high proportion of fat in the bean kernels (cocoa butter) makes it a useful product to use in medications, cosmetics and soaps. Cocoa is high in the beauty mineral sulphur. Sulphur builds strong nails, hair, beautiful shiny skin, detoxifies the liver, and supports healthy pancreas functioning. Anecdotal reports indicate that cacao detoxifies mercury because it is so high sulphur.

Stimulant or Super-food?

Cocoa contains subtle amounts of caffeine and theobromine. However, experiments have shown that these stimulants are far different when consumed raw than cooked. Consider the following:

Experimental proving of chocolate



by homeopaths indicates its stimulating effect when cooked. One experiment conducted with a decoction of roasted ground cocoa beans in boiling water produced an excitement of the nervous system similar to that caused by black coffee, an excited state of circulation, and an accelerated pulse. Interestingly, when the same decoction was made with raw, un-roasted beans neither effect was noticeable, leading the researchers to conclude that the physiological changes were caused by aromatic substances released during roasting.

Diet Food

Cocoa seems to diminish appetite, probably due to its monoamine oxidase enzyme inhibitors (MAO inhibitors) - these are different from digestive enzyme inhibitors found in most nuts and seeds. These rare MAO inhibitors actually produce favourable results when consumed by allowing more serotonin and other neurotransmitters to circulate in the brain. According to the medical science, MAO inhibitors facilitate youthening and rejuvenation.

Love Potion

Phenylethylamine (PEA) is found in chocolate. PEA is an adrenal-related chemical that is also created within the brain and released when people are in love. This is one of the reasons why love and chocolate have a deep correlation. PEA also plays a role in increasing focus and alertness.

The Feel-good Factor

A neurotransmitter called anandamide, has been isolated in cocoa. Anandamide is also produced naturally in the brain. Anandamide is known as "The Bliss Chemical" because it is released while we are feeling great. Cocoa contains enzyme inhibitors that decrease our bodies' ability to breakdown anandamide. This means that natural anandamide and/or cocoa anandamide may stick around longer, making people feel good longer, when they eat cocoa.

Allergies

A recent study showed that only one out of 500 people who thought they were allergic to chocolate actually tested positive. Allergies to chocolate are quite rare. It is typically the case that the person is in fact allergic to milk and dairy products. ■

The Role of Edible Oils

The art of cooking cannot be conceived without the essential input of edible oil. It is difficult to trace the history of edible oils, but it is safe to say that since the dawn of civilisation, edible oils have been contributing to the evolution of the taste of mankind. Today, edible oils have slowly spread their mysterious web to all forms of cooking and have become quintessential to the operations of kitchens. The role of edible oils in the bakery industry also cannot be overstated.

Without edible oils, a bakery, however big or small, simply cannot be operational. Depending on the agro-climatic zone, India primarily produces around nine varieties of edible oil seeds. Groundnut, mustard/rapeseed, sesame, safflower, linseed, niger seed/castor are some of the major oil seeds that are grown traditionally in India.

Cultivation of sunflower and soybean oil has also increased considerably in the recent years. Among the plantation crops, coconut is the most important source of edible oil. But sadly, despite the cultivation

of a wide variety of edible oil seeds, the gap between demand and domestic supply of edible oils in India is only getting wider over the years.

However, besides these nine types of edible oils, Indians do use some other edible oils too. Looking at the global demand for palm oil and its increasing popularity, the southern states of India—Andhra Pradesh, Karnataka, Tamil Nadu, Kerala, and Andaman & Nicobar Islands have given an impetus to the process of growing palm oil. Cottonseed oil and rice bran oil are some of the non-conventional forms of edible oils in India. But their usage is limited. It can also be mentioned that the inhabitants of the peripheral areas or the tribal people in India still use oils of various forest trees.

The Economy Behind

However, the importance of edible oils lies not only in enhancing taste, flavour, texture and shelf-life of the food items. It also plays a tremendously significant

role in India's economy as a large number of farmers earn their livelihood through oilseed cultivation.

Oil seed production in the country significantly increased with the setting up of the Technology Mission on Oilseeds. However, what has affected the edible oil industry in India is the withdrawal of protection and controlling measures as a result of the introduction of trade liberalisation from the early 1990s. With India supplying six to seven percent of total edible oil required in the world, it is one of the world's highest producers of oilseeds along with Brazil, USA and China. However, productivity is still an issue, leading to higher imports of edible oil.

The interesting fact to note is that the per capita rise in edible oil consumption in India is mainly driven by the rise in the consumption of palm oil and soy oil, which are being imported.

The State of Oil Culture

The use and popularity of edible oils, however, vary from culture to culture. New discoveries about the health effects of some edible oils have also influenced the consumption habits of the people in today's globalised world.

The use of edible oils in India itself differs from region to region. Groundnut oil is mostly popular in the western and southern parts of India, although several parts in the southern India prefer sesame and coconut oil. People of northern and eastern India have shown their preference for mustard/rapeseed oil. However, in the states of Haryana, Punjab, Himachal Pradesh and Uttar Pradesh, the use of Vanaspati, a partially hydrogenated edible oil mixture, is quite popular.

But these days, for day-to-day cooking, most oils are made colourless and odourless, with the help of modern technologies. These are known as refined oils. Various types of edible oils can be refined for health reasons. In India, refined oil has captured more than 50 percent of the edible oil market, while the share



of raw oil is 35 percent, with Vanaspati accounting for only 10 percent.

Among all the varieties, groundnut and mustard together constitute more than 60 percent of India's total edible oil consumption. Mustard / rapeseed oil is produced mainly in the states of Rajasthan, Uttar Pradesh, Haryana, Punjab, Gujarat, Madhya Pradesh, West Bengal, Assam, Bihar, Himachal Pradesh, Orissa and Jammu and Kashmir.

Among all the states of India, Rajasthan and Uttar Pradesh have the maximum area under mustard seed cultivation and contribute over 50 percent of the total mustard oil produced in the country. In groundnut oil production, India comes only after China in the world. Around 80 percent of groundnuts in India is produced by Gujarat, Karnataka, Andhra Pradesh and Tamil Nadu. Oil recovery in both groundnut and mustard is very high.

While in case of groundnut, oil extraction from the seeds is about 40 percent, oil recovery in rapeseed is only 33 percent. But around 97 percent of the mustard output is used for extracting mustard oil. In case of groundnut, 40 to 50 percent of



the output is used for oil production.

has increased the consumption of imported oils considerably, consumption of domestic edible oils, especially soybean, has gone down to a small extent.

Besides the necessary adjustments in import tariffs, there are other issues to consider for increasing domestic production of edible oils. Looking at the deplorable condition of oil seed farmers in India, the government can gainfully consider the reviewing of minimum support prices in place along with other incentives and subsidies, or importing oil seeds rather than importing edible oils, so that employment in the crushing units do not get affected.

Giving a fillip to the domestic production of edible oils could in turn give an indirect impetus to the domestic bakery industry in general, and the unorganised bakery industry in particular, as the lowering of the price of edible oils in the market through their greater supply could eventually lower the cost of production of the bakery units; many of whom are battling for survival with continual threat of competition from the much better resourced foreign players. ■

Diverse Issues

However, lower tariff on oil imports has affected the consumption of domestically produced edible oils in India. But consumers get benefited by the import of low priced palm and soy oil. While trade liberalisation

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Identifying Real Pastries



The term 'Pastry' often means quite different things to a consumer as compared to a Pastry Chef. Officially, in the world of baking 'Pastry' is the name given to various kinds of dough made from ingredients such as flour, butter, shortening, baking powder and/or eggs.

This 'pastry' is then rolled out thinly and used as a base for baked goods. Common dishes of this pastry would include pies, tarts, quiches and that borderline delicacy between bread and confectionary – French Hearts with sugar sprinkled on them.

However, here we are going to have a look at the other world of 'pastry' as most consumers look at them. Those delightful, sinfully delicious little cakes, officially and legally they should be called 'petit gateau'. But, we, the consumers know them as Pastries. Then be it the eternally favoured pineapple pastry, the black forest pastry, the plain or dark chocolate variety, or indeed the new avatars of it like the mousse pastry! Most of them are beautifully finished and look much less calorie ridden than the full size cake of

the same family. A chocolate truffle pastry definitely looks a lot more innocent and manageable than a full cake!

In this category of pastries, it would be prudent to include small cakes, flans, tortes, mousse pastries and some form



of cheesecakes that tend to have layers of sponge cakes. The other family of pastries we club in the same category, simply because they are available from the same outlets probably, but which are true 'pastries' by virtue of having the right ingredients in the base would be petit au choux or indeed the éclairs, and flans.

Chef Balendra Singh, Pastry Chef & Director, Institute of Bakery and Culinary Arts (IBCA) who has sufficient experience with various properties, a gentle manner of being patient with irreverent and irrelevant questions, and a genuine love for his creativity with food explains, 'with these slices of cakes, we have more opportunity of decoration since it is small, and the piece can be associated with a lot many flavours as it would be consumed by one person. That is not possible in a cake where flavours have to be more evenly distributed.'

Mousse Pastry & Cheesecake

Imagine a chocolate mousse with an orange flavour to it – in a small portion



that does not get one's guilt pangs working overtime. Once again, Chef Balendra says, 'It is a variant of Bavarian cream.' He also goes on to explain about the Cheesecake which is essentially a slightly tart and lactic dessert. It has two variant – the American one which uses the Quark cheese and the other, more popular one in India that uses layered setting which gives more opportunity to be played with.

Fillings of Pastries

'Keep the smaller things simple,' declares Chef. But, by simple he does not mean plain. For pastries, in any outlet, should be anything but plain. They can have fancy transfers on chocolate or the cake, the juiciest cherries glazed to perfection and shavings of chocolate so thin that they definitely look like they were made of air.

Not to forget the other pastries that has the icing and the routine look with a twist. So, what he means by simple really is flavours to the minimum. The look that in a full size cake would take five different kinds of fruits would have just a selection of one or two in a pastry.

Of course apart from fillings there are other decoration possibilities with rounds at the top to make the whole pastry look like a basket; icing in shades of yellow and green to make it look like corn on the cob; or indeed the fruit tart with a bright deep maroon cherry with its stalk still in place.

New Age Bounty & Challenges for Pastry Chefs

With modernisation of goods and other products, including fancy equipment where work can be done from a computerised system a Pastry Chef has more time, energies and possibilities of letting his imagination be utilised to make things more beautiful and appealing.

According to Chef Balendra these new



Chef Balendra Singh

age benefits for the Pastry Chef would include:

- Pre tempered chocolate
- Cold gels made from pectin
- Pre mixed mixes for breads and cakes that need little supervision and sometimes no additions at all
- IQF – the Individual Quick Frozen Fruits – this ensures that even out of season



fruits are now available for use in bakeries in the country.

Of course every advantage brings more responsibility of a different kind. Bakery and pastry making is no different. New challenge now for the Chef in the field in one word is: Creativity. They need to come up with something different, something unique, an individualistic approach.

Independent Bakery Outlets

One of the oldest and probably the most frequented 'Pastry and Cake' outlet of Delhi is Wengers, in Kolkata we have the Flury's, and almost every city of India – big or small has its favourites where these items are sold. However, considering the number of free standing, fancy and speciality restaurants have opened up, very few independent Pastry outlets are doing brisk business. A few have sprung up from time to time but have remained a local fancy or survive on regulars.

Probably one of the reasons was well illustrated in terms of short shelf life. At certain Pastry Shop in a five star hotel, they started happy hours, offering pastries – including the flans and tarts, at half price in the evening, they did not expect the regular clientele attacking the premises as they did. Eventually they stopped it probably due to sheer inability to handle the bickering crowds.

Chef Balendra agrees that outside a five star hotel scenario is different. Profitability factor for an individual would be too low. But he nods sagely and says in a firm tone: 'But it will happen!' Until then, enjoy the Pastries of bigger outlets – the Pastries as we know them, the small cakes with fancy decorations.

But with the advent of few international brands, the trend is quite visible, apparently pressuring regular bakeries to upgrade and innovate to survive. ■

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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FOCUS ON INNOVATION

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

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



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

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ADJUSTABLE SALAMANDER

Machines for reheating pizzas, grilling continental dishes, sausage rolls & others and defrosting readymade dishes is preferred series and highly desired in the industry. So AKASA has come up with the Adjustable Stainless Steel Electric Salamander, With a choice of cooking heights (adjustable travel distance of 200mm), chefs have precise control over heat intensity and heat distribution. This also brings the added benefits of significant energy saving and a cooler kitchen ambience as heat is far more focused than with a static salamander.



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



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

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

experiences, tailor made for the Indian market.

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A Passionate Leader & Baker!

Chef Mohammad Hai, Pastry Chef, JW Marriott Mussoorie Walnut Grove & Spa



With over 14 years of experience, Chef Mohammad Hai has worked around the world, from Dubai at Atlantis The Palm to Renaissance in Kuala Lumpur, Parky Hyatt in Abu Dhabi to the Hyatt Regency in Makkah, Saudi Arabia, along with The Zuri White Sands Goa, Grand Hyatt Goa and the Hilton Embassy Golf Link in Bengaluru. His most recent endeavor was at The Meridian Club Relais & Châteaux, a private island resort located in the crystal-clear waters of the Turks & Caicos Islands.

Inspired by his grandfather's love for cooking, Chef Hai made cooking his passion. His main goal is to make every interaction an experience to remember. He has done it all from revamping menus to planning fun activities around baking to cracking interesting concepts for tea lounges and so much more. His philosophy hinges on transforming customer feedback into an opportunity to impress even beyond expectations.

At JW Marriott Mussoorie he hopes to continue his legacy with unique sweet delights and indulgences that will leave guests spoilt for choice. His most valued compliment so far has been from a guest who turned out to be a chef from France about his signature sour dough bread.

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

What are the current hot trends in Indian Bakery industry?

Hot trends right now are the 3D cake, wedding cakes, printed and painted art cakes.

How did you become a Pastry Chef?

I was motivated by my grandfather who is a chef but after an industrial exposure in the kitchen, I feel pastry and bakery interest me the most, that's how I become a pastry chef.

What is your working philosophy?

To be patient, attentive, spend time with our tools and ingredients to continue learning.

What are your Hot Selling bakery items?

Let me humbly say that all my creations are much loved but I would like to nominate French Pastry as the best one, for which I have received several compliments.

What is in demand these days in Bakery?

These days, Bento cakes and cupcakes are in demand as these items are miniature cakes good enough for one person and are mostly taken out as lunch boxes.

How you take care of health quotient?

By using good quality, organic and healthy ingredients.

Your favorite tool?

A small Pastry knife is my favorite tool because this knife works in every item such as for chocolate, pastry, breads, even for cleaning, and tasting the food product.

What do you like about your job?

The look of the final creation gives me immense joy and that is what I love about my job – it makes me feel like an artist who gets satisfaction in creating a new piece of art.

What is your strength as a bakery chef?

Being able to accept any challenges and be open minded to try new ingredients and baking methods.

How do you like to de-stress?

A cup of lemon tea or espresso relieves me from my stress and I am once again ready to face the storm.

What are your dreams?

To be a well known Pastry Chef.

What is your Mantra for success?

I would say my dedication and hard work towards my job and continuously striving to learn new things.

Your favorite ingredient?

Chocolate is my favorite ingredient, it acts like a life saviour for a Pastry Chef. From cakes to pastries, breads to garnishes and showpieces and even packaging, there is nothing a chocolate can't do.

Your fav chef who has influenced you?

Other than my grandfather, my Ex Grand Hyatt German pastry chef, Chef Nicole Illa. Her dedication, hard work and passion towards work, is something I always look up to; how beautifully she maintained authenticity of the desserts whatever circumstances she may be and bringing out the best. I can never forget the skills I learnt from her.

Your fav comfort food?

Comfort for me will be pizzas.

How do you describe yourself in one sentence?

I like to keep a positive attitude.

Your sign off message?

A chef is a multifaceted individual, where thoughts, actions, skills, learnings and concepts all work in cohesion to create a kind of magic that every person will enjoy and remember you by. That's what I hope to achieve at JW Marriott – to make the best memories through the unique art of baking and pastry.



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