FEB-MAR '22 VOL. XIII NO. 5 ₹ 100

BAKERY REVIEW

Business Magazine for Bakery & Confectionery Professionals



Business
Getting Over Crisis

Dairy
Cream Cheese

Ingredient
Flavours and Colours

Product
Crossing over Croissants

Operations
Spread with Margarine

Health & Safety
Heeding to Safety Measures in Bakery

Empowerment of Women in Bakery Industry

A Piece of Cake

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For feedback / suggestion, please get in touch with us on Consumer Relations Cell Tel.: 9122 2279 1144 Email : wecare@pristineingredients.com

BAKERY REVIEW

Publisher cum Editor
Rajneesh Sharma
rajneeshhammer@gmail.com

Resident Editor
Sharmila Chand (Delhi)
Ashok Malkani (Mumbai)

Layout & Design
Hari Kumar V

Production Assistant
Jyoti Gupta

Advertising Sales
Sumesh Sharma

Director Sales
Sanjay Anand
Mobile: +91 9811136837

Director Operations
Rajat Taneja
Mobile: +91 9810315463

Editorial & Advertising Offices:

Delhi:
Hammer Publishers Pvt. Ltd.
206, Samrat Bhawan, Ranjeet Nagar Commercial Complex, New Delhi-110008
Phone: 91-11- 45084903, 45093486

Mumbai:
Hammer Publishers Pvt. Ltd.
105, 1st Floor, Aarpee Centre, Gufic Compound, 11th Road, MIDC, Near Tunga Paradise Hotel, Andheri (E), Mumbai-400 093
Phone: 022-28395833

E-mail: info@hammer.co.in

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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.

Disclaimer: The editor and publisher believes that all information contained in this publication are correct at the time of publishing. Content published not necessarily are the opinion or view of the editor and publisher. Editor and publisher declines any responsibility for any action taken based on the information contained in this publication, including liability for error or omission.

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

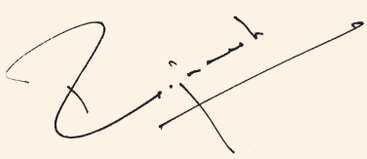


Bakery is the biggest component of Indian food industry. Still there are few women entrepreneur in this business segment. During the past two years, when pandemic affected the entire food sector, the bakery segment was not as badly affected. The lady bakery chefs remained true to their profession. The women chefs have covered the journey from homemakers to proficient and skilled home bakers and subsequently, professional bakers and bakery/pastry chefs. The cover story, on the International Women's Day, views the progress and the success of the lady bakers in recent times.

With the Corona virus pandemic, which is more prone to infect people with people suffering from lifestyle diseases like diabetes, high blood pressure and obesity, the demand for healthy and functional bakery items like products which consists of multi grains, nuts and other healthy products has increased. The industry has to be constantly aware of the new trends and the changing preferences of the consumers. Business Story gauges the effects of the present crisis and how the bakers have to plan to deal with the changes.

The current issue of Bakery Review has once again reached almost to its post-covid level, with a wide range of features on Dairy, Ingredient, Product, Operations and Health & Safety.

Enjoy reading and do not hesitate to send us your feedback and suggestions.



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INDIA INTERNATIONAL HOSPITALITY EXPO
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International Hospitality Expo (IHE)

August 3-6, 2022 at India Expo Mart & Centre, Greater Noida

One of the country's leading food service and hospitality industry B2B show, India International Hospitality Expo (IHE), will feature its fifth edition on August 3-6, 2022, at the India Expo Mart & Centre, Greater Noida, in Delhi-NCR.

At the last edition of IHE, which was the first 'physical show' for the food service and hospitality sectors post-Covid, held from September 24-27, 2021, 160 exhibitors representing the major industry-relevant verticals, from food ingredients and new-generation beverages to kitchen equipment, furniture and furnishings, and tableware, were present in strength.

The north-eastern states were well-represented at the show, giving them an opportunity to showcase a variety of products, from bamboo furniture to organic ginger and turmeric, to fruit wines from Arunachal Pradesh. The inaugural session was graced by Ms. Mercy Epao, Joint Secretary, Ministry of MSME on 03 August, 2021.

The 8000-plus visitors who thronged IHE2021 included members of the Purchasing Professionals Forum-India (PPFI) and Hospitality Purchasing Managers Forum (HPMF), the leading ladies of WICCI, chef-members of the Indian Culinary Forum (ICF), founders of the Professional Housekeepers Association (PHA), and other hospitality industry decision-makers. The presence of these industry professionals greatly enhanced the value proposition to the exhibitors, who got to interact directly with their existing and potential clients.

Commenting on the response to IHE2021, when the country was just recovering from the second wave of the Covid-19 pandemic, Dr Rakesh Kumar, Chairman, IEML, and Director-General, Export Promotion Council for Handicrafts (EPCH) said, "The response to IHE2021 has far exceeded our expectations. With it, we were able to prove beyond any doubt that the IEML, which is a leader in the country's exhibitions and conferences sector, is ready and equipped to present physical shows. Our calendar is filling up fast for 2022 and 2023. And yes, we are returning with a much bigger and better edition of IHE during August 3-6, 2022."

Since its inception in 2018, IHE has been known for its concurrent programme. IHE2021 was no exception. The highlight of the programme was the Conclave, which saw animated conversations involving industry leaders such as Rajeev Menon, President (Asia Pacific excluding Greater China), Marriott International, Rattan Keswani (Lemon Tree Hotels), Samir MC (Fortune Park Hotels) and Anurag Katriar (Past President, National Restaurant Association of India).

Who's who roster of speakers included top educators and recruiters such as Kamal Kant Pant (IHM-Pusa) and Dr. Swarup Sinha (ITC Hotel Management Institute); renowned chefs, notably Chef Manjit Gill (Indian Federation of Culinary Associations) and Chef Devinder Kumar (President, Indian Culinary Forum, and Vice-President, F&B, Le Meridien New Delhi); and housekeeping decision-makers such as Dr. Madhu Chandhok and Ms. Meenu Tongatta.

Also seen speaking at the Conclave were the HPMF Founder, Dr. Nitin Nagrale, noted mixologists Yangdup Lama and Vaibhav Singh, top caterers Sanjay Khullar (Seasons Catering) and Varun Tuli (Food Inc. and Noshi), young restaurateur Amit Bagga of Daryaganj, and DLF's F&B Head, Udit Kukreja.

For IHE2022, the organisers have set their sights higher. As Dr. Sharma puts it, "IHE has established itself as a three-in-one event – showcase of new products and services; networking platform; and festival of ideas. We will build on this tradition to achieve our objective to make IHE2022 not-to-miss event on the calendar of every decision maker in the food service and hospitality sectors."

Special Attractions

During the show its highlight event will be a one-day conference dedicated to the Bakery and Confectionary and Mithai and Namkeen sectors.

This year an important new attraction at this conference will be a Franchise Forum, where businesses exploring franchising options for further growth can network with their potential partners. This activity will be a part of the special event planned for the fifth anniversary year of the show, which was first held in 2018 at the India Expo Mart & Centre (IHE), Greater Noida, in Delhi-NCR.

Other activities planned for the fifth anniversary edition include a focused activity with hotel and restaurant purchase managers around the food and hospitality products being developed by the MSME sector in the North-East. The North-East Mart will be accompanied by a forum to highlight the work being done by our exhibition partners in that region.

Another new addition to the eclectic mix of the show's offerings will be a Startup Pavilion, which will host startups that are either active or starting out in the food and food tech verticals. Their products will be of great interest to our key audience segments, namely, decision-makers in the hotel and restaurant sectors.


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McDonald's West & South Introduces Books with Happy Meals



McDonald's India West and South has announced the launch of the Happy Meal Readers program. As part of the initiative, children will now get books in the iconic Happy Meal® by McDonald's. These books are aimed at feeding the curiosity of children and encouraging reading as a habit by making reading fun. The new Happy Meal will now contain a choice of burger, a beverage, a cup of hot, steamed corn and a book.

"Just like parents want the best for their children, we at McDonald's constantly work towards creating offerings that add value to the lives of all our young customers. Books play a pivotal role with our young customers, given that their curious minds are always looking for answers," shared Arvind R P, Director - Marketing & Communications at McDonald's India (West & South).

The collection of books in the Happy Meal Readers program is curated by award-winning British author Cressida Cowell, who is popularly known for her multiple children's series and is currently the Waterstones Children's Laureate (2019 – 2022). She has written a collection of 12 books, especially for McDonald's, of which two will be launched every month.

BurgerMan Returns to Namma Bengaluru

After successfully running for over 8 years across Chennai and Bangalore with 133 kiosks, BurgerMan is back in a new avatar. BurgerMan 2.0 opens its first experiential outlet in Indiranagar, Bangalore. The prime focus is on "keeping it light and fun" in all realms of their operations across ambience, service, and food.

BurgerMan's new burgers include brown fiber-induced buns, flavourful meaty patties grilled to perfection, fresh veggies, and in-house sauces that are thoughtfully crafted so that oil does not trespass in their kitchen at all. BurgerMan not only offers tempting 'guilt-free' options, but a complete 'Meet-Greet-Treat' experience. Offering consumers a gastronomic voyage, using the freshest ingredients, with pure and intense flavours, BurgerMan will be serving their original dishes in their new menu.



Speaking at the launch of their first Bangalore outlet in Indiranagar, Chief Operating Officer, Ramesh Krishnan says, "BurgerMan 2.0 will add an exciting new option for diners in Bengaluru. The burger-bistro showcases a high energy vibe along with innovative slow-cooking techniques in a vibrant, quirky and fun setting.

BurgerMan 2.0 will give you the option to eat guilt-free burgers. We have re-done our burger buns, which are infused with fiber. The patties are grilled, and then smeared with delectable sauces taking the taste up a notch."

Tata Starbucks on Expansion Spree

Tata Starbucks has announced its entry into six cities as part of its expansion into smaller cities in India. With these new additions, the company now operates 252 Starbucks stores in 26 cities. The company will now start operating Starbucks brand in Siliguri, Nashik, Guwahati, Thiruvananthapuram, Goa and Bhubaneswar, as per the company's communiqué. With a growing base of coffee enthusiasts across the country, the brand makes its first appearance in the states of Assam, Goa and Odisha.

Tata Starbucks, a 50:50 joint venture between Tata Consumer and Starbucks Corporation, said this is the largest store expansion in a year. The stores are a fusion of the signature Starbucks warm and welcoming design and the city's local culture and craftsmanship, serving as an extension of the neighbourhoods we serve, it added.

"Tata Starbucks is grounded in growing with its partners and customers together and thus expanding our footprint in India is a matter of great pride for us", Tata Starbucks CEO Sushant Dash said.

Cargill Opens Innovation Center in Gurugram

Cargill has launched the Cargill Innovation Center in Gurugram, Haryana, to develop innovative solutions to address food and beverage market needs. Cargill will partner with its F&B customers in India to identify consumer demands, translate global industry trends into local applications, and accelerate customer product innovation processes by jointly developing healthy and nutritious food options for the consumers.

This first state-of-the-art Innovation Center in India, which spans nearly 17,000 square feet, includes a sensory laboratory and demonstration kitchen, with the capacity to serve dairy, beverage, bakery and prepared food industries, as well as other specialized industries, culinary applications. It will be equipped with the most advanced applications and analytical capabilities, such as an Ultra High Temperature Processing (UHT) pilot plant and a chocolate processing line, to develop market-driven solutions.

The Innovation Center combines Cargill's expertise in different industry segments, including edible oils and specialty fats; starches, sweeteners and texturizers; cocoa and chocolate; and custom blended ingredients under one roof, providing a complete product innovation solution to the food and beverage industry.

To promote a healthy and nutritious diet in line with progressive food standards in India, the Center will help clients reformulate products that are low in fat, salt and sugar, while maintaining flavor and texture.

Simon George, President of Cargill India, said: "Consumer choices are rapidly evolving towards healthy food, without compromising taste, and this requires product innovation. Through this Innovation Center, we are making our clients the centerpiece in co-creating innovative solutions for discerning and health conscious consumers in India. This facility combines our global knowledge of food science with the size and scale of Cargill's businesses to bring together the unique R&D capabilities and the food value chain all under one roof. We will help develop healthy and nutritious products that reflect market trends. "


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Hershey India Celebrates International Women's Day

The Hershey Company's award-winning [#HerSHE] campaign, which originated in Brazil in 2020, will be brought alive in India in a never seen before avatar. The renowned chocolate brand has collaborated with six women achievers whose accomplishments have been custom illustrated on the iconic HERSHEY'S chocolate bars. Hershey's salutes these women and their efforts towards choosing and succeeding in unconventional careers.



As the first step towards unveiling the campaign, Hershey India has taken a unique route of a power-packed celebratory rap song by American Indian Rapper Raja Kumari & Indian musician MebaOfilia.

This year the brand is leveraging technology to create an online community for curating and showcasing inspiring stories by women and connecting to offline channels via QR code on the packaging. Consumers can scan the QR Code printed on the packaging of HERSHEY'S Bar that will link them to the microsite https://www.hershe.co.in/ The microsite has curated templates, with personalized messaging, that consumers can use to celebrate and share the stories of Sheroes who have inspired them.

Hershey India has joined forces 'Sheroes' such as Aishwarya Sridhar, Dhvani Kothari, Sandhya Rai, Rukmini Vijaya kumar, Pooja Taparia, and Falguni Vasavda Ojha from diverse fields including Photography, Performing Arts, Social Work, Sports, and Feminism, and dedicated Hershey's Bars packaging to feature, celebrate and showcase achievements of the Sheroes. To learn more about them, consumers can scan the code on the packs and read about them on the microsite.

Natural Ice creams Unveils its Annual Berry Festival

India's ice cream brand, Naturals is back again with a variety of berry-flavoured ice creams as a part of their much-anticipated annual Berry Festival. A yearly tradition, the much-loved berry festival is all set to return



to serve ice cream lovers with innovative flavours. This year guests can savour in some of the most drool-worthy flavours like Mulberry, Blueberry, Raspberry, Black Currant and Gooseberry. These classic flavours that taste refreshingly fruity, combining a creamy base with real berries are a perfect way to sweeten any craving.

The brand has made use of berries that are carefully mixed in the ice cream to preserve larger chunks for that bursting flavour. Prepared with choicest ingredients like milk, sugar and berries such as raspberry, black currant, mulberry, blueberry and gooseberry, this treat is sure to leave with a very berry sweet taste. All these berry flavours will be available as single scoops, double scoops and family packs.

Siddhant Kamath, Director – Naturals Ice Cream said, "We are excited to treat our guests with some of the finest berry-flavoured ice creams through our annual berry festival. With the winter season coming to an end, we thought it was the best time around to entice our fans with these limited edition flavours. Like previous years, this time around too, we hope to receive a great response. We are confident that the berry festival will encourage repeat visitation, thus helping to grow our loyal base of guests who are thrilled to try new ice cream flavours each month."

Lavazza's Coffee Range La Reserva de ¡Tierra!, Now in India

Lavazza, the Italian brand that is among the world's leading coffee roasters, brings to India a collection of sustainable coffee blends from around the world with its range of La Reserva de ¡Tierra! - Colombia, Brasile, India and the newly launched La Reserva de ¡Tierra! Selection, which is an aromatic espresso with medium body and a sweet taste. La Reserva de ¡Tierra! Selection is a unique blend with a perfect balance between notes of jasmine flowers, almonds and milk chocolate that has been developed by skillfully selecting and combining Arabica from the best origins of Central and South America.

La Reserva de ¡Tierra! range is a collection of the finest and sustainable coffee blends carefully designed and crafted to offer professional baristas, the unique taste



experience of a coffee origin land. Every blend contains coffee from territories and communities involved in Lavazza Foundation projects in collaboration with Rainforest Alliance (RFA) to bring coffee lovers a unique sustainable taste experience of coffee origins.

The sustainability projects objective, started in 2002, is the improvement of coffee quality and, thanks to the collaboration with the Rainforest Alliance, the development of social and living conditions and economic growth of coffee farming communities, respecting the environment. Today more than 130.000 coffee growers are involved across 19 countries in 3 continents.

Every bean is carefully selected from the coffee producing lands of India, Brazil, Colombia and Central & South America and gently roasted to bring together a perfect cup of rich and intense aroma and taste profile.

This range symbolizes Lavazza's strong commitment to creating a sustainable approach to people and nature, with the aim of improving living and environmental conditions of coffee-producing communities, while promoting entrepreneurship and the producers' independence.

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Branch Office : 401-C, 4th Floor, Hyde Park, Saki Vihar Road
Opp. ANSA industrial estate, Andheri (E), Mumbai - 400 072, INDIA
Tel.: +91-11-4557 9574 / 4557 9576
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Good flour is the basis of good dough (both sweet and savoury). Good flour is indispensable for your baking and cooking. Flour is an essential ingredient, so versatile in the kitchen: for baking pizzas, breads, cakes, sponges, tarts, biscuits, pancakes, crepes, dumplings. It is useful to thicken custard, fritter batters, all kinds of sauces, to coat ingredients to be fried. And there is so much more.

History & Science

The word "flour" comes from the word "flower" in the notion of flour as "the finest part of ground wheat'. Soft and durum wheat flours belong to the family of "grasses" or cereals of ancient cultivation and are obtained by grinding the grain called "triticum aestivum" (common wheat) or "triticum durum" (for durum flour). Finer and more refined flours are obtained from common wheat; pasta flour or semolina, with coarser grains, is obtained from durum wheat.

From a nutritional point of view, the main elements are starch and gluten. Wheat also contains mineral substances, vitamins, sugars, dextrin, gums, and small quantities of fatty substances. To be precise, a grain of wheat is composed of 70% carbohydrates, 13% protein, 2% fat and 11.8% mineral salts, as well as many vitamins and other important elements.

Since humans abandoned a nomadic lifestyle and settled into a society, it was centred around agriculture. Ancient peoples gradually bred seeds into cereal grains, and then found they could grind them, which made them cook more easily. It is said that the Egyptians were the first to use ovens made of clay, that the Greeks knew how to prepare leavened bread and that this art then passed into the hands of the ancient Romans after their conquest.

Which flours are the most used?

For baking types "0" and "00" Italian flours are the best: "0" is used for savoury dishes, such as bread, pizzas, fresh pasta and savoury pies while "00" is best for the more delicate cakes and biscuits.

How can you tell the differences between flours?

The type of flour depends on the type of milling. For example, wholemeal flour means that the whole grain is ground, including the external bran. Italian flours are graded into four types, depending on how finely the grain is ground and if it is with or without bran: types '2', '1', '0' and '00', the last being the whitest and finest. White flour is distinguished by the process in which the grain is separated from the bran.

What is the most important characteristic of flour for baking?

When baking the most important thing to consider is the "strength" of the flour or its ability to absorb water and its gluten content, that "magic" that makes the dough rise.

What is the difference between strong, weak and medium flours?

Strong flours are used to prepare products that need a long leavening. They have a high protein index, which allows them to trap carbon dioxide and create the dense alveolation typical of bread.

Weak flours, on the other hand, have a low protein content and are used to prepare breadsticks and biscuits.

Medium flours are perfect for pastry, tarts and cakes and there are also special flours, which are used to reinforce weaker flours or to prepare speciality breads. They can absorb up to 90% of their weight in water.

How should you store flour to keep it at its best?

The store cupboard should be away from any heat sources, kept at a temperature of between 10°C and 25° C, and medium humidity. Flour is best kept in an airtight glass jar. This helps protects the flour from mould or insects and also from any unpleasant smells.





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Oat Milk Market Size Grows at CAGR: 9.9%

The global oat milk market size is expected to reach USD 7.66 billion by 2028 according to a new study by Polaris Market Research. The report "Oat Milk Market Share, Size, Trends, Industry Analysis Report, gives a detailed insight into current market dynamics and provides analysis on future market growth.

Factor such as the increasing adoption of the vegan diet and the rising number of people allergic to lactose and gluten across the globe is expected to drive the growth of the global market during the forecast period. Further, the growing numbers of enthusiastic fitness people preferring health-conscious foods will further boost the growth of the global market.

Plant-based products such as the product contain low calories when compared to pints of milk obtained from animal sources. Hence people prefer plant-based products to overcome obesity which is highly prevalent among the global population. There are 1.9 billion overweight people living in 2018 and obese people at risk of developing heart-related disorders.

The product is also gluten and lactose-free and hence, it is suitable for people having gluten and lactose sensitivity. Consumers are also worried about the presence of pesticides, antibiotics, and hormones in the dairy product which is associated with increased risk of developing cancers, and hence people are adopting plant-based products such as the product, and this will, in turn, help the growth of this industry in the coming years.

The plain product is a commonly preferred form owing to its increased consumption. Increased utilization of plant-based products as an alternative to dairy products, particularly in retail coffee shops has led to the growth of the segment. However, flavoured form is gaining popularity with the availability of flavors such as Choc-O-Haze and Vanilla Cinnamon in the industry.



The increasing popularity of the product has led to an increase in new products being introduced into the industry in recent times. For instance, in March 2021, Starbucks introduced oats milk-based products such as the new Iced Brown Sugar Oatmilk Shaken Espresso and the Honey Oatmilk Latte for the U.S. industry. Similarly, Yogurtland launched a plant-based cinnamon cookie based on the product in the U.S. industry in March 2021.

Modern Foods Bought by Mexico's Grupo Bimbo

India's one of the oldest bread brand Modern Foods has been bought by Mexico's largest food and bakery company Grupo Bimbo from homegrown private equity fund Everstone Capital. Everstone had acquired the brand from Hindustan Unilever in 2016. Everstone's bread and bakery platform Everfoods Asia consists of Modern Bread brand as well as others like Cookie Man.

Grupo Bimbo operates in 33 countries, including India. It has a diverse portfolio of over 13,000 products and over 100 brands including Oroweat, Entenmann's, Bimbo, Marinela, Sara Lee, Tia Rose and Arnold Bread. It sells Harvest Gold brand products in India. Harvest Gold was acquired by Grupo Bimbo in 2017 as its entry to India.

Modern bread holds around 35-40 per cent market share of the Indian bread market with a revenue of Rs 400 crore. Modern Foods competes with other bakery brands such as Harvest Gold, English Oven, Nature's Own and Britannia.

It has a distribution network of over 80,000 retailers across the country. It had acquired NCR-based Supreme Baker India, before which it had acquired Chennai-based Australian Foods India and Cookie Man brand.

The bakery industry has been growing at an average rate of 10 per cent since 2015. It is currently valued at $8 billion.

New Baking Vocational Training Courses in India

Food Industry Capacity and Skill Initiative (FICSI), has signed a Memorandum of Understanding (MoU), with Indo German Chamber of Commerce (IGCC), to establish Centres of Excellence (CoE), for dual bakery training according to set standards of German Dual System, giving a push to endeavours focused on apprenticeship training. The aim of the collaboration is to set up new baking-related vocational training courses in India. The curriculum will be based on the needs of the Indian market, including the best practices from German training standards for bakers. In addition, to meet the new training orientations, to achieve targets and to resolve challenges, a 'Baker-train-the-trainer' programme will be set up for addressing the technical as well as pedagogical elements involved in the courses. Further, to show the impact from training and the international orientation of these dual educational training courses, an exchange programme with German vocational schools and companies for students and trainers will be established. This will include networking with the vocational schools, guilds in Germany and state partners, in turn, accelerating the apprenticeship efforts. Under the government's initiative Vocational Training without Borders, the Indian trainees will receive 3-12 months long insights into a German bakery, imparting knowledge of German and European products along with intercultural exchange.

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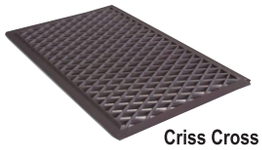

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Is the pace of launches picking or has innovation become the new mantra for FMCG?

By Manish Aggarwal, Director, Bikano

Innovation and disruption are the keys to longevity and growth for any business. Innovation determines the ability to deliver superior value to the consumers and the society at large. Over the recent past, many FMCG companies have quickly adapted their business models, leveraged technology innovations and also strengthened their digital capabilities to penetrate further into millennial households to create value, both for their business and the consumer. At the same time, the food FMCG companies are also making rapid introduction and launch of new and innovative products to the market drawing on the rising demand and growing conversation around health and hygiene. In other words, this frenetic pace of launches is an apt illustration of theFMCG companies adopting innovationas the new mantra.

New product launches in astonishing numbers

Tapping into the growing sentiment on health and hygiene, in the six months period between March and August, FMCG companies had made an impressive 1897 product launches in the health and hygiene portfolio according to an estimate by Nielsen. This was more than a staggering 18 times when compared against 102 launches in the previous six-month period until February 2020. In terms of particularly food-related products, 125 products were introduced in-home cooking segment during March-August 2020 in categories including ketchup/sauces, jams, cheese and milk powders. Not surprisingly, this product launch juggernaut had continued unabated through the later months too. In the April-September period,as many as9,700 new products were launched by FMCG companies recording a jump of almost 35 per cent compared to 7,200 launches in the same period last year, again based on estimates by Nielsen.Almost 37% of the value of these products came from the health and hygiene space. On average after the pandemic had struck, over 53 new consumer products have hit the market every day. Such numbers are a strong indicator of the FMCG industry successfully managing to thrive and not just survive.



Proliferation of new food itemsemblematic of innovation

Keeping a pulse on the consumer and adeptly tracking their preferences in a largely altered consumer behaviour landscape, the FMCG companies also known for their food-related offeringsreconfigured their product portfolio. Not just in numbers, the launch of new ready-to-eat food items, immunity-boosters or health foods, fresh and organic foods was just what the consumers were looking for. At the same time, for several packaged food brands, their traditional Indian food and snack items, sweets, salted snacks and namkeens, masala-based savouries and festive season-orientedgift packscontinued to find favour with their patrons and food lovers and neverreally 'lost their touch' with the latter.As the packaged food companies periodically came up with brand new products with innovation being the underlying driving force behind their new offerings, the end-consumer had more than enough on his plate. With the consumer's increased disposition towards branded food items as opposed to unbranded, loose and unpackaged food, it has again been a buoyant outlook for food companies.

Shifting Consumer Preferences

As per a McKinsey report, the average household income in India is poised to grow from INR 113,744 in 2005 to INR 318,896 by 2025. Also, over the coming decade, the GDP of India is expected to overtake that of Britain. With high growth and rising per capita income, there is change consumer preferences that have further driven the growth for innovation. Greater diversification of products across the food categories and greater age- and gender-specific segmentation are notable factors resulting from companies innovating to meet the rising customer demands.

Increasing Role of Digitisation

Innovation has been a significant disruptor in the consumer goods sector as an increasing number of companies are looking to capitalise on the benefits of digitisation to enhance functioning across departments be it marketing, sales, retail, supply chain management or even HR. An insight into customer behaviour, an understanding of preferences and analysis of the footfalls are some of the key elements FMCG companies depend on to improve their services and products. Digitisation gives companies quick and easy access to valuable user data on a regular basis. This data can be considered as a minefield of information that when analysed correctly can help organisations understand patterns of consumption and consumer behaviour.

Also in the present age, almost all sectors have been forced to design coherent strategies for e-commerce. According to Nielsen (market research firm), e-commerce's contribution to the total FMCG sales is expected to be around 11% by 2030. As a result, more and more companies in the FMCG sector are working to have an aggressive online presence, not only on major e-commerce websites but also have their own dedicated selling digital platforms. This trend is expected to further gain pace over the coming decade.

Conclusion

Today, the time tested FMCG Distribution model is witnessing massive disruption, and this is likely to continue in the years to come considering what has happened in other emerging markets like Russia, Central Eastern Europe, SE Asia & China. On the demand side, plenty of new retail channels are emerging. There has also been the growth of modern trade in the last decade, e-comm/online retail over the last 5 years, and now hyperlocal delivery models such as "Click & Collect", etc. As shoppers move to an "Omni" mode of shopping, FMCG companies will need to continue and enhance their innovation strategies to sell more and stand out amongst the competition.



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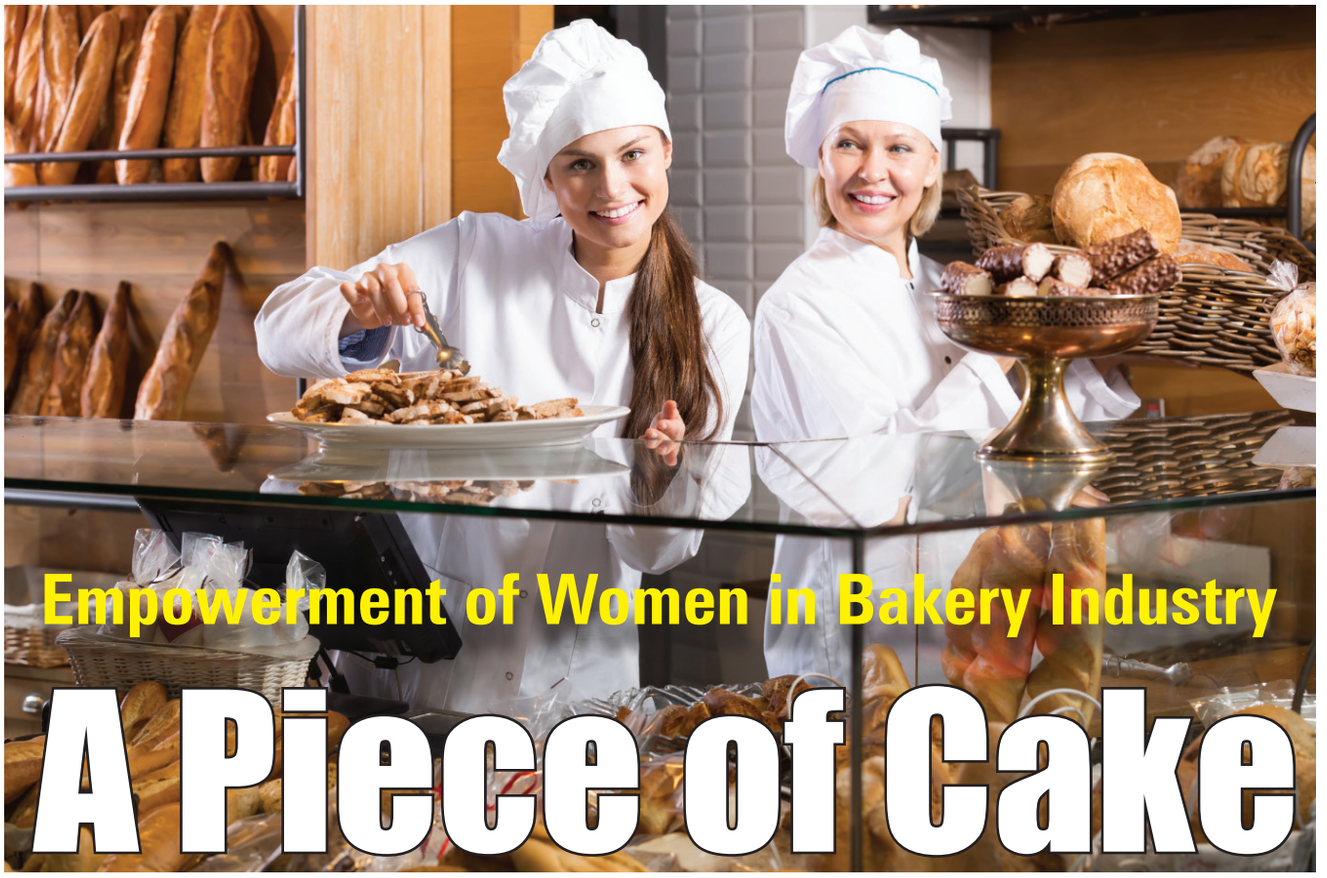
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Empowerment of Women in Bakery Industry

A Piece of Cake

The intrepid women have proved their mettle in almost all arenas. They have resolutely proved themselves as enterprising entrepreneurs in all industries, including the bakery segment of the food & beverage industry. From home bakers to capable industrialists, they have climbed the ladder of success and are speedily securing opportunities in what was once a male dominated segment – bakery business. The rise in female bakers in India is a testimony of the fact that they have the potential to successfully handle career as well as home by successfully harnessing technology and social media to improve their business. With more females entering the bakery industry, the sector is rapidly moving towards gender equality. Ashok Malkani, to commemorate the International Women's Day, on March 8, views the progress and the success of the lady bakers in their endeavour to move from home baking to becoming owners of commercial conglomerates.

Bakery industry, which is one of the largest food processing sectors in India, offers a plethora of opportunities for growth, innovation, and career prospects. Due to this, even during the past two years, when the corona virus (Covid-19) affected the entire industrial sector, including the food industry, the bakery segment was not as badly affected as the other branches of the F&B industry. And the lady bakery chefs remained true to their profession! No wonder on this women's day the bakery industry offers them kudos!

The women chefs have covered the journey from homemakers to proficient and skilled home bakers and, subsequently, professional bakers and bakery/pastry chefs

Alisha Faleiro, Pastry chef at the Academy of Pastry and Culinary Arts India succinctly puts it thus: "Passé are the days when the bakery was just associated as a hobby. The sector is now emerging to be empowering for women and is giving them opportunities to carve a career path out of it. There has been a paradigm shift from women being addressed as homemakers to home bakers and women entrepreneurs, all thanks to the bakery market."

Food industry is considered, by many, to be the on the forefront as far as women empowerment is concerned, with nearly half of its entry-level work force comprising of women. However, only one-fourth of the upper level industry positions are held by women.

Increasing Women in Bakery Sector

The retail bakeries are one area within the industry that is making great strides in increasing the representation of women.

But are there sizeable number of women working in the bakery sector and what are the chances and reasons for their number increasing? These are questions that, on this women's day, are being raised by women entrepreneurs.

Eka Cahya, Commis 1 Pastry & Bakery, JW Marriott Maldives Resort & Spa feels that that there are a sizeable number of women in bakery industry. She states, "Starting a home-based baking business does not require a large investment unless you are planning to do it on a large scale. Most women who are passionate about baking can do it in their own kitchen.

"It helps homemakers to teach their kids basic necessary skills that make them independent, leaving enough time in hand for her to run her business. The most important thing for a home baker is to be able to take care of her family while running her own home-based business."

Amitava Pal, Pastry Chef, Hilton Goa Resort, states, "Today there is a sizeable number of women, as always, working in the bakery industry. Their number is increasing as the industry has boomed in the last few years; creating a plethora of opportunities, especially in the international market.

"The increase we see in the female ratio in the industry is due to the innovation and creativity they bring to the table. This zeal and enthusiasm benefit the industry while inspiring other home women bakers about their capabilities and accomplishments, further motivating them to join this industry.

The future is certainly bright for the bakery industry, thanks to these wonder women, who are leading the way in innovation and creativity with their unique recipes and presentation skills

Shaikh Shafique, Pastry Chef, Indore Marriott Hotel, disclosed, "Most of leading pastry chefs around the world are women. A God's gift! Women are blessed and equally talented chefs. Women are more talented than men on detailing part of any products. Patience and delicate details makes women more adaptable for pastry kitchen."

Podkovko Juliya, Chef de Partie, Sheraton Maldives Full Moon Resort & Spa, states, "I think the number of women working in the bakery sector depends on different countries and culture. Some places I've worked there were only women in the pastry section whereas in others the entire team was male. In Sheraton Maldives Full Moon Resort & Spa, I am the only female Chef in the pastry/bakery section. Women are more vocal about pursuing their dreams and career paths so the increase in numbers can be due to the drive to pursue a career in the bakery sector and acceptance by society."



Chef Kishore Krishna, Novotel Varun Beach, Viskhapatnam, declares, "The hospitality industry is experiencing constant growth. As the bakery segment grows, so do the number of women working in this sector grow. The days when women would stay back at home and take baking as a hobby are gone. In present days, women want to be financially independent and would like to contribute to the family's wellbeing."

Min Shin Wong – A.K.A. Pastry Chef Jess, W Maldives avers, "I believe that women form 60% of the people working in the bakery segment of the food industry. This is because women are more skillful compared to men in this sector as women are creative and artistic by nature."



Career as Bakery Chef

Working in professional kitchens can be daunting and challenging, both for males as well as females. However, presently, with the millennials developing a taste for delicious bakery products, there are huge opportunities for aspiring people to venture into this field and become a thumping success. Recent trends show that bakery chefs are highly creative and popular and are paid well.

The bakery industry has given an edge to the entrepreneurial skills of women in India. Women from places like Gurgaon, Chandigarh and south Indian states are entering into the Bakery industry and the number is seen rising.

Pastry chef Jess avers, "Being a pastry chef is a very good choice of profession. In this field, women can easily showcase their creativity and passion. In addition, there are a lot of demands and opportunities in this career around the globe as food is the number one necessity of humans."

Juliya agrees with her and adds, "I feel women are natural homemakers. Therefore, they have a natural flair for baking and pastry."

Shaikh disclosed, "I have a woman chef, Arpitha Harish from Taj lands' end, as my mentor. She was the assistant pastry chef for the luxury property in India."

Eka declares, "Bakery and Pastry skill is not something easy to learn. It needs passion, art and creativity. It also requires working with specific recipes and techniques, which also takes some time to learn. However, once these basic skills are acquired and if one has the passion for it, it can be a very fruitful and



Amitava Pal



Shaikh Shafique



Podkovko Juliya

fulfilling career option for women."

Kishore claims, "The hospitality industry empowers women by giving them an equal opportunity to show their skills and talents. As bakery needs a lot of creativity, which is an inbuilt skill in most of the women, they are stepping in this field, which used to be male dominated, and climbing up the ladder fast."

Amitava adds, "A lot of women in the culinary industry are considering a career in the bakery. We know the bakery sector is flourishing, and much of that can be credited to the vision of the industry's strong female representation."

Women's woes in Bakery industry

Although food industry creates livelihood and provides opportunities for all, irrespective of gender, conflict often arises as language and established masculine kitchen culture continues to reinforce gender roles. Women, today, are believed to be facing problems in their profession. How far is this true and what are their woes?

Juliya states, "I think women face problems in the bakery segment because culinary is considered a male dominated industry professionally, as some of the most well-known Chefs in the world are men. However, I have not faced any problems in the industry being a woman and I believe we are empowered by our teams and they respect women in the bakery sectors."

Amitava believes that odd working hours in the hotel industry might pose a challenge for women bakers. "Moreover," he says, "on special occasions, they need to stay long hours which might be a challenge for some of them."

He adds, "There is an increase in the demand for fortified items such as fibre, antioxidants, omega-3 oils, and vitamins and minerals. Their addition to the bakery industry demands modifications which is an additional skill set that many cannot hone and this precisely is the challenge most home bakers experience.

"For women home bakers, the challenge of constant innovation is there. There is huge competition in the market and to stand out from the rest can be difficult. But I believe, the ultimate outcome is fruitful which I am sure they thoroughly enjoy."

Eka declares, "In the hotel industry, the biggest challenge for women pastry chefs is to have good physical and mental strength. They would need to carry heavy items, work and stand for long hours depending on the needs and seasons."

Shaikh, however, feels that there are no problems. He says, "There is no major problem as far as pastry kitchen is concerned. All depends on planning and execution. I particularly believe that pastry kitchen is a science lab wherein all is measured in scientific manner."

Jess too feels that there are no issues. She says, "In this generation, women are already well accepted by the society. I do not see, or ever encounter, any issues of women in the bakery segment. The demand for us is widely increasing as women are creative and artistic in nature."

Kishore adds, "There are challenges in all fields, but if you take it as learning then bakery segment is fun to grow up in. It is an extremely exciting career. The most challenging aspect is keeping up with the new trends. We can't increase the price of the bakery products, to conquer the cost of rising materials. This would consequently influence the interest and supply of the pastry shop items unfavorably."

Home Bakers

Home bakers are considered to be only baking cakes. However, baking careers, in India are becoming more viable and rewarding. Baking segment of the food industry has witnessed exponential growth worldwide. Baking is one of the largest FMCG industries in India. It not only guarantees great profitability but also allows opportunities for business expansion. Due to technology there has been a boom in entrepreneurial endeavors in the Bakery Industry. Constant Technological Innovations have boosted Home Baking, which has always been a popular pursuit of women keen to become entrepreneurs.

Today, there are thousands of women home bakers in India. Home baking business is considered to be one of the most profitable and high-earning businesses today. The demand for customized bakeries, healthy ingredients, choice of flavours makes the home bakers popular. It also provides them with an opportunity to become professionals.

There are also several problems faced by home bakers.

"The belief that women home bakers only make cakes may be true to some extent but not entirely," says Juliya. She adds, "Today, home bakers make creations like gingerbread, puddings, tarts, pies, meringues, cupcakes, marshmallows etc. Home confectioners need to expand their skills and there is no place better for practice than right at home in the comfort of our own kitchen where we have the room and freedom to experiment and work towards perfecting our masterpieces.

"As far as problems are concerned, I would say that uncertainty of a stable income is the biggest challenge for a home baker. With high-end businesses and bakeries having the advantage of being able to provide the necessary resources for bakers, they are able to earn more. Whereas women working at home only bake by orders and most of the time, do not have the right resources of a full-fledged kitchen."

Amitava asserts, "Baking is just not limited to baking cakes, the bakery industry revolves around sweet and savoury dishes. Home bakers have an upper hand when it comes to local delights. They can be creative and add a personal touch to whatever they bake which can be pastries, soufflé, cupcakes, cookies and bread, truffles, puddings, and other confectioneries."

He adds, "A lot of home bakers have completed their journey to become

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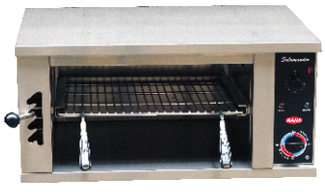
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Eka Cahya



Kishore Krishna



Min Shin Wong

professionals. In the local circuit, they are landing jobs in restaurants by adapting the local culture and twist to desserts. We also get to see a lot of women in the international circuit, which gives them exposure and further advances their understanding of local food and culture."

Jess disclosed, "Women home bakers have to shoulder heavy expenses in the form of electrical expenses for oven, which is quite high. They also have to bear expenses for equipment and supplies."

She adds "As home bakers we do not merely bake cakes but also create many delectable bakery goods like pies, cookies, chocolates and cookies besides bread, sauces, garnishes and so on. All this requires a big sense of artistry to come up with creative and new masterpieces that consumers crave for. Most significant is that we bake from the heart - to curate sumptuous creations.

"This is the reason why about 50% of the women home bakers, globally, have completed their journey to become professionals."

Kishore avers, "Women are very talented. They do not stop their learning. When it comes to their passion, they make it a point to excel in the field. To name a few other bakery items, besides cakes, they are as follows: pizza bread, pita bread, puffs, cookies, personalized hampers, and many more. This, in spite of the challenges, like funding, that they face. They have to manage with fewer pieces of equipment than required. This means increased manual work. They also have problems with storage and labeling. Notwithstanding all this women are climbing up the ladder and are determined to make it their hobby into their profession."

Eka states, "Home bakers are not just limited to baking cakes for occasions such as personalized birthday cakes, anniversaries, etc. These occasions can also be celebrated with homemade biscuits, macaroons, doughnuts, pralines or chocolate truffles with beautiful packaging. Women home bakers also bake savory items such as homemade pizzas, hot dogs and stuffed rolls."

Among the problems faced by them, she lists them as: equipment, marketing packaging and delivery, among others.

She adds, "Despite the problems, I have, during my journey, seen many home bakers turning professionals and even opening their own bakeries. The younger generation often starts baking as a hobby and then develops a strong interest in baking and goes to culinary school to make it a professional career."

Shaikh too believes that home-bakers bake much more than merely cakes. "They also make savoury breads and Puffs, vennoiseries, etc."

However, he is critical of their standards. He says, "I may be considered as harsh but I think that home bakers do not follow standards all the time. More often they believe in self designing but lack detailing and right texture. Home bakers do not have specifications on what and how to deliver the best."

Future Prospects

Over the years bakery industry has been growing at a steady pace. The number of home bakers too has risen continuously. Home baking was an easy resort to chase one's dream. However, digital disruption coupled with the pandemic-induced social distancing norms has further boosted this sector. Consequently female home bakers have been able to transform their hobby into profession. One can easily say that bakery is one of the most popular and go-to business idea for females, as it not only gives them creative freedom but also the convenience of working at flexible timings from their homes.

Juliya avers, "The future prospects for home bakers are ever growing! Women are succeeding in all walks of life and that does not exclude women bakers. With more acceptance and support, more female bakers now have the confidence to take over pastry kitchens, lead their teams, and be a role model to other young, aspiring Chefs to follow in the same footsteps."

Eka believes "It is the ideal choice for a woman with a passion for cooking who wants to deepen her knowledge of pastry and baking. In the future, they can choose to continue their professional career or open their own business."

Shaikh says, "Female home bakers are the leading business women. They make decent profit through their skills. I Hope to see more and more lady chefs around the bakery kitchen."

Jess claims, "The future of woman bakers will enable them to be what they are in nature: skillful, competitive, creative and passionate bakers. They will pass on their knowledge to the aspiring bakers through their experiences."

Kishore adds, "Home baking gives women the freedom to convert from a hobby to a profession. In this profession women can pursue passion with profitability, using their motherly instinct.

Amitava declares, "Gone are the days when baking was considered just a hobby for women. There has been equal participation from women in the bakery entrepreneurial race with equal zeal and fervour. The SHEROES are making every possible effort to serve the country's craving with their handcrafted masterstrokes. Moreover, Goa as a state encourages home-grown women bakers and uplifts their sales by buying from them. This gives them the opportunity to flourish and develop a keen interest in baking. Therefore you will witness many women bakers setting up their own bakery from home in Goa. There is an extensive market for them and there are specific communities that purchase their products.

"Also, the bakery industry has enjoyed a steady growth of students enrolling every year. Adding the interest of the new generation to open their own bakery outlets to being pastry chefs in the hotels or restaurants, the options are many. There is a surge of young talent coming in with their fresh ideas and employers are finding it viable to give them decent compensation for their skills. So the future prospects are bright."

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Gelatin	2 pcs
Kanamadhu nuts paste	150 gm
Whipped cream	687gm

Procedure

1 Prepare the egg mixture - beat the eggs with a pinch of salt and sugar. Mix it well with kanamadhu nuts paste. Set aside.
2 Melt the chocolate in the microwave. Set aside.
3 In a small bowl, pour the egg mixture slowly on top of the melted chocolate. Make sure they don't mix together to make a good layer. Let it solidify.
4 Whip the cream until foam arises.
5 Top the mousse with whipped cream.

Min Shin Wong (A.K.A. Pastry Chef Jess)
W Maldives

EGGLESS BROWNIE

Ingredients

Chocolate	200 gms
Butter	260 gms
Sugar	400 gms
Flour	408 gms
Baking powder	10 gms
Milk	200ml
Nuts	as required

Procedure

1. In a bowl, melt butter and chocolate
2. Add in flour, sugar, baking powder, milk and nuts. Mix them well to cake batter consistency.
3. Bake at 165 degrees Celsius for 20 mins
4. Decorate with ganache and nuts

HAZELNUT CRUNCH/CRISPY DUJA

Ingredients

Hazelnut /almond	900 gms
Icing sugar	150 gms
White chocolate	600 gms
Salt	3 gms
Feuilletine	300 gms

Procedure

1. In a pan, roast the hazelnuts and crush them fine
2. In a bowl, melt white chocolate and add in dry ingredients. Mix well.
3. Set in refrigerator or in a cool place
4. Once it sets, cut and serve

Shaikh Shafique, Pastry Chef,
Indore Marriott Hotel.

COCONUT PANDAN ROLL BREAD

Ingredients

Bread flour	320 gms
Sugar	50 gms
Yeast	5 gms
Fresh milk	100 gr
Ice cube	50 gr
Egg	1 pcs
Salt	3 gr
Butter	35 gr
Pandan essence	4 gr
Filling:	
Desiccated coconut	150 gr
Condensed milk	100 gr

Procedure

1. Mix ingredients A. In mixing bowl
2. Add ingredients B. Mix well in mixer bowl approximately 7 minutes in medium speed or can be kneed by hand approximately 10 to 11 minutes depend on the consistency.
3. Add ingredients C. Mix until smooth and elastic.
4. Rest the dough for about 1 hour cover the bowl with plastic wrap or clean clots.
5. Divided dough for 50 gr. Roll into a ball and rest for 10 minutes.
6. Take one ball, roll it and add filling inside
7. Rest the dough for 1 hour.
8. Brush top of the bread with condensed milk and add delicate coconut as garnish. Bake for 12 minutes in 190°C.

Eka Cahya–Commis 1 Pastry & Bakery
JW Marriott Maldives Resort & Spa

CHOCOLATE MARQUISE

Ingredients

Egg Yolks	15 Nos
Honey	190 Gms
Dark Chocolate	1Kg
Butter	450 Gms
Whip Cream	375 Gms
Egg Whites	10 Nos
Gms Castor Sugar	125
Gelatine	55 Gms

Flourless Base

Ingredients

Whole Egg	4 Nos
Butter	450 Gms
Dark Chocolate	450 Gms
Sugar	220 Gms
Water	100 Ml

Procedure

1. Firstly, make a sabayon of egg yolk and honey on a double boiler. Melt dark chocolate and butter. 2.Mix sabayon with melted dark chocolate and butter and fold it with whip cream.
3. Make a meringue of egg white and castor sugar. Soak the gelatine in 165 ml water.
4. All the mixture together and fold it nicely
5. For the flourless base melt butter and dark chocolate. Make a sugar syrup of water and sugar.
6. Mix chocolate mixture and sugar syrup together. Add whole eggs and beat it nicely then pour it in a baking tray and bake in a preheated oven at 180'c for 12 mins. After baking allow it cool for 30 mins.
7. Pour the marquise mixture over the flourless base and keep in Deep Freezer for 12 hrs.
8. Before serving remove it from the deep freezer for 15 mins and serve it.

Kishore Krishna, Executive Chef,
Novotel Visakhapatnam Varun Beach

DARK CHOCOLATE SOUFFLÉ

Signature, sugar Free, flour free

Ingredients

Dark Chocolate	500 gm
Butter	200 gm
Eggs Yolk	200 gm
Egg white	450 gm
Sugar	50 gm

Procedure

1. Melt the chocolate & butter in a mixing bowl over double boiler
2. When lukewarm fold in egg yolks and mix well.
3. Whip the egg white and sugar to glossy pick constancy and mix well to the above mixture
4. Set the mixture into bowl and bake at 190 degree for 6 minutes
5. Serve hot along with ice cream

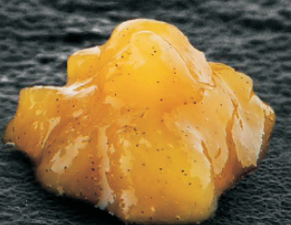
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Getting Over Crisis



The sudden lockdowns during the pandemic, resulting in closure of operations and lack of revenue have affected many bakery business owners into dire situations. Some of them have been forced to take hasty decisions which have had long term impact on their business. It has to be realized that recovery from the current pandemic situation is going to be slow and painful. Tough times, prevalent at the moment, demand the bakers to look beyond regular situations and deal with difficult questions that need to be answered, to thrive. For survival and navigating through the crisis successfully bakers will need to understand the present situation and the impact the pandemic will have on their future business. They have to plan to tackle the situation as time progresses. Ashok Malkani tries to gauge the effects of the present crisis and how the bakers have to plan to deal with the problems as and when they arise.

Corona virus has created a global dilemma for the food industry. Bakery sector too has been affected by the pandemic but not to as great an extent as other segments of the F&B industry. Unlike most industries, the bakery industry seems to have gained from the Covid-19 pandemic. The pandemic led to a rise in demand for healthy and functional bakery items like those which consist of multigrain, nuts and other healthy ingredients. However, if the bakery industry wants to continue to record a steady growth, it has to be constantly aware of the new trends and the changing preferences of the consumers.

Due to the corona virus, healthy living practices and making sustainable choices have become a norm for consumers around the world. 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. Bakers, in general, and brands, in particular, must cash in on this opportunity by strategically pairing indulgence with health benefits. The key to success would be to create baked goods that fit effortlessly into healthy lifestyle. Bakers will have to offer products that not only satisfy the consumers' appetite for indulgence but also satisfy their guilt for craving for immoderation with health benefits.

The consumption pattern of bread has already seen a major shift from white breads to whole grain and multigrain. This is expected to grow further. Besides this, the bread segment is also expected to see a growth in specialty, ethnic and seeded variety. With the consumers' desire for nutritious and healthier products, freshness and also more complex flavour profiles, the companies are expected to continue manufacture of fortified and healthier products.

Growth in fruit and vegetable flavours will continue, especially in powder form. These can be added to bakery products such as sponge cakes, pastries and biscuits, and refined sugar can be reduced and replaced with natural fruit sugar.

It is also believed that usages of lesser known grains such as millet and ragi will gain precedence over regular flour in the baked products segment.

The trend, at present, is for free-from food products. The preference for gluten free bakery products is not only by celiac patients but also by general public who believe that gluten-free, sugar-free products will help them overcome problems related to bloating, indigestion, obesity, diabetes, etc.

Changes to be adopted

The bakery industry has to move with the times. Baking community has to take into consideration not only the changes in eating habits of the consumers but also explore all avenues to make the business a success. Some of the changes, stalwarts of the industry recommend for success of the bakery sector are:

Introduction of new products: Consumers' preferences are impacted by circumstances and their changes can be sudden so the product portfolio has to be planned carefully. Foresightedness of where the market will move, in these uncertain times, will ensure that one can prosper. Looking at the present stress on health and wellness aspects it is necessary to launch new products which will meet these demands.

Cutting down costs: Post Covid-19,





one can expect economic depression. So the bakers have to look at cost-cutting methods. However, in the present situation, the usual methods may not be effective. Experts advice options like operating for limited hours or avoiding production of low demand products to save on inventory.

Manpower: It is essential, not only to cross-train your staff for multiple roles but also rotate roles. This will not only ensure better operability but also better operations during shortage of staff. However, experts advise to refrain from cutting down on skilled technicians or bakers because getting rid of them might put you in a difficult situation when the need for scale-up arises.

Innovations

It has been observed that the biscuit segment in the bakery industry has gained momentum due to the pandemic. This has led the manufacturers to innovate by introducing thinner biscuits with healthy ingredients, making them affordable which, in turn has helped them take centre-stage.

Innovation is important to enable the industry meet the expectations of the consumers and maintain profitability. Manufacturers have thus, paying heed to the concept of "fibre intake" for maintaining good health, introduced biscuits for quick metabolism. The bakers have also introduced items which will help consumers maintain cholesterol and blood sugar levels in patients suffering from heart diseases and diabetes.

Refined white flour is increasingly being replaced with whole wheat flour as a good source of fibre, calcium, iron and minerals like selenium. Consumers, today, are moving away from considering food as a merely caloric need but as something that could add functional benefits. There is, thus, a profusion of multi-grain NPDs made from oats, cracked wheat, buckwheat, barley, millet and flax.

High fibre bakery products, today, include plant polysaccharides and lignin that are resistant to digestive enzymes that can help prevent issues like constipation and piles and diseases like bowel cancer

Dietary challenges faced by the bakers

In these challenging times, when consumers' key goal is comfort, bakery products like pastries and cakes takes precedence over others. But here too health receives priority and so laminated pastries are becoming popular.

The International Food Information Council's 2021 'Food & Health Survey' found that weight loss/weight management, energy/less fatigue, digestive health and heart/cardiovascular health are the top four benefits consumers seek, at the moment.

Due to the pandemic scare there is a strong interest in plant-based bakery options. According to experts, it is believed that plant-based trend is the next iteration of vegan product options in the bakery space, and they must deliver on taste.

Introducing vegan bakery products is a difficult task. The formulations have to undergo changes. Eggs and dairy ingredients provide texture, mouth feel, flavour, bulk, and shelf life to bakery products. All these aspects need to be addressed when removing these highly functional ingredients. The degree of difficulty will be determined by the end application.

Bakery chefs explain that proteins such as wheat, soy, flax, and pea can be used in combination to replace eggs or dairy proteins. It may be mentioned that replacement of eggs in bakery has been an ongoing technology challenge because eggs have so many functions.

According to dieticians, trimming carbs from carb-heavy bakery products, while maintaining quality, can be accomplished by replacing regular flour with a high-fiber source and modified starches. Since the regular starch [in regular flour has high glycemic index, the regular flour is typically replaced by bran and other sources of fibers to provide the bulk of the formulation. This bulk, according to the dieticians, will provide varying levels of dietary fiber with low to no calories. This also affects the textural properties of the finished product. Due to the high water absorption capacity of fibers, they compete with gluten for water, which affects the gluten hydration and complete gluten development. Generally, the higher the presence of fiber in the dough, the higher the amount of water required in order to obtain workable dough.

Successfully formulating reduced-sugar baked goods, however, requires addressing all areas where sucrose plays a role. Low- and no-calorie sweeteners like allulose, stevia, and monk fruit continue to grow in popularity as an alternative to sugar in baked goods. However, bakers are of the opinion that while monk fruit and stevia have provided more options for replacing sugar with natural alternatives, they both lack the bulk that sugar provides.

Another health concern is the fat used in the products. In bakery applications, saturated fat is a critical component. It contributes to structure, mouth feel, and the overall sensory profile of the finished good. Reducing saturated fat can lead to formulation challenges in applications where the sensory experience is enhanced by a flaky texture, such as pastries, croissants, biscuits, and even pizza crust

Dieticians reveal that esterified propoxylated glycerol (EPG) oil , made from rapeseed, can replace up to 85% of the digestible fat in a formulation, with 92%

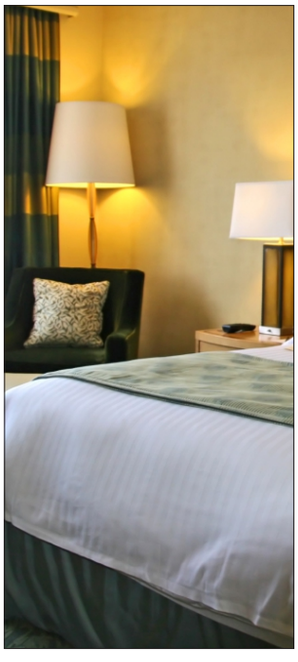
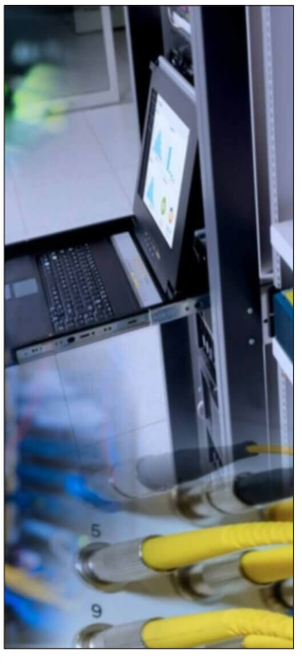
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fewer calories and labeled grams of total fat and saturated fat than its traditional counterparts.

New Technology

Technology is also playing an important and vital role in making the bakery industry meet the expectations of the consumers.

Technology helps you reduce or eliminate labor hours which will decrease your production costs. The desire to implement flexible automation in the bakery industry, particularly post Covid 19, is strong. Artificial intelligence (AI) sits at the heart of many robotics and automation projects, with machines replicating processes traditionally executed by people.

Bakeries are, today, seeking ways to increase output. But doing this by adding workers is not possible in these times of pandemic and distancing. This has pushed snack and bakery companies to use resources other than manual labour to maintain or increase output with their existing production lines. They are thus investing in automating as much of their processes as possible.

But automation is not possible in all areas. Automation is beneficial in the following areas:

Material Handling: Bakeries can use conveyors to load and unload material from vehicles to the stores or production room with minimum labour. Pneumatic conveying can be used for bulk handling and storage of material.

Pre-mixing and Mixing: Automated weighing and batching can be used for raw material addition and transfer of liquids for mixing. Weighing is done through load cells and electro pneumatic valves which then are integrated with Mixers, with the help of timers and software, can adjust mixing timing as per dough consistency.

Forming and Laminating: Tipping elevators can be used for tipping the dough. To reduce change over time in dividers for bread cutters and moulders can also be used. Speed of Webs for gauge roller can be increased or decreased as per requirement or baking time for biscuit, cookies and cracker lines in a group.

Mechanical Kneading of Dough: Mechanical kneading machines are available. Hand kneading takes about 10–30 minutes to reach the optimal gluten matrix by repeatedly folding and stretching the dough. Mechanical kneading takes 8-12 minutes and is the most efficient way to knead flour doughs.

Some new baking technologies are aimed directly at improving the finished product. For example, some equipment, such as spiral mixers, help you mix larger batches and preventing over-mixing. This reduces oxidation in the dough.

There have been vast technological changes even in standard equipment. Today ovens are available with fully automated burner controls which automatically start and stop the burners as per the requirement of inside the baking zones.

The proliferation of product innovations has prompted bakeries to explore new oven technologies. The new flexible baking platforms are now becoming popular with the bakers. Many bakers also are turning to hybrid technology that incorporates multiple types of modular zones with different types of heat-transfer capabilities. Depending on the product variety, bakers can select a specific type of heat transfer for each oven zone designed to achieve the desired product characteristics.

New baking technology can help improve the consistency of the products you make by changing baking techniques.

Conclusion

With the Corona virus pandemic , which is more prone to infect people with people suffering from lifestyle diseases like diabetes, high blood pressure and obesity, the demand for healthy and functional bakery items like products which consists of multi grains, nuts and other healthy products has increased.

Bakers too have adopted several innovative steps to meet the demands of the consumers. Corona virus pandemic has paved the way for clean and hygienic environment inside the factory and also introduction of new technology to meet the consumers' demand for healthy and hygienic products. ■



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Cream Cheese

Cream cheese occupies a relatively small but important place among the many varieties of cheeses, in India, specially in bakery segment. We all are quite familiar with cheese cake, a popular variety among cakes. Many companies in India are now manufacturing cream cheese, contributing to the development of the product. Some of their names are established, but many others are still trying to make a mark. There are few international brands also present in Indian market.

Most of us using cream cheese know little what makes it so creamy. Mostly everyone know about Cheddar, Moozzarella, Parmesan but why cream cheese is considered cheese, when it is not comparable to other cheeses? Cheeses similar in taste and texture to cream cheese include mascarpone, an Italian soft cheese, and Boursin, a creamy cheese that originated in Normandy.

Cream cheese is a soft, neutral-tasting cheese made from milk and cream. Its subtle sweetness, mild tanginess, and silky smooth texture make it extremely versatile: Spread it on a bagel, mix it into cookie dough or cake batter, or use it as a base for creamy frosting. Cream cheese is a popular spread and filling for sandwiches; it is also used in baking, for cheesecake, and is a component of some pastries and frostings.

Cream cheese is nearly white in colour and has a mild but rich taste. It's soft, smooth and mild. It is highly nutritious being rich in fat and milk proteins. Cream cheese is similar to cottage cheese but is higher in fat content, cottage cheese being made from skim or nonfat milk.

Cream cheese is a fresh cheese containing at least 33 percent fat with a moisture content of 55 percent or less. It also contains protein in the range of 8-9% which has the ability to retain a large amount of water. Thus high moisture content in cheese is due to the presence of high protein. The cheese is comparable in flavour and texture to mascarpone cheese.

Making Cream Cheese

Lactic acid is added to pasteurized milk and cream, which lowers the mixture's pH and causes it to form curds. To put it simply, it becomes separated into curds and whey. Then the whey is drained off, the curds are heated, stabilizers are added, and cream cheese is formed. Cream cheese does not require aging



and is meant to be used relatively quickly.

The best way to soften cream cheese is to allow it to come to room temperature on the counter. This will take an hour or two. You can also soften cream cheese by beating it with a hand mixer or in the bowl of a stand mixer for about a minute. You can use microwave to soften cream cheese. Heat it in 10-second intervals to make sure it doesn't cook.

Homemade Cream Cheese

It is quite easy and simple to make cream cheese at home. The recipes require a starter culture, the only ingredients you need are cream, milk, an acid (like lemon juice or vinegar) and salt. The acid makes the dairy curdle, and then the curds are strained from the whey and processed in a food processor until nice and creamy.

Also cream cheese recipe starts with yogurt, so there's no need for any additional acids. The result is "more flavourful and tangier than regular cream cheese. The method also helps in further customization by to adding herbs, spices, fruits, vegetables etc. This type of homemade cream cheese can last up to two weeks in the refrigerator, while most of store-bought packs should be used within 10 days of opening.

Mostly unless cheesecake is on the menu, most chefs don't have cream cheese in store. Fresh cheese is used in different types of dishes like sweet and savoury dishes. The versatile nature of cream cheese and its genius add rich flavour and creamy texture to a huge variety of dishes–soufflés, risotto, and warm potato salad to name a few. It can also be used in different types of sauces. It helps smooth out sauces and other dishes. You can use cream cheese to create all kinds of savoury dips, spreads and cheese balls.

Industrial Cream Cheese

There are two main kinds of cream cheese based on fat contents in the initial and final composition. One is single cream cheese and other is double cream cheese. Double-cream cheese having at least 9-11% fat content in the initial mix, while single-cream cheese having 4.5-5% fat content in the initial mix. One type of cream cheese is triple cream cheese that has 75% fat in dry matter contents.

Cream cheese is also categorized on the basis of packing type. One is cold pack cream cheese and other is hot pack cream cheese. It is used as a spread on bagels, as a salad dressing, and it can also be used as an ingredient for making many types of desserts, such as cheese cake.

The keeping quality of cold pack cream cheese is about 3 weeks or less, depending upon the efficiency of the plant and the methods of distribution. Manufacturers using the cold pack method are primarily concerned about the taste, flavour, body, and texture of their cheese. The taste and flavour, or aroma, depend upon the raw material and the quality of the starter used.

Dairy fat spread started to become popular due to its unique flavour therefore the cream cheese can be further processed to make cream cheese spread to meet the daily requirement.

Whether you make your own or stick to the grocery store option, it's a good idea to keep some cream cheese on hand at all times. You never know when an urge for that tangy, smooth dairy delight will strike.

Storing Cream Cheese

Though one can freeze cream cheese, but freezing and thawing can change the cheese on a chemical level – what was once creamy and smooth will turn grainy. It's totally fine to use frozen cream cheese in baking, but one probably won't spread it on bagel or mix it into frosting.

Unopened cream cheese can go straight into the fridge. The foil wrapping and cardboard packaging will work together to protect against freezer burn. Transfer opened cream cheese to an airtight container before freezing. Thaw frozen cream cheese by letting it sit in the fridge overnight, or for at least a few hours.

If you've already used some of the product, place it in an airtight container before returning it to the refrigerator and use it within 10 days. Never leave cream cheese at room temperature for more than three hours, as it can spoil and make you seriously sick. ■

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Flavours and Colours

While colours work by increasing the visual appeal of the bakery products, flavours help bakers to develop a unique taste of the products

They sound a little too cosmetic, but in reality both flavours and colours serve as key ingredients in bakery products. Colours work by increasing the visual appeal of the products and this is no mean achievement. Research works have proved that when it comes to the choice of food, vision is the main sense that people use as their guide.

The primary function of flavours goes even deeper. They can not only enhance the taste by neutralising the foul smell of some essential ingredients, but can also help bakers to develop a unique taste of the products. Using flavours and other ingredients in specific proportions can help bakers produce refreshing taste.

Fruits of Flavours

While appearance often becomes the basis for initial choice of a product, flavour holds the key to most subsequent bakery sales. According to experts, there are several ways to derive a unique flavour in bakery production. For example, the process of baking itself – during brown reaction and caramelisation – can bring about changes which can add flavour to the product.

The flavour may also depend on the process of fermentation. For example, breads made from sour dough or overnight sponge would have a different flavour from those made from short sponges and straight dough process. The use of different varieties of dried and preserved fruits and nuts to produce different types of flavours and finishes is also common in bakeries.

And there are, of course, the flavour additives which can be natural, synthetic and imitation, with endless combinations of all the three.



Natural flavour additives can be derived from ingredients such as honey, molasses, malt syrup, ground fresh fruit, cocoa, chocolate, etc., besides from the essential oil of citrus fruits such as oil of lemon and oil of orange and vanilla extract.

But natural flavour additives may not always be sufficient in large-scale production as the quantity of flavours present in fresh fruits is very small.

If the flavour from the fresh fruit was to be used singly alone in the formula, large quantities of ground, sliced fruit will be necessary to bring about the desired level of flavour. This will not only unbalance the formula but will make it impracticable.

If this natural flavour is fortified with synthetic flavour it will have more taste appeal than the use of natural flavours alone.

Likewise, imitation flavours are not sourced from nature, but they are used to reproduce the natural flavours.

But bakers need to concentrate not only in creating unique flavours for the products, but they must also simultaneously ensure

that no off flavours are produced during production, packaging and transportation.

So it is important to know what can cause off flavours in baked products. The prime causes for bakery items having off flavours include shortening low in anti-oxidant, spoiled milk, musty flour, mouldy cake or bread crumbs, eggs which are not fresh, etc.

Low-quality flavourings, or a little too much of the additives can also produce off flavour. Therefore, it is important to make the flavouring formula balanced. Excess of soda in the formula and too much of acidity in the product may also spoil the flavour, and consequently the baker's efforts.

Proper cleaning of utensils is another important job that helps maintain the integrity of flavours. For example, if a pan is not properly sanitised, the residual matter in it can lead to off flavour. Lack of ventilation or of proper air conditions in the bake house may also contribute to off flavour. It is not difficult to understand how improper storage of finished products, wrong and cheap wrapping materials and dirty transportation can ruin the flavours of the products.



Cogent Colours

Colours are used in bakery products for myriad reasons, although their primary function is to enhance the visual appeal of the products. Colours can also help hide lack of some ingredients in the products. For example, the yellow colour can conceal inadequacies of butter and eggs in dough. Colours can also introduce varieties of the same product. But one should be very careful while using colours in food products as use of unpermitted colours can be health hazard.

Maintaining the integrity of the colours from production to sale is another important issue. Colours should, therefore, be first tested on a trial basis before using them in production. This can help to check their reaction under long and adverse storage conditions.

Knowing the use of the correct colours is also important as it can complement directly the flavour added in to the product.

According to a manual brought by the Food Safety and Standards Authority of India (FSSAI), the colouring matter in food may be natural and synthetic colours. They may also be classified as (a) water soluble and (b) oil soluble.

Natural colours consist of chlorophyll (extracted from the leaves of spinach), saffron, turmeric, curcumin, caramel (dark brown colour prepared by heating sugar until it is decomposed and then adding boiling water to form a thick syrup), etc. Synthetic colours are also of importance as they are widely used in different food products. They are classified as acidic and basic dyes. ■



Crossing over Croissants




Croissant fits the bill on any given day as a snack or as a breakfast item. Just like its name that means "crescent", it is not "complete" in all respect, as it remains confined to weekends, or as a party time snack.

Most of the bakery products are promoted on the fact that how much they serve as a light meal. Croissant fits the bill on any given day as a snack or as a breakfast item, which is a flaky pastry roll in the shape of a crescent.

Over the years croissants have salvaged a position amongst other bakery products on the dining table or at buffet arrangements

Process

Active dry yeast plays an important role in majority of bakery products where fermentation of dough prepared needs to be quick. The process is delicate where the softness of the dough and required fluffiness (triple of its original size) has to be achieved. Other ingredients used are sugar, salt which play an important role in the process of fermentation enhancing the activity of yeast used while dough preparation. Flour, as usual, is a primary product in the list and nowadays to keep the diet conscious clan wheat flour is used instead of refined one. Vegetable oil is preferred over other varieties though one can come across variation from one producer to another. Also, unsalted butter (clarified butter) or margarine is used in bakery to give the products like croissant a little more punch.

The dough is patted into a 14 x 8 inch rectangle. Smeared with butter over top 2/3 area leaving 1/4 inch margin all around. The unbuttered third is folded over the middle third, and buttered top third down over that. The process remains exactly same the way flaky pastry is made. This process is carried out twice to thrice and the rectangular shapes are rolled in between to achieve the flaky result on baking. The chilling of the dough is another important aspect so that the fat used during the rolling of the flaky base freezes and melts only during the baking process separating layers giving rise to flakiness of the product.

From the West

The impact of pastries on our lives is almost as dramatic as bread. The history and art of pastry making is filled with tradition, even though that comes from the West.

The choice of baking the ingredients that go into making the dough, the technique of combining and mixing, the skill of creating figures either by hand or with a mould, the decoration and garnish, fermentation, and finally, the baking itself - all make their important contribution to the finished baked product.

Croissants fall into the category of pastry. Pastry is the title given to baked articles of food made of paste or having paste as an essential ingredient. The name is also used for the paste itself. Essential elements of the paste include flour, liquid (usually milk or water, sometimes beaten egg) and shortening. The origin of pastry remains shrouded, but history books tell that the ancient Greeks and Romans used the skill of pastry making.

Variations

A croissant anglicized variously is a butter-laden flaky French pastry, named for its distinctive crescent shape. Croissants are made of a leavened variant of puff pastry by layering yeast dough with butter and rolling and folding a few times in succession, then rolling.

Making croissants by hand requires skill and patience, but the development of factory-made, frozen, pre-formed but unbaked dough has made them into a fast food which can be freshly baked by unskilled labour. Indeed, the croissanterie was explicitly a French response to American fast food. This innovation, along with the croissant's versatility and distinctive shape, have made it the best-known type of French pastry in much of the world.

In many parts of the world, the croissant (introduced at the fast food chains) has come to rival the long-time favourite doughnuts. So much so that even the breakfast buffet table in hotels must have croissants along with other baked items. They are relished worldwide.

Croissant pastry is also served by wrapping it around almond paste or chocolate before it is baked. In the latter case it is called as pain au chocolat, which has a different, non crescent, shape, or sliced to introduce sweet or savoury fillings.

In France, croissants are generally sold without filling and eaten without added butter. Sometimes it is taken with almond filling. In the few other places, sweet fillings or toppings are common, or warm croissants are filled with ham and cheese or feta cheese and spinach. Indian croissant also has sweet fillings in them.

The Past

Although croissant is said to have been invented in Austria at the end of the 17th century, it was introduced in France soon after. Since then, it has become an important part of French culture or European culture to be true. French prepare two types of croissants: croissant nature and croissant au beurre (butter croissant).

The former one is physically round (though croissant means crescent) and croissant au beurre slightly bigger.

They are eaten for breakfast and sometimes for afternoon snack. Here we relish it as a snack item more than as a breakfast one. It falls in the category of baked products but doesn't replace bread for our daily need. Croissant is not a daily breakfast meal yet and remains confined to weekends, or as a party time snack. ■

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Spread with Margarine

It's low cost and health value makes margarine a bakers delight. It is widely used in bakeries in making cookies, pastry dough, piecrust and main course dishes. Margarine can be used in breakfast, appetizers, side dishes, main entrees and desserts.

In the 18th Century a Frenchman, searching for a substitute for butter, which was costly and scarce at the time, developed margarine. First called "oleomargarine," derived from the Greek word margarites (meaning pearl) and the Latin term oleum (meaning oil), "oleomargarine". Now the term oleomargarine has been shortened by common usage to "margarine."

Today, margarine has emerged as a substitute for butter all over the world. It's taste, versatility, spreadability or reasonable price – but more healthful eating is the most important reason why people prefer margarine.

Because, health experts recommend a diet lower in total fat, saturated fat and cholesterol to reduce the risk of heart disease, margarine consumption has become a key part of dietary recommendations made by leading health organizations.

Margarine products are used primarily for spreading on various breads and as a topping on a variety of food.

Better than Butter

Butter has always been a symbol of good and prosperous living but now people are more concerned about their healthy lifestyle. Margarine has all the qualities of butter along with a low fat benefit; hence this makes it a better choice. Researchers believes that compared to butter, the margarine can low levels of the LDL (bad) cholesterol by an average of 11 percent in adults and 9 percent in children. Such reductions in cholesterol levels can result in dramatic improvements in heart-health over one's lifetime. It is a well-established fact that reductions in blood cholesterol result in a reduced risk of coronary heart disease.

Margarine products are a wise alternative for consumers who want a tasty table spread that offers nutritional advantages over butter. In addition, margarine products contain no cholesterol and 0-2 grams of



saturated fat. Many margarine products are much lower in total fat and calories than butter. Not only are margarine products a good source of vitamins A and E, they also contain mono- and poly-unsaturated fats as well as linoleic and linolenic acids, both of which are essential fatty acids.

Making

Margarine was originally made from other animal fats, but now days it is exclusively made from vegetable oils. It is prepared with homogenization and pasteurization. Margarine has about 80 percent fat, 20 percent water and solids. It is flavoured, coloured and fortified with vitamin A and vitamin D to match nutritional value of butter. Single oil or a blend of oils can be used to make margarine. A blend of soy and corn oil is used to make some popular varieties of margarine.

The new oil is pressed from the seeds, purified, hydrogenated and then fortified and coloured either with synthetic carotene or with annatto, a pigment extracted from a tropical seed. The water phase is usually reconstituted or skim milk that is cultured with lactic bacteria is used to produce a stronger flavour. Pure diacetyl, the compound most responsible for the flavour of butter, is also used.

Emulsifiers such as lecithin help dispense the water phase evenly throughout the oil, salt and preservatives are also commonly added. The mixture of oil and water is then heated, blended, and cooled. The softer tub margarines are made with less hydrogenated, more liquid oils than those that go into stick margarines.

Classification

To select the right margarine product for various uses, it is important to understand the differences between them. Today's margarine comes in several varieties to choose from as - regular, low-fat, squeeze, tub, 60 percent oil, etc. There is a whole new generation of margarine products on the market today designed to help consumers reduce fat and cholesterol in their diets.

Like the margarine consumers have used for decades, these products are vegetable oil-based, contain no cholesterol and have considerably less saturated fat than butter.

In fact, the average fat content of margarine products has been reduced by 30 percent – from 80 percent in 1980 to about 56 percent today. This change has occurred in response to consumer demand, following recommendations by health authorities.

Selection of Right Margarine

It's low cost and health value makes margarine a bakers delight. It is widely used in bakeries in making cookies, pastry dough, piecrust and main course dishes. Margarine can be used in breakfast, appetizers, side dishes, main entrees and desserts.

Margarine products are used primarily for spreading on various breads (65%) and as a topping on a variety of foods (10%). However, consumers for cooking and baking use 25 percent. When cooking or baking with margarine products, consumers should

understand that product oil levels vary and can often affect recipe results. To select the right margarine product for various uses, it is important to understand the differences between them.

Regular margarine can be used in all recipes where margarine or butter is specified. The results will meet expectations, especially where baking is concerned. However, if margarine is labelled light, low-fat, reduced-fat or fat-free, or is called a vegetable oil spread, these guidelines should be followed for cooking and baking.

You will want to check out the front of the package, which will often state the percentage of oil in the product (e.g., 70% vegetable oil spread, 26% corn oil). If a product is regular margarine, it will have 100 calories per tablespoon, and according to the government's standard of identity, the percentage of oil in regular margarine - 80% – need not be listed on the package.

Margarine Products are available today to suit virtually every special need and taste. These products vary in oil content as well as form. Regular margarine products are higher in oil and are commonly used for baking and cooking. Reduced-fat, low-fat and fat-free products are most often used for spreading and topping. Margarine products are now available in sticks, tubs, squeeze and spray forms to serve various purposes and consumer needs.

Margarine products offer a sensible alternative to consumers who are concerned about saturated fat and cholesterol. Many margarine products, including some tub and squeeze/liquids, are trans-free. As a rule, the softer the margarine product, the fewer trans fatty acids it contains. Trans-free products increase the variety of margarine choices for health-conscious consumers. One can tell if the product is regular margarine by checking the Nutrition Facts that is one-tablespoon serving have 100 calories.

Recipe

Bran-Apple Muffins



Ingredients

1-1/2 cups Flour
1 cup Milk
1 Tbsp. Baking Powder
3/4 cup Margarine (50%+ Oil)
1 tsp. Cinnamon
1/2 cup Sugar
1/2 tsp. Salt
1 Egg
2-1/2 cups Bran Flakes Cereal
1 cup Chopped Apple

Procedure

Mix flour, baking powder, cinnamon and salt in large bowl. Mix cereal and milk in another bowl; let stand 5 minutes. Beat margarine and sugar in large bowl with electric mixer on medium speed until light and fluffy. Blend in cereal mixture and egg. Add to flour mixture; stir just until moistened. Stir in apple. Spoon into greased muffin pan, filling each cup 2/3 full. Bake at 400° F for 25 minutes.

Makes 18 muffins.

Number of Servings: 4-6

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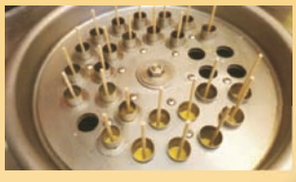
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Heeding to Safety Measures in Bakery

By Swarnendu Biswas



The bakery business has great potential for creativity but it requires sustained hard work and knowledge of the industry to reach success. Today with growing demand for baked goods in India and the Indian bakery industry going through impressive growth rates, bakery business has become a lucrative option to explore for entrepreneurs in the country. But it should also be borne in mind that the bakery business in India is still largely labour-intensive, inherently creative and also involves more potential risks than many other sedate professions.

Some bakery processes have varying degrees of potential hazards, and therefore people working in day-to-day bakery operations or entrepreneurs running bakery enterprises should also be careful enough to not let those potential hazards percolate into unwelcome realities in the form of accidents or diseases like Baker's Asthma. Entrepreneurs venturing into bakery business should take necessary steps for the proper safety of their workers.

There is high chance of spillages in the production unit/s of bakeries. Spilled dough, batter and oil, and wet floors in general should be cleaned with due promptness and as long as they are not cleaned, it is always sensible to place a warning sign for wet and/or slippery floor/s. This can lower the probability of accidents from occurring across the bakery units to a great degree. It should be noted that in terms of spillages related accidents, the most critical area is the premixing zone. Here maximum spillages in bakeries are expected to occur.

At the same time, slip resistant floor coverings can contribute towards prevention of accidents through spillage. Furthermore, workers engaged in day-to-day baking operations should be given training for using ladders and step stools.

Uneven flooring can also be an impediment in the bakery operations. The entrepreneurs engaged in bakery industry should also ensure that their production unit doesn't have uneven flooring. Uneven flooring can contribute to the upturning of pallets and trolleys and hence can increase the potential of injuries in bakery operations.

Manual loading and unloading of heavy bags of ingredients is a part and parcel of the professional lives of many workers in the Indian bakery industry, which make them susceptible to spine injuries. This can be correctively addressed by employing mechanical aids such as carts and lifts for moving heavy loads as much as possible. Forklifts and trolleys should be used wherever necessary while handling heavy loads. Moreover, mechanical conveyors, screw conveyors, pneumatic conveyors or bulk handling system are more extensively needed in bakery production in India to reduce the incidences of manual loading and unloading in bakery production units.

High temperatures are integral part of the bakery operations. It goes without saying that great care is needed while handling boiling water, hot oil, and hot ingredients for their exposure on the skin can cause scalding.

For example, the bakery workers should never forget to wear heat-resistant gloves while handling hot trays. Bakery workers should also be trained to avoid splashing while pouring hot liquids. In fact, it should be the duty of the entrepreneurs engaged in bakery industry to ensure that their workers have the necessary knowledge and protection for their safety while handing super hot objects. Appropriate labeling of containers or vessels having hot liquids with warning sign is also a necessary precaution to avoid accidents in bakeries. Proper ventilation and fresh air supply in areas where ovens are there is also necessary.

Here it deserves a mention that bakery

workers should be extra careful at the pre-mixing section where they may need to handle dangerous chemicals like acids. They need to wear protective gloves while handling chemicals.

Many equipments in the bakery industry like mixers, rollers and dividers have the potential to cause injuries. The entrepreneur should also maintain the equipments in the bakery factory in good condition so as to reduce the possibility of workplace accidents. Workers handling a particular bakery equipment/equipments should also be trained in it/their usage. Furthermore, as in other industries, electrical safety in bakeries also needs careful consideration, which entails proper instillation of transformers, cable trays and panels in the bakery units.

Flour dust is a common irritant in bakery operations and their continual intake can make the bakers susceptible to Baker's Asthma. Nose, throat and eye irritation are other problems that can come through repeated exposure to flour dust. Enclosed storage bins and proper ventilation are of utmost necessity for controlling the flour dust menace.

Using of vacuum cleaner in bakeries is always advisable over manually sweeping flour off floors. It is a pragmatic method to prevent the occurrence of Baker's Asthma. Using dust mask is also required. Roof sheds of asbestos sheets in bakery factories can make the bakery workers more susceptible to the disease of asbestosis. Therefore roof sheds made of asbestos sheets should be avoided in bakeries, and preferably be replaced with metal sheets.

Precautions from fire hazards play an immense role in bakery operations for bakery industry deals with a number of potentially inflammable materials whose mishandling can lead to fire hazards or increases the danger of fire hazards.

The risk of fire hazards can stem not only from ovens but also from seemingly innocuous wrappers and card board boxes. Therefore every functional bakery should have fire extinguishers in the factory area. Besides, it is necessary for the bakery plant to have fire hydrant system in the factory premises, in order to tackle the fearsome possibility of the spread of fire.

Ensuring adequate safety of the workers in the bakery industry by the entrepreneurs is not only a humane decision but also a profitable one in the long-run, as injuries can lead to loss of man hours, which in crucial periods like festive occasions can prove to be a huge missed opportunity for revenue generation for the bakery businesses concerned.

It is lamentable that many of the bakery manufacturers in India refrain from investing adequately for the safety of their workers, which in long-term can bear serious consequences not only for the workers concerned, but also for those bakery businesses.

The governments should also ensure that the bakery businesses in India are equipped with all the above discussed safety norms before they commence operations. More automation is the need of the hour in the Indian bakery industry.

In this regard, appropriate legislations should be complemented with state financial support to the Indian bakery industry, especially to the small bakeries in the unorganised sector, which include a major part of the Indian bakery industry. This would introduce more organised character in Indian bakery business and encourage more talented and professionally qualified people to choose baking as their profession or business. ■



Red Gold Tomatoes from Europe

A hectic lifestyle, erratic working hours, lifestyle diseases and now the on-going Pandemic threat impacting your health, depleting taste and nutrition, these are indeed challenging times! Fret no more...as the world-renowned Red Gold Tomatoes from Europe project has launched its promotional campaign in India to introduce red delectable, nutritious and juicy canned tomatoes from Italy in India for the first time!



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In Italy, a tomato is a bit like a mother - always there for you, giving joy and happiness as well as reassurance, doing you good. No other fruit has this kind of strong and unifying symbolic value especially when we need the warmth, care, energy, nutrition and abundant sunshine which can accompany us to ensure a wonderful and healthy winter. European canned tomatoes – whether whole or chopped - do not contain salt, pesticides or any thickening agents.

Speaking on this occasion, Guglielmo Vaccaro, President of OI Pomodoro da Industria Centro Sud Italia said, "India offers immense potential for our world- famous product. The cuisines and flavours here are unique, authentic and flavourful owing to its diversity. Canned tomatoes are a perfect ingredient for preparing scrumptious recipes and they are always available, both for chefs and home cooks! Just open the can! "

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For in-depth insights into the European and Italian tomato industry or for some delicious recipes using canned tomatoes, visit website www.redgoldtomatoesfromeurope.com and follow us on Instagram @redgoldtomatoesfromeurope& on Facebook @redgoldtomatoesfromeurope

Red Gold Tomatoes from Europe is the name of the EU (European Union) project to raise awareness of EU preserved (canned) tomatoes 100% made in Europe. Canned preserved tomatoes are produced by a traditional process that keeps intact all the flavour of the fruit, picked at the peak of its ripeness and aroma.

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Chef's Choice

Knife is said to be 'life' of a chef. In fact, holding on to a good quality of knife is as important as for any user in the kitchen. In this very segment the most exclusive branded knife of India, which has been closely associated with star hotels and catering units is Remington Steel. Over the years the company has won an essential place in the commercial kitchens of India. The knives are made from tough, carbon stainless steel that ensures greater edge retention. These knives are heat treated and tempered in an inert atmosphere.



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Creative and Passionate about Bakery!



Chef Shaikh Shafique, Pastry Chef, Indore Marriott Hotel

Chef Shaikh Shafique with an enriching experience of over a decade has worked across various brands and has carved a niche for himself in this industry as a game changer. He began his career with the iconic brand Taj as a Management trainee and worked for the brand for 6 years across India. Post that, chef Shafique worked with various hotel brands including Marriott, Radisson and Upper crust in India and abroad. He is recognized for his preparation of healthy breads and desserts that are gluten-free, vegan and sugar-free.

In an exclusive interview with Sharmila Chand he talks about current trends and his work philosophy

What are the current hot trends in Indian Bakery industry?

Classical cakes and pastries, with a touch of modern style, gluten free, vegan and sugar free.

How did you become a Pastry Chef?

I was always keen on following art and indulged in abstract, portrait and canvas art forms. This bent of mind coupled with my interest in cooking lead me to pursue the line of pastry chef. I must add that Pastry Chefs are like artists who play around with colours, flavours, shapes, textures and sizes in minute details. Hence, my interest and hard work paid off and collectively worked to nurture me as a pastry chef.

What is your working philosophy?

I go by a simple philosophy - Keep your basics right and all things will fall in place eventually. Do not cut corners on quality, hard work and keep gaining knowledge. Every day try to learn something new.

What are your hot selling bakery items?

Dutch truffle and brownie rocher in pastry.

What is the demand these days in Bakery?

Diners are opting to eat clean and healthy food which is gluten free, sugar free and natural. Also vegan diet is getting stronger now. So accordingly we must cater to the demands of our diners.

How do you take care of health quotient aspect?

We at Marriott have separate menus consisting of healthy options to choose from. Mood diet is another option where guests can relish vegan options. At Marriott chefs are highly trained on the hygiene aspect with regards to clearing all audits on hygiene be it FSSAI or our own brand standard audit.

What is your favorite tool?

My carving knife is my favorite tool since I am a chocolatier. Carving knife is very dear to me as it is the most used tools in chocolate making. My precious carving knife along with thermometer makes my kit complete for making chocolates, pastries, cakes etc.

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

Availability of right ingredients is major issue. In India we still lack easy availability of basic ingredients which hampers the quality of cakes and pastries. Also budget is an issue. Some of the hotels have a limited budget for the bakery kitchen since all ingredients have high amount on purchase, so with the limited budget chefs manages with compromising on quality which I feel should be avoided.

What do you like most about your job?

The fact that my work allows me to be creative all the time is what gives me ultimate joy and happiness. For every festival and special occasion, I like to think and offer something unique. And that is what keeps my creative juices flowing.

What is your strength as a bakery chef?

My edible food display is my strength. I being a chocolatier make flavourful bonbons, pralines and truffles with edible art and edible food display.

What are you passionate about besides baking?

I love canvas, portrait painting and abstract wall art and last but not the least reading best chef's books along with few hours in gym as well.

How do you like to de-stress?

I like to hit the gym on a regular basis to get de-stressed. Apart from working out, praying makes me feel good and relaxed.

What is your Mantra for success?

Work smartly, learn good things and follow your passion.

Your favorite ingredient which you like to use more often and why?

Passion fruit puree, which has a flavour of sweet tangy. It blends well with all cakes, pastries, bonbons, macarons etc.

Your fav chef who has influenced you and inspired you the most and why?

Chef Antonio Bachour, Eric Perez, Frank Hasnoot, Amoury Gouichon are the best pastry chefs from around the world. These chefs are responsible for the modernization and fusion of classical desserts. I as a pastry chef love to read their books and get inspired.

What do you personally like to eat as your fav comfort food?

My Comfort food is biryani. If a vegetarian meal, then I would be happy eating a simple dal khichdi with curd.

What are your dreams?

One day I want to open my own pastry shop, which shall be named as salon du Mumbai, where in I shall prepare the best of my pralines and flavourful bonbons.

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