

BAKERY

Business Magazine for Bakery & Confectionery Professionals

REVIEW

Desserts that will make you exclaim
Go ManGo!

Business

Cookie is Cocky ...in the Indian market

Dairy

Comprehending Butter

Ingredient

Chocolate: In the Hands of Pastry Chef

Product

Embellishing Breakfast Menu

Operations

Probable Occupational Hazards in Bakery

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Editorial



This summer brings new hope and inspiration for the food business, and bakers are eager to unveil treats for the season. Traditional summer fruits such as mangoes and strawberries will once again lead the way along with citrus flavours like lemon and lime. Exotic fruits and passion fruit could also make a splash, as there's plenty of potential for experimentation.

The cover story looks at the magical charm that mango desserts have not only in India but all around the globe. The list of desserts is endless. Though mango desserts are loved by everyone irrespective of age, several people are left yearning for desserts made from this fruit, for long durations, since it is seasonal.

Demand for healthy bakery products, particularly cookies, is increasing in India due to active lifestyle of consumers' looking for convenient eating options. Business story discusses at all aspects of cookies and the rising market for these scrumptious tidbits.

There is no limit to the creativity with chocolate work. The ingredients section talks about various ways to handle the chocolate, and how it can create magic in the hands of a chef. Muffins come in an almost endless variety of flavours. In the product section we discuss why the popularity of muffins has increased with the growth in demand of other bakery and confectionary products. Dairy section talks about how chefs access to all kinds of options when it comes to butter.

While pandemic is now slowing down, consumers are not expected to change their habits; they aren't likely to forget about the health and wellness preferences. So indulge this summer in creating bakery products that go along with produces that are healthy and at the peak of their season.

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NRAI's First Cloud Kitchen Convention

The National Restaurant Association of India (NRAI)'s Mumbai Chapter held India's biggest Cloud Kitchen Convention powered by PetPooja. Established in the year 1982, NRAI is the voice of the Indian Restaurant Industry that has successfully provided opportunities to educate various hospitality chains on the avenues of technology, marketing, operations and more by keeping up with the trends. The Cloud Kitchen Convention, spearheaded by Pranav Rungta, NRAI Mumbai Chapter Head; Director of Mint Hospitality Pvt. Ltd. and Ms. Rachel Goenka, NRAI Mumbai Chapter Head; Founder & CEO of The Chocolate Spoon Company was an exclusive and first-of-its kind event by the industry, for the industry, where prominent stakeholders from the cloud kitchen space got together and shared extensive information, knowledge and cutting edge insights on the subject.

The convention commenced by Ms. Pritee Chaudhary, IRS - Regional Director of FSSAI, West Region followed by a welcome address by Kabir Suri, NRAI President; Director of Azure Hospitality. The opening keynote address by Kallol Banerjee, Co-Founder of Rebel Foods showcased the importance of incorporating cloud kitchens into the Indian Restaurant Industry with the example of Faasos's journey to achieving success.

The first panel moderated by Anurag Katriar, Founder & MD of Indigo Hospitality spoke about 'Creating a profitable Cloud Kitchen Business' with insights from Anshul Gupta, Co-Founder of Box8, Kabir Bose, Co-Founder & CEO of Burgernama and Bansi Kotecha of Founder of Kytchens, highlighting the importance of product differentiation in securing customer loyalty, Anurag Mehrotra, Co-Founder & CEO of Charcoal Eats and Raymond Andrews, Founder of Biryani Blues delving deeper into Single Cuisine vs Horizontal play in Cuisines and Mohit Gupta, Co-Founder of Zomato commenting on aggregators and the question of them being a boon or bane for cloud kitchen businesses among more.

Discussed in the second panel with Sagar Daryani, NRAI Vice President; CEO & Co-Founder of Wow! Momo Foods as the moderator was the 'Roadmap to Raise Money and Scale the Business'. While the investors, Ms. Rochelle Dsouze, MD of Lighthouse Funds, Ashvin Chadha, Co-Founder of Anicut Capital, Angel Investor, Hari Balasubramanian and Vikram Gupta, Founder & Managing Partner of IvyCap



Venture Advisors, elaborated on the perception of cloud kitchens, evaluation criteria, red flags, and more within the investor community. The investees, Raghav Joshi, Co-Founder of Rebel Foods and Vishal Jindal, Founder & Co-CEO of Biryani BY Kilo spoke about what makes an ideal investor and their learnings so far.

On the third panel was the 'Role of Technology in Cloud Kitchen Efficiency'. Moderated by Rahul Singh, CEO & Founder of The Beer Cafe, the discussion focused around the future roadmap of technology and food interplay. The operators such as Raghav Verma, Co-Founder of Chaayos, Vedant Pasari, Founder of Edabba and Abhimanyu Maheshwari, Founder & CEO of Zing Restaurants, debated on technology being a support system or lead, its role in generating higher revenue, margins, expansions and overall user-experience based processes. The tech company representatives, Eshwar K Vikar, Co-Founder & CEO of Mukunda Foods, Shaival Desai, VP, Growth of PetPooja and Dhruv Dewan, Co-Founder of Thrive Now, discussed the areas where technology plays an important role, measurable impact of automating processes and the 5 year plan for kitchens.

Panel 4 on 'Winning Strategies and Possible Pitfalls', moderated by Riyaaz Amlani, CEO & MD of Impresario Entertainment & Hospitality Pvt. Ltd. was an interesting conversation between panellists Gaurav Gite, Founder & Director of Marrakesh Hospitality Pvt. Ltd., Zorawar Kalra, Founder & Managing Director of Massive Restaurants Pvt. Ltd., Tarak Bhattacharya, Executive Director of Mad Over Donuts, Jasper Reid, Founder of International Market Management, Ms. Rashmi Daga, CEO of Freshmenu and Ajay Mariwala, MD of Food Service India. They shared insights into what makes a cloud kitchen business tick, and at

times fail including the learnings, stumbles, anecdotes and all.

The final panel on 'Cloud Kitchen Marketing - How to stand out amongst the crowd?' was moderated by Ms. Gauri Devidayal, Co-Founder & Director of Food Matters India with the panellists each sharing their experience. Murali Krishnan, Co-Founder & CMO of Wow! Momo Foods Pvt. Ltd. spoke about the role of branding and FMCG style marketing strategies, Dheeraj Gupta, Founder & MD of Jumboking on creating top of mind recall and the importance of a physical presence, Swapnil Bajpai, AVP of Sales for Swiggy on digital marketing strategies that work well for Swiggy partners, Ms. Shailee Chatrath Tyagi, Director of Organised Trade Channels for Pepsico India Beverages on partnering with cloud kitchens in marketing and brand building and Rahul Khanna, Director of Azure Hospitality and Celebrity Chef Ranveer Brar on the importance of word of mouth marketing and difference in marketing strategies - Restaurants vs Cloud Kitchens.

This mega convention concluded with a closing ceremony by Pranav Rungta and Ms. Rachel Goenka, NRAI Mumbai Chapter Heads followed by an evening of networking and cocktails with guests indulging in insightful conversations.

Pranav Rungta & Rachel Goenka, NRAI Mumbai Chapter Heads - "With the paradigm shift in consumer ordering behaviour, cloud kitchens have emerged as a lucrative business model in the industry. The success of this first convention has reinforced our plans to curate conversations like these each year in order to cover all aspects of the F&B sector like the cloud kitchen segment."

"Building a strong brand with quality, consistency and differentiation is a must in order to reduce the dependence on platforms, to ensure repeat purchase leading to scalability. As a dark kitchen operator you should either be niche and small or broad and very large." - Ajay Mariwala, Food Service India Pvt. Ltd.

"With the proliferation of cloud kitchens all over the country, we at Petpooja believe that technology will play a key role in their growth and sustainability. We are really happy that NRAI has provided such an amazing stage for all stakeholders to come together and share their insights." - Parthiv Patel, Co-founder & CEO of Petpooja



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Café Noir on Expansion Drive

VRO Hospitality is on an expansion drive with its iconic and popular French café brand Café Noir across the country. The Bengaluru headquartered group, which owns around 10 popular fine-dining brands and cloud kitchens, is on a mission to open 15 new outlets of Café Noir and venture into new markets like Kochi, Chennai, and Kolkata and create its first international imprint in Dubai. With the expansion, VRO Hospitality will be increasing the number of Café Noir outlets to 21. Synonymous with French cuisine in Bengaluru, Café Noir's first outlet came up in the city's posh shopping destination UB City more than a decade ago. Café Noir currently boasts five outlets in Bengaluru and one in Mumbai, which was opened late last year.

Out of the 15 planned new outlets, Kochi will have one, Chennai four, Kolkata four, and Bengaluru will have seven new outlets. Café Noir will also be VRO's first venture outside India and it will be coming up at Jumeriah in Dubai. Overall, VRO Hospitality is planning to take 30,000 sqft on rent for Café Noir's expansion across different markets in India and 10,000 sqft in Dubai.



Dawn Thomas

Sharath Rice

Commenting on the expansion plan, Dawn Thomas, CEO & Co-Founder, VRO Hospitality, said: "This year we are embarking on an exciting journey to take our iconic French café brand Café Noir to new markets, including an international destination. This is in line with our ambition of making VRO Hospitality a pan-India brand. Last year as a group we ventured out of Bengaluru for the first time by launching Café Noir in Mumbai in October 2021. Since then, the response has been fabulous. It has become a favorite spot for guests seeking a wholesome French cuisine and a relaxed dining experience. We would be extending our footprints in Kochi, Chennai, and Kolkata and in Dubai as we aggressively chase growth and profitability."

An excited Sharath Rice, Director & Co-Founder, VRO Hospitality, said: "The expansion of Café Noir will allow us to offer a diverse set of food connoisseurs some of the best in French cuisines. Café Noir has already set a benchmark in the dining experience, and we will continue to do so in the new markets where we would be setting up our outlets."

Originally started by Frenchman Thierry Jasserand a decade ago in Bengaluru, Café Noir became legendary for its bakes, coffees & breakfast. However, in 2020, Thierry decided to return home, which is also when VRO Hospitality took over this quaint coffee place. The cafe also has a new culinary director, Daniel Koshy, who comes with nearly three decades of experience, and is a magician in terms of baking.

Amazon Fresh Announces Mango Fiesta

To welcome the arrival of the summer favourite 'mangoes' in India, Amazon Fresh announced Mango Fiesta with great deals every weekend and will be live until end of May 2022. Customers can choose from a wide range of carbide free, safely ripened, and high-quality fresh mangoes including Safeda, Banganpally, Badami, Sindhura, Thotapuri, Alphonso, and many more. Amazon Fresh will also offer varieties of regional favourites such as Karnataka Alphonso, Kalapad and Raspuri for customers in Bengaluru and Gulabkhas and Perculman for customers in Kolkata. Customers can also enjoy authentic mangoes like Ratnagiri Alphonso, Devghad Alphonso, Organic Alphonso and premium Kesar sourced directly from Amazon's Collection Center in Ratnagiri.





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Lavazza India Launches its Third Training Center in India



Lavazza, the Italian brand that is among the world's leading coffee roasters, brings its training center to the capital of India - Delhi. The newly launched coffee training center in Delhi is located in Naraina Vihar, which aims to provide training on the perfect coffee preparation, according to Italian tradition.

Lavazza started its first training center in India in March 2015 in Chennai. Thereon, another center was established in Mumbai. With over 28 years of commitment to training on coffee and promoting the Lavazza coffee experience all over the world, the brand has trained over 7,200 baristas in the country between 2016 - 2022.



Commenting on the launch of the Delhi training center, Jai Ganesh Ramnath, Managing Director, Lavazza India said, "We are thrilled to be launching the third training center in India, and spread the Italian coffee culture, one barista at a time. The newly launched training center aims to teach baristas on perfecting

the art of Espresso since it's at the heart of every single cup of coffee. We aim to achieve this by having skilled trainers who will demonstrate the art of coffee preparation in order to preserve the product's quality both during preparation and consumption, whether at home or away. Similar to our other training centers, the Delhi Center will be open to baristas, bartenders, and students of coffee from across the country."

Lavazza has the largest coffee training network, 54 Lavazza Training Centers all over the world, dedicated to catering and distribution professionals as well as to consumers and coffee lovers. The Lavazza Training Center is a veritable university of coffee: they have organized training courses for baristas, catering staff, sales force teams, distributors, newly-hired staff, consumers and opinion leaders. The mission of the Lavazza Training Center is to create a culture out of the art of coffee, generating a legacy of knowledge to be shared through their trainers.

Lavazza training center was founded in Turin in 1989 and officialized its premier training campus in 2018. Lavazza training centers globally have 6267 courses with 34,500 participants while the India training centers have 120 clients with 1,100 participants between 2020-21.

Samosa Party Enters Hyderabad

QSR brand Samosa Party, a snack brand loved by the people of Bangalore and Delhi now enters Hyderabad. The brand takes its count to 50 locations by launching 15 more in Hyderabad including the 35 existing locations in Bengaluru, Delhi and NCR.

Kalaari Capital backed Samosa Party is building a Global QSR on India's most preferred snack; Samosa. The brand's USP is to deliver freshly fried samosas on order to the doorstep, with freshly brewed chai. The brand is known for bringing innovation to their products and presenting a new experience to their customers. Samosa Party has created a niche in the segment by incorporating menus that are specially curated keeping in mind flavour palates, changing trends, age groups, which has helped them create a loyal fan base over the years.

Samosa Party is now present in 4 states selling over 75 lakh samosas every year, aiming to hit 5 Cr monthly revenue in the next few months.

Amit Nanwani, Co-founder of Samosa Party says, "Samosa Party is aiming to be the first Global Indian QSR brand. We already operate around 35 outlets in and around Bengaluru and Delhi. We plan to expand to 100+ outlets across Delhi NCR, Hyderabad, Chennai, and Bangalore, in the coming months. The brand has doubled its number of outlets and its revenue in 3 months' time and eyeing to gain more growth in the coming years", says the Co-founder of Samosa Party, Diksha Pande.



Bikano Relaunches Range of Sharbats

Bikano, has recently re-launched a wide selection of their Sharbat range for the summer of 2022. Of these Rose Syrup, Orange Sharbat, Khusth Syrup, Jeera Shikanji, Badam Brahmhi, and Thandai Kesaria are the chief ones and they look even more fetching in their new packaging that is sleek and have easy-to-grip bottle caps. Since summers are the best time to indulge in a variety of sharbat in order to stay cool, refreshed and hydrated, and what is better than choosing from the vast array of Bikano Sharbats, especially in their new avatar? From subtle jeera and badam flavours to the popular rose and khus ones, they have it all.

Manish Aggarwal, Director, Bikano says, "This summer is the first since 2020 that people will enjoy with their family and friends. Gradually, as our lives seem to be returning to the pre-COVID routine with the offices, schools, colleges, varying modes of transports, etc. so we wanted to welcome this change with a brand new look for our Sharbat collection. We just wanted to add a new spin to that by making the bottles extremely sleek while the new bottle caps are easier to grip and open now than they ever were."

Dawinder Pal, Head of Marketing at Bikano says, "Summers for Bikano is always brighter thanks to the wide popularity of our vast range of Sharbats. Bikano Sharbats are best enjoyed in the company of loved ones in the summers; now with the new packaging we are hoping that we will be ushering in more refreshing times for our consumers as well as for Bikano."



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ITALMOPA - the Italian Association of Millers has launched a strategic initiative to promote exports of soft wheat flour into India called "Pure Flour from Europe". The campaign aim is to raise awareness of the versatility, high- quality, unadulterated and safe flour.

The campaign is co-funded by the European Commission, and is devoted to creating awareness of the superior quality and uniqueness of soft wheat flour from Europe and from Italy among professionals, opinion leaders and consumers in India. It is a flour perfect for both classic European and Italian recipes as well as local specialties.

The European milling industry ensures the production of high-quality flours starting from the selection of the best grains, a skillful mix of tradition combined with cutting-edge technology while adhering to stringent quality standards. Currently, Italy is the main EU exporting country of wheat flour in India.

The campaign Pure Flour from Europe will last three years: there will be consumer

and trade events, product demonstrations led by chefs featuring well-loved Italian foods such as pizza, pasta, pastries and breads. In addition, an educational tour to Italy is being planned so you can learn more about this wonderful flour directly from the millers .

Detailing India-specific plans, two of Italy's finest producers of quality flours, Antimo Caputo from Molino Caputo and Riccardo Agugiaro from Le 5 Stagioni, explain "We foresee immense growth opportunities in India for soft wheat flour from Italy thanks to higher disposable incomes coupled with a burgeoning young population whose growing preference toward European bakery products like pizzas, breads, cakes etc, is enthusiastic. We are confident that the hygienic, safe and nutritious flour from Europe will have good market acceptability owing to its unique ingredients, traceability and superior quality as it is truly the perfect ingredient for well-known Chefs globally."

Elaborating further they added "Italy as a member of the EU ensures food

safety and quality, a characteristic which means its flour products have gained a reputation of quality worldwide. As a staple food that is taken almost daily, flour provides a healthy, low fat source of nutrients like vitamins, minerals, dietary fibre and vegetable protein, contributing to a balanced diet.

Most importantly, quality and safety checks are applied to all production stages, from the arrival of the wheat to the distribution of flour. Each step of the way, flour production is controlled and recorded by a computerized traceability system, which allows the entire production chain of a batch of flour to be reconstructed and tracked, protecting consumer and public health. In fact, the EU milling industry has a very stringent body of regulations, carrying out thousands of tests and cross- checks by independent and accredited laboratories. The production process is simple and clean, and continues to improve sustainable management by saving energy, reducing air emissions and using by-products."

Cartoon Network Partners with 99 Pancakes

Pancakes, India's leading QSR chain specializing in pancakes, has collaborated with India's leading kids entertainment channel, Cartoon Network, to bring a specially curated toon-tastic menu for kids at its 45 outlets across 14 cities in the country. 99 Pancakes runs exclusive outlets in Mumbai, Telangana, Madhya Pradesh, Karnataka and Tamil Nadu.

The special menu #99PancakesWithToons is inspired by fan-favourite Cartoon Network characters like alien fighting super kid Ben from 'Ben 10', homegrown sci-fi super hero Ekans from 'Ekans - Ek Se Badhkar Snake' and globally popular cat and mouse duo Tom & Jerry.



On the menu are flavourful combos like 'Tom and Jerry' bubblegum pancakes, waffle and shake combo; 'Ben 10' dark chocolate with green vermicelli pancakes, waffle and black lemonade combo; and 'Ekans' mango pancakes, waffle and shake. The menu is available in two meal combo sizes of 12 pieces and 6 pieces.

"We are extremely excited about this

collaboration with Cartoon Network. As summer vacations are approaching, we are expecting a promising footfall at our outlets. The redesigned packaging with 'Redraw Your World' theme and the special kids' menu inspired by popular toons has been curated to add to the holiday fun and excitement for our young patrons." says Vikesh Shah, Founder – 99 Pancakes.



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Has the snacking segment transformed? How about its future?

By Dawinder Pal

The answer to the first question is a resounding—YES! Snacking, as a practice and sector, has transformed completely since the first mention of the virus. Health was a priority pre-pandemic, but being locked at home which continuing to maximise work output has put immense strain on us all. The result's that we've fallen back on old habits that provide comfort. Hence, our snacking behaviours have been invariably affected.

India has always been a snacks consuming market. Why there is a shift towards healthy snacking in India?

In India

In these uncertain times, snacks offer us that transient feeling of comfort that's so rare. In 2020, the industry experts noticed that the pandemic's effects had led to a drastic change in Indian eating norms. The usual practice of three-square meals a day has been replaced by a multiple snacking culture.

In December 2020, Mondelez's Annual State of Snacking study also mentioned how two-thirds of Indians snacked more since the pandemic broke out—77% of all surveyed would rather snack than eat complete meals. Kantar's data further supported this finding with its own research, saying the volume of the category had expanded remarkably, by over 8% in the matter of a year till May 2020; accruing an additional 12% by April-May 2021. Today, people maybe finally, gradually emerging from lockdowns but it's unlikely that there'll be a snacking slowdown. With the hybrid work model gaining increasing favour, consumption of snacks is headed in a singular direction—up.



In the US

In the US too, a similar trend has been noticed. Since people are home-bound, they're cooking most meals, including snacks, at home. When they do order out, it's usually food articles they can't cook at home, for example, global and comfort foods such as Mexican and Asian cuisines and specially-crafted beverages and ice creams. Before the pandemic upended matters, as per a USA-based 2020 Information Resources, Inc study, snacks were transforming into a functional meal-replacement option for as much as 44% of consumers. Now, however, snacking was back to becoming all about indulgence and convenience.

What about the future of snacking?

The future for the snacks segment seems bright indeed, with a few key emerging trends:

Health consciousness will be a huge factor in choosing snacks. One key change to drive the industry will be a keener focus on clean eating; people may check

the health meter of snacks before making purchases. Snacks having high-protein and vitamin-rich qualities will be selected over others. Industry players should pay heed to this cognisable shift in consumer trend and follow it to capitalise on the burgeoning clean, mindful snacking culture. Healthy snacking segment observing similar trend in food category. Healthy segment is booming across all food categories.

Traditional snacks will always rule. As a culture, we're enamoured by traditions; same is the case with our love for namkeens. Our teens have inherited this trait and are driving its high sales—namkeens comprise 50% of all salted snacks. It'll continue to rule the leader-board, with sales expected to expand in double digits. In non-metro cities and small towns, people are connected with typical taste palate. For them, traditional snacks would always be the first preference.

Branded products will have more consumer trust than non-branded varieties. Of all snacks purchased today, over 65% falls under the branded category as against almost 40% in the pre-COVID times. Hence, the branded segment is poised to expand as consumers are extremely health conscious. They'll happily pay a premium for branded snacks than cheaper ones, wherein ingredients and the health quotient is suspect.

Snacking is growing again and its growth is fuelled by mindful and clean eating. The industry has reason to celebrate if they're ready to capitalise on these trends.

The author is the Head of Marketing of the leading FMCG Company, Bikanervala Foods Pvt Ltd, With over 13 years of experience in diverse business categories, Dawinder has been instrumental in shaping up 'Bikano'



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Desserts that will make you exclaim Go ManGo!



It is summer, the time when the king of fruits – Mango – makes its appearance and casts a magical spell on the entire populace, be they young or old. From children to senior citizens one finds everyone enjoying mangoes not only in its original format but also as desserts. Bakeries and F&B outlets vie with each other to create magical conceptions that will not only please the eye but also the taste buds. **Ashok Malkani** looks at the magical charm that mango desserts have not only in India but all around the globe. The list of desserts is endless and what is more – mangoes also have health benefits.

Mango, India's national fruit is not only popular within the country but is also well liked and accepted globally. The start of summer heralds the much-awaited harvest season, from April to July, with the fruit bringing relief from the heat, of sorts, since it can be served as a cool drink or in a refreshing desert format. Mango is more than a fruit in India. It is an intrinsic part of the country's culture, found in religion, art, poetry and literature. Emperors have lusted after it, while poets have penned couplets extolling its virtue. In India, the entire population of over a billion people, eagerly await its seasonal arrival.

To know about the history of this exotic fruit one may quote Dr Indu Mehta, a professor of history at Kumaun University in Nainital who has, in her research paper, "History of Mangoes – King of Fruits", stated, "Scientific fossil evidence indicates that mango made its first appearance 25 to 30 million years ago in the northeast part of India, as indicated by its botanical name, *Mangifera indica* [meaning an Indian plant bearing mangoes], and took its current form around 4,000 years ago when it began to be cultivated."

Portuguese traders are credited for introducing the mango to the rest of the world. The Portuguese, when they arrived in India in the 15th century, were fascinated by this fruit which they referred to as manga (a combination of the Tamil word maam-kay and Malayalam word manga). The manga subsequently, became mango.

The Portuguese not only established international mango trade but also grafted specimen of trees which led to



the creation of the most popular variety of mango – the Alphonso – named after the famous Portuguese general, Alfonso de Albuquerque (1453-1515).

While most of the people enjoy mango in its original form they abound in diverse culture of Indian cuisine. Desserts are a delicacy where mangoes find a place of pride.

Mahesh Nasare, Pastry Chef, The Westin Mumbai Garden City, states, "As the king of fruits, mango is every household favorite and hence very much appreciated in the dessert world for its refreshing tangy and sweet taste with vibrant colour that brings any dessert to life."

He adds, "As far as age group is

concerned, it is loved by all age groups since it blends well with various other sweets like chocolate, ice creams, pie or soufflé, to name a few."

Ashish Tiwari, executive chef, Crown Plaza New Delhi Rohini, expressing his views on this fruit claims that mango, which is the king of fruits, is the most popular fruit in India. He asserts, "Desserts made from mango are very popular in India and even world across. Mango has a lot of characteristics which makes it great for combination with other ingredients. Mango goes very well with coconut, milk, yoghurt, Chocolate etc. That's the reason mango is popular in every region of India, with different combinations, as dessert. It is enjoyed by all age group but is relished by young and old age group of people."

Kamlesh Salve, executive chef, the Mirador Mumbai, claims "Mangoes are a tradition especially in Maharashtra. Mangoes are probably the best part about summers. This juicy and sweet fruit is perfect to beat the summer heat and also to satiate those sweet cravings. From desserts or Indian mithai, there are tons of recipes one can make with this one basic fruit. If you have a sweet tooth and love something sweet after a meal, then here are some amazing options for you. Be it a family dinner, get together or kitty party, you can offer mango desserts to your guests and everyone will love them for sure. Mangoes are loved by all age groups be it a kid, teenager, adult or senior citizen all



**Kshitiz Shekhar****Kamlesh Salve****Ashish Tiwari****Mahesh Nasare**

love mangoes to the core."

Kshitiz Shekhar, chef, Hotel Marine Plaza, Mumbai declares, "Mangoes are the best fruit for preparing desserts. It is very popular in India as there are endless varieties of mangoes grown in India. It is used in both Indian mithai & international desserts."

He adds, "Mangoes are loved by all the age groups. It is easily digestible as the pulp is soft. So everyone – from a small child to senior citizen – can have it."

Seasonal Fruit

Though mango desserts are loved by everyone irrespective of age, several people are left yearning for desserts made from this fruit, for long durations, since it is seasonal.

However, the consensus among the F&B fraternity is it is possible to prepare mango desserts throughout the year.

Ashish claims, "Mango desserts are in demand throughout the year, but when the mangoes are naturally available in summer seasons and with the abundance of availability in India, demand and offering of mango desserts increases in summer season. Most of us want to consume fresh products and seasonal offerings. That is why the demand is high during the season."

He continues, "However, the mango desserts can be prepared throughout the year since the mango and its bi-products are industrialized. We get mango puree, pulp and mango extracts in preservative forms. As an example mango ice-cream is available throughout the year."

Mahesh declares, "With modern technology, it is possible to preserve the fruit in pulp form so that it can be used throughout the year. Having said that it is a seasonal fruit and must be relished while the supply is fresh which leaves you wanting more the following season."

He adds, "The demand for mango desserts increases as the season arrives and lasts until a few months post-season. This is because the true flavour with its significant aroma of the fruit is best enjoyed from the organic produce made during the season."

Kshitiz disclosed, "Mangoes are available throughout the year in the form of pulp or puree. It can be used to make desserts across the year. Now a day mangoes are imported from other countries where they are in the season there. Few varieties like Barahmasia can give fruit throughout the

year."

He asserts, "Mango desserts are in demand not only during the season but throughout the year. This is one of the fruits which is cherished by everyone, and desserts made from this fruit find favour throughout the year."

Kamlesh says, "While the exact number of mango varieties is uncertain, there are at least 500 and perhaps as many as 1,000 with 350 grown commercially worldwide. In India, the world's largest producer, mango types are usually classified as early, early to mid-season, mid-season, mid-to-late season, and late-season. Thus some variety is available throughout the year.

"Common early-season mangoes are Bombay Yellow, Malda, Pairi, Safdar Pasand, and Suvarnarekha; early to mid-season are Langra and Rajapuri; mid-season types include Alampur Baneshan, Alphonso, Bangalora, Banganapally, Dusehri, Gulab Khas, Zardalu, mid-to-late season are Rumani, Samarbehist, Vanraj, and late-season types include Fazli, Safeda Lucknow, Mulgoa, and Neelum. Depending on the availability one can plan the menu accordingly, or else there is always an option of canned and frozen mango puree."

Kamlesh is of the opinion that mango desserts are in demand only during the mango season as the benefits of eating a fresh mango is preserved during this period. "So, many people tend to avoid mango dessert off the season due to its taste, texture and nutritional value," he concludes.

Fruits for Desserts

Mango is not the only fruit used for desserts. Naturally sweet and full of flavour fruits make perfect addition to cake recipes, pie recipes and other treats.

So which is the most popular fruit used for making desserts?

Ashish declares, "If I talk about the entire world, "Berry family" fruits are used more to make dessert."

Mahesh too is of a similar view. He says, "Berries are one of the most essential fruits for desserts. For a pâtissier, they are not only a good addition of richness but also add a refreshing hint of flavour to the dessert while making it appealing to the eyes with their colors."

Kamlesh is more elaborate. He says "There are several fruits which can be used for desserts, giving the delicacy colour, flavour and important nutrients to your

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diet. There are so many choices – citrus fruits (like oranges and grapefruit), various kinds of berries, besides fruits that grow on trees like apricots, cherries, peaches, grapes, figs and pineapples. Mango, of course is the most loved one.

“The different kinds of fruits used for desserts are as follows:

Apple: Apples work well with pastry cream and dried fruits such as walnuts, almonds or pistachios in baked goods. Apple tart or apple sponge cake are some of the most popular cakes in the whole world due to their perfect mix of acidity and sweetness. There are many varieties of apples, which makes it easier for professional bakers to find one with the flavour and texture which they desire.

Kiwi: This fruit is in season between October to March, the same as apples, and also work incredibly well with pastry cream. Their bright green colour and distinct flavour are their main assets, either chopped into small pieces to decorate the top of a cake or as a main ingredient. They can be served with bananas, apples, pineapples and oranges.

Citric Fruits: Oranges, lemons, tangerines, grapefruits and limes are all used in baking to counterbalance sweetness and provide a nice acidic tang to the final product. They are used in making tarts, jellies, ice creams, confectionary and many varieties of desserts. Both candied and fresh citric fruits are used in this way.

Banana: this superb tropical fruit is often served with many kinds of chocolate, as well as alongside strawberries or raspberries. They are used in tarts, cakes, muffins, caramel desserts and ice creams. Banana is often served as a side dish with rice and meat.

Peaches and Apricots: both fruits are used by professional bakers in order to make jams and fruit pastes, cakes, tarts, flans, confectionary or crumbles. They can be served with apples, bananas, cherries and strawberries. They add an innovative flavour to cakes, ice creams and milkshakes.

Fruits of the forest: blueberries, raspberries, strawberries, cherries, and blackberries are regularly used in factory-baked goods, in desserts, cakes, jams,

sausages, salads or as a side dish for meat stews.”

Global Demand for Mango Desserts

Mango desserts are appreciated and loved all over the globe.

Mahesh disclosed, “There are several other countries, besides India, which experiment with mango desserts – like the United Arab Emirates, Pakistan, Mexico, and Brazil – besides India, creating a demand for mangoes. As one of the highest-producing nations, India recognizes mango and its dessert adaptations as a substantial part of its dietary regimen during the season.”

Ashish avers, “US, Europe, Southeast Asia, and the Middle East are the countries which have high demand of mango dessert, as people there are fond of mangoes. These countries import mangoes.”

Kamlesh extrapolates, “Well someone said.....”India is to mangoes as Bordeaux is to wine”. Other countries, besides India, which love mango desserts are, primarily, UAE, Saudi Arabia, UK ,USA and Asia Pacific zones including China, Vietnam and Korea and Canada and Spain amongst the developed markets who have demand for mango desserts.”

Kshitiz informs, “Besides India, China, Thailand, Indonesia & Mexico are the countries having highest demand and consumption of mangoes. India produces 30% of the global production of mangoes followed by china which stands 1/4th of India.”

Types of Mango Desserts

There are not only an immense number of mango desserts but they are also available in various formats like hot, cold, liquid and solid.

Kamlesh states “Mango desserts can be had hot or cold liquid as well as solids.

“They are as Mango Pastries (Mango Cream Tart, Mango Cheesecake, Mango Tiramisu, Mango Coconut Scones, Mango Crepe Cake, No-Bake Mango Pie), Frozen Mango Desserts (Mango Macadamia Ice-Cream Cake, Mango Almond Icebox Cake, Mango Sorbet, Mango, Coconut and Mint Popsicles, Strawberry Mango Sorbet, Mango Fro-Yo Bark). Some Of The Indian Mango Desserts Are Mango Phirni, Mango Kulfi, Mango Shrikhand, Mango Peda, Mango Lassi, Aamras, Mango Falooda, Mango Raita.



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"Mango is also used in preparation of Cakes. Some of the bakery products which use Mangoes are: Mango Granola Bar, Vanilla Mango Muffins, Fresh Mango Tarts, Fresh Croissant Topped with Mango Relish, Mango Doughnuts, Mango Danish, Mango Tea Cakes, Mango Cupcakes, Mango Mawa Cake, Mango Bread And Mango Cookies

Kshitiz declares, "Both hot & cold desserts are widely made using mangoes. For example, Mango Crème Brulee, Mango Hot Toffee etc. are hot desserts and Mango Pannacotta, Mango Cheese Cake is cold. Some of the popular desserts made from mango are Mango Cheese Cake, Mango Tart, Mango Pannacotta, Mango Phirni, Shrikhand, Kulfi & Mango Peda. Bakery products are Mango Tart, Muffins, Strudel, etc.

Ashish avers, both cold and hot desserts are prepared from mango. Mango's bodily characteristics can be used to enhance dishes and balance contrasting flavours. Cold desserts are prepared more compared to hot."

He adds, "Some of the popular desserts are: Cheesecake, Pastry, Panacotta, Pudding, Pie, Tartice-cream, Sorbet, Amrakhand, Kheer, Phirni."

Mahesh mentions some of the mango desserts thus: Ice Cream, Sorbets, and Pie. The Indian desserts are: Mango Milk Cake, Mango Barfi, Mango Rasmali, Amaras, Mango Kulfi.

He adds, "Popular cold desserts are Aamras – a classic Indian seasonal dessert, Mango Shortcake, Mango Chili Chocolate, Mango Coconut Pudding, and of course Mango Sorbet. Your favorite warm mango desserts are Mango Upside Down (dry cake), Mango Soufflé, Mango Almond Pie, and Mango Vol-au-vent.

"Among the bakery products, mango can be used in Pudding, Parfait, Pie, Millefeuille, and Mango Flan."

Health Aspect

People nowadays are worried about their health. Several queries are made like – "Will mangoes make me fat? "; "Will mangoes shoot my sugar levels high?"; "Will mangoes worsen my acne?"

Mahesh avers, "Mango desserts are good for health when eaten within limitations of calorie intake."

Ashish states "Mango is high in fiber, vitamins and minerals. It is also rich antioxidant. It is known to be healthy fruit. Mango desserts are healthy, but we have

to keep in mind about other ingredients' caloric value as well."

Kamlesh claims, "Mangoes have several health benefits. They can be summed up thus:

Lowers cholesterol: Mangoes contain fiber, pectin and vitamin C which help in lowering the bad cholesterol. It also contains potassium which helps in controlling blood pressure and maintaining the heart rate.

Remedy for skin problems: Mangoes are a great source of beta-carotene which helps in promoting healthy and glowing skin. Beta-carotene gets converted into Vitamin A in our body which protects the cells from damage. Vitamin A also helps in improving the eyesight. Mango pulp is rich with Vitamin C, which can be applied to the face to make it soft and supple.

Aids in digestion: Mangoes are rich in fiber which makes digestion easy. They



also contain certain enzymes that help in breaking down the proteins, ease-up the assimilation of food and elimination of waste from the body. Amchoor or Dry Mango Powder also acts as a digestive aid.

Protects against heat strokes: Mangoes can protect you against heat strokes. Drinks like Aam Panna or Mango Lassi hydrate your body and eradicate the feeling of dryness. According to Ayurveda, mangoes energize the entire system and regulate blood flow."

Kshitiz warns, "Mango has high sugar content so it's not recommended for the people who are suffering for diabetics. It's advisable to consume mangoes in balance quantity as high fiber content may cause diarrhea. Being high in calories mango can cause weight gain.

"On the other hand, it is beneficial for maintaining healthy skin & hairs. It is rich in protective antioxidant. It supports heart

health. So mangoes are good for health if they are eaten in a balanced quantity."

The general perception, however, is that they are good for health. Mango offers a nutrition powerhouse by providing macronutrients, micronutrients as well some polyphenols. Mangoes contain structural carbohydrates such as pectins and cellulose. The major amino acids include lysine, leucine, cysteine, valine, arginine, phenylalanine, and methionine (some of these are essential amino acids and would be available to the body only with dietary sources). The lipid composition increases during ripening, particularly the omega-3 and omega-6 fatty acids which are also essential fatty acids needed for the body. Some of the micronutrients include vitamin E, vitamin C, β -carotene, potassium, Vitamin D, most B vitamins (excluding Vitamin B12). Polyphenols found in mangoes include mangiferin, gallic acid, gallotannins, quercetin, isoquercetin, ellagic acid, and β -glucogallin, lutein. Mangoes also contain chlorophylls. Owing to its rich nutritional profile, mangoes exhibit antidiabetic, anti-oxidant, anti-viral, cardiostonic, hypotensive, anti-inflammatory properties.

With the rich nutrient profile that the mangoes offer, here's how mangoes are beneficial:

Diabetes: Fibers and antioxidants in mangoes don't let the blood sugar levels rise too quickly.

Weight management: Dietary fibre, ascorbic acid, carotenoids, and phenolic compounds found in mangoes aid in the reduction or prevention of obesity and its associated chronic inflammatory conditions

Cancer: Mangoes are a rich source of immune boosting vitamins and thus known to exhibit anticancer and tumour suppression properties

Gastric Health: Mango has non digestible fibres which feed your good bacteria and improve gut health.

Cardiac health: Potassium helps control the heart rate and blood pressure, which helps keep your heart healthy.

Anti-Aging: Vitamin A and Vitamin C present in mangoes play an essential role in the production of collagen which is a protein that is necessary for keeping the skin cells healthy.

So let's say "cheers" as we down our glass of Aamras or feast on Mango Kulfi or Mango Peda!

Recipes for Mango Desserts

Mango Coconut Pudding

Ingredients

Fresh Mango Pulp	800 gm
Chilled Water	120 gm
Castor Sugar	60 gm
Fresh Cream	250 gm
Coconut Cream	200 gm
Gelatin Leaves	20 gm
Milk	200 ml

Method

Soak the Gelatin leaves in Ice cold water and keep them aside.

Scoop out flesh from the mangoes. Add to a food processor to make a smooth purée. Transfer to a bowl, add coconut cream and stir to combine.

In a Saucepan combine the above mixture along with milk, fresh cream, and sugar. Boil the mixture until 1boil then add soaked gelatin in it and mix well until it gets dissolved. Add Chilled water to the mixture and stir to combine.

Pour into small glasses. Leave to set for about 2 hours in the refrigerator.

Decorate with chopped mangoes, Toasted Coconut Curls, and Mint Leaves if you like.

Mango Upside Down Dry Cake

Ingredients

Unsalted Butter	150 gm
Castor Sugar	150 gm
Almond Powder	150 gm
Whole Eggs	150 gm
Refine Flour	35 gm
Cinnamon Powder	5 gm
Bread Crumb	48 gm
Milk Powder	5 gm
Baking Powder	3 gm
Vanilla Essence	5 ml
Lemon Zest	1 nos
Alphonso Mango	5 nos
Mango pulp	50 gm

Topping

Brown Sugar	100 gm
Melted butter	57 gm

Method

Heat oven to 350°F. Spray a 9-inch round pan with no-stick cooking spray and set aside.

Cut Fresh Mangoes into 1/4-inch slices.

Topping:Combine brown sugar and melted

butter in a bowl; mix well. Spread butter mixture onto the bottom of the prepared pan. Arrange mango slices in the pan, covering the entire surface; set aside.

Combine refined flour, baking powder, Almond powder,milk powder,Cinnamon Powder, and Bread crumbs in a bowl; mix well. Set aside.

Place unsalted butter, sugar, and lemon zest into another bowl; beat at medium speed until creamy. Add eggs gradually, mango pulp, and vanilla essence; continue beating until well mixed. Add dry ingredients mentioned above; beat at low speed until well mixed.

Drop batter evenly over mango slices set in the pan. Carefully spread batter over mangoes. Bake 25-30 minutes or until a toothpick inserted into the center comes out clean and the cake springs back when lightly touched in the center. Cool 5 minutes; run a knife around edge of the pan.

Invert cake onto serving platter. Serve warm.

Mahesh Nasare, Pastry Chef, The Westin Mumbai Garden City

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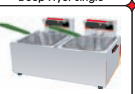
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Mango key Lime pie

Ingredients

Base For Tart

Maida	150 gms
Butter	100 gms
sugar	50 gms
Fresh cream	15 ml

Filling

Fresh cream	100 ml
Egg yolk	1 no
Sugar	15 gm
Fresh mango	60 gms
Vanilla Essence	5ml

Method

For base, cream butter and sugar together, then add fresh cream on it, at the end add Maida.

For filling, mix fresh cream, egg yolk, sugar, and vanilla essence together.

Spread base on pie mold. Then pour all mixer on it.

Baked at 160c for 40 min or until center is almost set.

Cool completely. refrigerate for 3 hours.

Garnish it with fresh mango dices.

Philadelphia Mango Baked Cheese Cake

Ingredients

Base

Vanilla Biscuit Crumb	100 gm
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Filling

Philadelphia cream Cheese	600 gm
Egg yolk	5 no
Mango Essence	10ml
Corn Flour	15 gm
Mango Puree	100 gm
sugar	80 gm

Topping

Fresh Mango	250 g
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Method

For filling, beat egg yolk and sugar together with mixer until fluffy then mix Philadelphia cheese, corn flour, mango puree and mango essence on it.

Spread vanilla crumb on pie mold. Then pour all mixer on it.

Baked at 160c for 40 min or until center is almost set.

Cool completely. refrigerate for 3 hours.

Garnish it with fresh mango.

Ashish Tiwari, executive chef, Crown Plaza New Delhi Rohini

Berry Mango Sunrise Tarts [Gluten Free, Dairy Free, Vegan Option]

Ingredients [4 – 2 inch tarts]

Fresh Mangoes	2 no
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Fresh Raspberries	½ cup
Goji Berries	¼ cup
Ingredients For Crust	
Raw Honey (use agave for vegan)	2 tsp
Raw Walnuts	1 cup
Cinnamon	1/2 tsp.
Ginger Powder	1/4 tsp.
Shredded Coconut	1/4 cup

Method

Puree mangoes in a blender or food processor. Pour one third of the puree into a bowl and leave the remaining puree in the blender.

Add 1/4 cup goji berries and 1/2 cup raspberries to the blender and blend. Pour half of that mixture into another bowl.

Then add remaining raspberries and goji berries to what is left in the blender for the 3rd puree.

Add walnuts, raw honey, shredded coconut, ginger powder, and cinnamon to the food processor. Pulse and process until the mixture looks like a crumbly dough. You should be able to shape it with your hands.

Cut a square of parchment, wax, or foil slightly larger than the size of the cylinder – one for each tart. Use your finger to lightly coat the inside of each tart form with coconut oil. Place the cylinder on top of the paper squares on a plate. Spoon dough into each and use your fingers to press it down into a crust layer – about 1/4 thick.

Next, spoon the reddest puree over the crust and smooth it out. This layer should be about 1/2 thick. Next up is the orange-y layer. Gently spoon a portion on top of the red layer and use the back of your spoon to spread it. Repeat with the mango puree. As you are smoothing out each layer of puree, be careful not to push down too hard. Doing so will mix the layers together and you won't get the "3 layer" look.

Once all that layering is done, place the plate with tarts into the freezer and chill for at least 3 hours. When they're frozen, remove them from the freezer, and slowly push the tarts out of the forms. Ours came out without a fight, but if yours are being stubborn, wrap your hands around the cylinder to warm it, then try to remove the tarts again. Serve frozen

Mango Phirni

Ingredients

Rice	5 Tbsp
Full fat milk	1 litre
8-10 tbsp Sugar	
A pinch of Saffron (soaked in water)	
Cardamom powder	1/2 tsp
Mango pulp	1 cup

Method

Wash and soak rice in water for around 1 hour.

Drain water and grind to make coarse paste.

In a pan, boil milk. Add rice paste and cook on low flame till milk thickens.

In a pan, boil milk. Add rice paste and cook on low flame till milk thickens.

Once the phirni comes down to room temperature, add mango pulp. Mix well, refrigerate before serving

Kamlesh Salve, executive chef, the Mirador Mumbai

Coconut, mango and lime semifreddo

Ingredients

coconut cream, chilled	400gm can
Eggs	2
Egg yolks	3
caster sugar	3/4 cup (165g)
thickened cream	300ml
finely grated lime rind	2 teaspoons
lime juice	1/4 cup (60ml)
mangoes, stoned, peeled	2
macadamias, toasted, coarsely chopped	1/3 cup (45g)
Shaved fresh coconut, to serve	
Thinly sliced pineapple, to serve	
Torn lychees, to serve	
Passion fruit pulp, to serve	
Mint leaves, to serve	

Method

Line the base and sides of a loaf pan with plastic wrap, allowing the sides to overhang.

Carefully open coconut cream can. Spoon the firm coconut cream from the top of the can into a bowl. Reserve. Discard the clear liquid at base of can.

Use an electric mixer to whisk the eggs, egg yolks and sugar in a heat proof bowl until light and fluffy. Place over a saucepan of simmering water. Carefully whisk for 6-8 mins or until mixture is thick and pale and the temperature reaches 72C on a sugar thermometer. Remove from heat. Continue whisking for a further 2 mins to cool.

Use a clean electric mixer to whisk cream and reserved coconut cream in a bowl until soft peaks form. Use a metal spoon to gently fold in egg mixture. Add lime rind and lime juice. Fold to combine. Finely chop 1 mango. Add to the cream mixture with macadamia.

Gently fold to combine. Pour into prepared pan. Place in the freezer for 6-8 hours or until firm.

Thinly slice remaining mango. Remove semifreddo from freezer. Invert onto a serving platter. Set aside for 10 mins to soften slightly.

Top with coconut, mango, pineapple, lychee, passion fruit and mint.

Kshitiz Shekhar, chef, Hotel Marine Plaza, Mumbai

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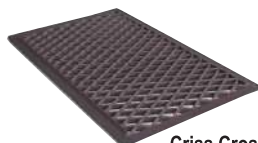
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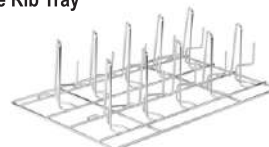
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Cookie is Cocky ...in the Indian market

Demand for healthy bakery products, particularly cookies, is increasing in India due to active lifestyle of consumers' looking for convenient eating options. Millennials, who form a major percentage of the working population in India, are a driving force behind the consumer trends today. As far as bakery products are concerned, they desire for healthy products with high nutritional values. Cookies which are not only healthy and nutritious but can also be consumed as snacks are becoming popular globally. **Ashok Malkani** takes a kaleidoscopic look at all aspects of cookies and the rising market for these scrumptious tidbits.

The bakery industry’s two most popular products are biscuits and bread. But no one seems to pay heed to the popularity of cookies. This, in spite of the fact that every Indian regional cuisine has a cookie variant, the mathri and shakkarpara from Punjab, the thekua from Bihar, the aarsa or anarsa from Maharashtra and roat from Sindhis, etc. Karachi Bakery has become popular with its cookie variants termed as wine, fruit and Osmania biscuits. And the most famous of all cookies, throughout the country is the unforgettable nankhatai !

If one takes a global look at this bakery product one finds that in Spain they are called as galletas while the Germans call them as keks or Plzchen and in Italy there are several names to identify various forms of cookies including amaretti and biscotti. In England and Australia they are just termed as biscuits.

Difference between Biscuits and Cookies

In most English speaking countries, except for the United States, crunchy cookies



are called biscuits. Cookies contain many of the same ingredients as cakes except they have a lower proportion of liquid with higher proportion of sugar and fat to flour.

But what exactly is the difference between cookies and biscuits? How does one differentiate between them? Some

believe that it’s all about linguistics.

Mansi Manghani, head pastry chef and the owner of Pixie Dust says, “The main difference between the two is the number of ingredients. The basic composition of a biscuit is flour, sugar, butter whereas cookies require more complex ingredients. Biscuit dough is harder in texture while cookies have soft dough and are a little dense.”

Rahul Chahar, Pastry Chef, Vivanta New Delhi, Dwarka, stated, “Texture-wise, biscuits are simple, lighter and have a crunch when bitten into, whereas cookies are more extensive, denser and chewy.”

But one is apt to wonder how the term cookie originated. It is derived from the Dutch word koekje, meaning “small or little cake.” The term biscuit comes from the Latin word word bis coctum, which means, “twice baked.”

Popularity

Cookies are loved by everyone, be they children, millennials or even elderly people. The love by all generations can be understood as cookies have chocolate, nuts, fruits, and grains – just to name a

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few ingredients – which, create wonderfully contrasting flavours and textures that can satisfy even the most particular sweet tooth.

So how popular are cookies and when did they become popular?

Mansi says, “Cookies have complex and contrasting textures which is why they are famous worldwide. They are loved by all age groups because of the variety of flavours, shapes and sizes.”

As far as popularity of cookies compared to biscuits is concerned Mansi avers that cookies are more popular than biscuits. She disclosed, “65% of people like cookies because of the chewy texture whereas the other 35% like biscuits because of the crunchy texture. In terms of ingredients and flavours, cookies are a lot more loaded and full of flavour compared to biscuits.”

Rahul states, “Cookies are popular because though they require almost the same ingredients as a cake, they are smaller and stay fresh longer. They are also equally famous because of their variety which one person can customize as required with numerous ingredients.”

He adds, “Cookies rose in popularity sooner when compared to biscuits. This is currently due to the market demand for them. As a result, they are heavily advertised with varying options of being vegan, lactose-free, sugar-free and with multiple choices in flavour.”

The popularity for cookies in India has developed slowly over the years.

Rahul says, “India developed its taste for biscuits through Parle. With other companies coming in, trends changed and over the last two decades cookies found favour with kids and teens. With their attractive shapes and flavours cookies have become the go-to snack for toddlers.

He continues, “Cookies as we know them today, such as cream-centered and jam-filled cookies, became popular a few decades ago. But there was one cookie we held dear to our history for many centuries. That was the Nankhatai cookies. These are simple cookies made with dough originally meant for Naan bread, but it is dried later, giving it a distinctive crack and chewiness.”

Mansi disclosed, “As far as India is concerned cookies are quite popular in the country. Some of the popular cookies are dark fantasy, Milano and Osmania cookies. Cookies that contain chocolate are more popular among youth and children whereas oatmeal cookies and cookies that have fruit



Mansi Manghani

and nuts are more popular among people aged above 35.”

She revealed, “Thalassery in Kerala is believed to be the first to introduce bakery culture in India in the early 1800s. They became famous for their freshly made cakes and cookies. Their shops used to be very small but still smelled of freshly baked goods. They would stock a wide variety of flavours such as banana to pepper, ginger, masala, butter, sugar cookies and even coconut biscuits, which were all freshly made and served hot.”

History of Cookies

The history of cookies can be traced back to 7th century AD. Persia is one of the first countries to cultivate sugar. This cultivation of sugar spread throughout Europe as a result of Muslim conquest of Spain. By the 14th century, cookies were common throughout Europe. With war and exploration, eventually sugar was introduced to the Mediterranean area and European countries and so were cookies. And by the end of the 14th century, cookies were common place in European cities.

Mansi adds, “The name cookie is derived from the Dutch word koekje, meaning “small or little cake.” Biscuit comes from

the Latin word bis coctum which means, “twice baked.” Initially, cookies were made to test oven temperatures and were also used as test cakes.”

Culinary historians too believe that cookies evolved from test cakes used to test oven temperature. Small amounts of cake batter were dropped onto pans to test the temperature of the oven before the cakes were baked.

Cookies continued with their journey to America during English and Dutch settlement in the 1600s. When the Europeans arrived in the Americas, they brought their cookie recipes with them. Soon they adapted the old recipes to fit the New World. American butter cookies are a close relative to the English teacake and the Scottish shortbread.

Popular Cookies

Cookies have evolved over centuries.

Mansi states, “Different types of cookies include- choco chip, shortbread, biscotti, oatmeal, gingerbread, snickerdoodle, sugar cookies to name a few.”

She adds, “Chocó chip cookies are the most popular cookies in the whole world. It is enjoyed by people of all age groups. There’s a ton of variants that can be made with these cookies. Dark, milk, white, peanut butter, center filled chocolate chip cookies are some to begin with.”

Chocolate chip cookies are so enduringly popular that they never go out of style. The firm yet light and airy type of chocolate chip cookie has seen a recent resurgence.

Some of the most popular cookies in the world are:

Nankhatai, is extremely popular in India. They are rich in ghee and saffron or other nuts and condiments. Right from cardamom to cumin, nankhatais come in different flavours. The Nankhatai originated in Surat where a Dutch bakery, in order to save the failing business, started serving it to the people.

Fortune Cookies, hugely popular in China, finds its origin in Kyoto Japan. Made from flour, sugar, vanilla and sesame seed oil, fortune cookies have a little piece of paper inside them with a message which is trusted to bring good fortune. They are often served with the bill in some Chinese restaurants in India.

Gingerbread cookies, popular in Germany, are made from a stiff dough which is chilled, rolled out and then cut into shape with a cookie cutter. The



Rahul Chahar

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figure shaped gingerbread biscuits were introduced in the court of England's Queen, Elizabeth I.

Choco chip cookies, created by accident, is not only the most popular cookie in the U.S. but also around the world. They were created by Ruth Wakefield, an inn keeper in Whitman, Massachusetts, in the early 1930s, when she added chocolate bits to her cookie batter, expecting them to melt. The chocolate bits did not melt and the iconic cookie was born!

New York City's Black and White Cookies, which originated at Glaser's Bake Shop in Yorkville, have a vanilla base with bisected chocolate and vanilla icing, making the disc-shaped cookies look deliciously attractive and mouthwatering.

Macarons, made from flour, sugar and egg whites, is extremely popular in France. Its origins could be traced back to an Italian monastery of the 9th century.

Stroop Waffles, having a syrupy caramel or chocolate centre is extremely popular in Netherlands. Originating in Gouda, during the 18th century, it is traditionally served with a hot cup of tea or coffee and placed on the cup like a lid.

Nanaimo Bars, consisting of three layers – a wafer and coconut crumb-base, custard flavoured butter icing in the middle and a layer of chocolate icing on top – are extremely popular in Canada. They are named after Nanaimo, a city on Vancouver Island, British Columbia.

Market for Cookies

The popularity of this bakery product has, over the years, risen globally. In 2018 the global cookies market was valued at \$ 30.62 billion. According to Market Analysis Report the market for cookies is projected to expand at a CAGR of 5.3% from 2019 to 2025. Growing product popularity, especially in emerging regions, is expected to be the key factor fueling the market growth.

High demand for chocolate cookies in developed economies like the U.S., Germany, and the U.K. is expected to boost the market further. Bakery manufacturers attract customers with innovative packaging solutions and by launching new flavor variants, such as pineapple.

The Report adds that rising disposable income in emerging economies, including China and India, is projected to drive the product demand over the years to come. It adds that rising product popularity as gifting option would further boost the demand.

According to TechSci Research, rising disposable income in India is leading to growing number of consumers who are brand conscious. This is also creating the demand for premium cookies in India, enabling manufactures to include more cookie variants in their product portfolios.

Mansi disclosed, "The global cookie market was valued at USD 30.6 billion in 2020 and is expected to grow by 5% per year till 2025. The demand for cookies is expected to grow in the coming years as people are coming up with new variants every now and then."

Rahul says, "Currently, the demand for cookies is rising as a healthy snack option since it is gluten-free, vegan, or lactose-free. The current market demands varieties for a healthier lifestyle."

Health Benefits

One of the reasons for the rising demand of cookies is believed to be the health



benefits it offers. During the pandemic, when everyone is becoming health conscious, cookies are a healthy snack option. It is believed that eating cookies can help boost your energy because it contains whole grain flour, which provides a nutritious source of protein, vitamins, fiber, and minerals that help produce a stable metabolism. Cookies are the all-time favorite for all those who love tasty and healthy snacks.

Cookies can also help you reduce weight. They are custom made to fit your body nature. Most of the cookies are made of natural ingredients, making the nutrition benefits of cookies quite high. Cookies are good alternatives for any other unhealthy snack choices. Cookies contain macro nutrients that provide energy for the body, like proteins, carbohydrates and fats. When

you are using oats, you will get all the benefits of the oats

Dietary fiber in cookies has many health benefits, including preventing constipation, lowering blood cholesterol, and losing weight. But this can be achieved only if you consume the required amount of cookies to receive the right proportion of calories for everyday metabolic activity. It's the perfect snack for those who are on a diet or diagnosed with diabetes.

Cookies mostly use healthy baking oils like olive oil or grapeseed oil and less butter. These oils help you cut your intake of saturated fats

Healthy cookies are usually made using natural sweeteners such as raw honey, agave syrup, and fruit purees.

Conclusion

Mansi declared, "I would like to inform the readers that the rarest cookie in the world, "Duchess Cookie" was created by Sofia Denetriou in 2018. It consisted of a 23-carat gold leaf covered cookie which sold for \$1000.

She disclosed, "The base was a red velvet cookie that has Ruby chocolate and is coated with 23000 gold leaves. The cookie is encased in a shoe sculpted with chocolate, a baccarat catchall and a string of freshwater pearls."

Mansi believes that cookies will surpass the demand for biscuits because of the quality of ingredients and the complex process it involves, resulting in a much more flavourful product. She is of the opinion that sugar cookies are going to be the new up and coming cookies because they're like a blank canvas to fill.

She avers, "As a new entrepreneur, it is more advisable to enter the cookie market as there are a lot of variations that can be made in cookies. There are so many variants already available in the market that India hasn't experienced yet. One could try recreating the classic recipes as well as play around with different ingredients."

Rahul too feels that cookies would have a better market than biscuits. He says, "Times, when people would sit at a table and have the same old fashioned biscuits, have changed. Cookies often come with unusual flavours and attractive packaging. Hence, what the biscuit was initially for and what cookies are seen now are entirely different."

Well one can say: "that's how the cookie crumbles". It's cookies that top over biscuits! ■

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Comprehending Butter

Butter has always fascinated all for its malleability and richness as also the way it transforms a dish, making it exotic from the simple. Most of us at home use plain salted or sometimes unsalted butter for baking purposes, but Chefs have access to all kinds of magical options when it comes to butter.

Salted V/s Unsalted

Most recipes in professional books would specify the usage of salted or unsalted butter and most professionals would agree that when it is not specified, it is best and safest to adhere to the unsalted version. And where the recipe says salted and you have only unsalted, then you add salt to the dry ingredients and often it is 1/4 tsp of salt for 1 stick of butter recipe.

In baking, salted butter would not do what is required of butter in baking – to add flavour, control leavening and provide the richness of taste. Salt in butter also adds as a preservative, thereby increasing its shelf life. Yet, the inherent sweetness of butter is masked by salt.

Unsalted butter has a short shelf life and if not used the right way, it is best to freeze it. Then the shelf life increases by six months and it needs to be defrosted in refrigerator before use.

Flavoured Butter

Some festive items would be incomplete without the addition of flavoured butter on the side. And then came the five star hotels with their bread basket and fancy butters. Initially they used to be just chilled fancy swirls of ordinary butter but slowly these were changed to include fancy flavours in the butter, ranging from herbs to chillies and sometimes exotic additions like truffles and cherries etc.

Garlic butter seemed to cross the line between the Indian palate and that of the European, especially the Mediterranean cuisine. A friendly Italian Chef once shared that he often skewered and poached his garlic pods in boiling water for slightly less than a minute and this cut the bite and yet gave the flavour typical of fresh garlic.

Method of Flavouring Butter

It is best to carry out trials with flavourings



– some might not work the first time around, but there are no rules here and experimenting is the key. Ideas for flavouring could include herbs, paprika, lemon zest, garlic, or even Indian curry powder to add on chicken or even mackerel. Make a totally Indian option with finely chopped chillies, ginger and garlic for Asian cuisine. Or vanilla essence and tarragon leaves to use with roasted chicken.

A Professional Approach

Butter is the most important ingredient in a restaurant cook's repertoire. Melting at just below body temperature, butter imparts a creamy and indulgent taste to everything it is combined with. For storing butter Manju elaborated the following precautions as good practices:

- Do not store butter near foods with strong odours such as onions or garlic.

- Butter should not be left unwrapped. It is convenient in a butter tray inside the refrigerator door. It should be kept in its original wrapper (the paper or foil around the bar) and box, and stored in the coldest part of the refrigerator—which is the meat and vegetable drawers at the bottom. However, if you prefer to keep the bar in the butter tray, wrap it tightly in the paper or foil it came in.

- Avoid stocking up on butter or bulk buying butter. It is best to purchase more frequently as 'old' butter will eventually turn and taste rancid.

- Salt acts as a preservative. So salted butter can be refrigerated for up to a month. Unsalted butter should be used within two weeks. The fresher the butter is, the better it will taste.

Compound Butters

As butter absorbs flavours from other foods very well, it is the perfect ingredient for spreading flavours, which is why compound butters are popular.

Starting with butter at room temperature, you can soften butter by placing it in a microwave for 10-20 seconds. It is easy to mix in spices, cheeses, herbs, and stocks. Simply put the butter in a bowl with the flavourings, and mix together with a wooden spoon. The result, called "worked butter," can be used to spread on bread, as a topping on a dish, or to place over meats and vegetables. Best of all, once you make a compound butter, you can store it in your freezer for up to three months. When you need it, it's easy to slice off a disc or scoop up a dollop as a garnish or accompaniment.

After mixing, form the compound butter into a log shape on a piece of waxed or butter paper. You can use the paper to roll the compound butter into a cylinder and then place it in a freezer bag. Then, when you're ready to use the butter, cut rounds from the frozen log and place them onto hot foods.

Flavoured Butter Recipes

To retain the colour and flavour, finely chop fresh herbs like basil, tarragon, marjoram and parsley just prior to mixing them with butter. Once mixed, let the butter rest for an hour or more to allow the butter to be infused with the herbs' flavours.

Grilled and peeled capsicums or chopped chillies are a good match for butters.

Finely chopped capers, anchovies, and shallots also marry well with butter.

When using spices like cardamom, coriander, cumin, turmeric and nutmeg, cook them in a bit of butter for about 60 seconds to release their flavours before creating your compound butter.

Parsley Butter

Work or whip 2 tablespoons of finely chopped parsley, 1/2 cup butter, and 2 teaspoons lemon juice. Season to taste with salt and pepper.

Mustard Butter

Work or whip 1 tablespoon of whole-grain mustard into 1/2 cup butter.

Cheddar Butter Spread

Combine half cup butter, 1 cup shredded Cheddar cheese and 1/2 teaspoon Worcestershire sauce.

Garlic and Chilli butter

Beat the 1/2 cup softened butter with 1 or 2 cloves garlic that's crushed and minced, and 2 very finely chopped green chillies.



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Chocolate: In the Hands of Pastry Chef

By Chef Gilles Favre

There are many ways to use chocolate as decoration but a normal dark or white chocolate with a liquid texture for an easier manipulation is used in this type of work, as it does not require any special taste. For a chocolate show piece I personally use a normal 55% cocoa for the moulding and the body of my piece.

In case of a Chocolate Spray I would use a mix of dark, white or milk chocolate with a certain percentage of pure cocoa butter to give the required fluidity to be spread with a chocolate gun. By using onto a room temperature or frozen chocolate the show piece, the result will be different. The aspect can go from a slightly shiny to a matt velvet finish.

To make Chocolate Plastic, it is by adding glucose syrup and some sugar syrup made with water and sugar to the white or dark chocolate you get a chocolate modeling which is the same texture and plasticity as a modeling paste that your children are using to do small figurines.

Chocolate as an Ingredient

Nowadays, you can find in the Indian market a large variety range of chocolate – all different in taste from one to the other and like the wines in France, a lot depends on where the cocoa tree has been cultivated. From the Caribbean to the Ivory Coast by Brazil to Colombia and Sri Lanka to Madagascar – all these cocoa tree plantations, because of the soil, the climate (the general terroir) impart to the cocoa bean a flavour range from red fruit to dried fruits and grilled almonds to a woody taste!

For ease of understanding, I am dividing my work in three categories where I can choose the chocolate I want to use depending on the work. It would depend on the end result I wish to achieve the taste I want to give to

these products. It follows as:

Chocolate Making – Ganache, Chocolate Bonbon, Coating and Moulding

Pâtisserie – Pastry Ganache, Biscuit, Mousse and Creamy

Ice Cream – Sorbet and Sauces

Why is certain quality of chocolate required when used with baked products?

Actually, there is no special requirement from the quality of chocolate when you want to work with some baked products. This largely depends on your taste and what you want to be discovered by your guest!

I personally prefer a chocolate with high percentage of cocoa and with a special origin for all my biscuits and baked products. It gives an identity to your biscuits and I really want that my client, while tasting my dessert, finds something different in it. It is important for me that when I am doing a baked product with chocolate, my product should taste predominantly of chocolate and not sugar. It should be well balanced.

Developing the taste buds of customers in India can be a challenge. I am not saying that Indians do not have taste for chocolate, but it is a fact that newer products are coming on the international market and I want these too to be discovered by customers. There is so much to know and discover about chocolate.

Chocolate Transfer

New methodology of chocolate transfers has

made life easier for Chefs. In France these transfers have been available for the more than 20 years and each Chef is now really familiar with the easy use of these. It is true that since these transfers are available in the Indian market, you can find now some more interesting designs and colours onto your chocolate.

A Chocolate Transfer is actually no more than cocoa butter with different edible colours that have been machine made and spread onto a fine rhodoide sheet using different designs. I use chocolate transfers for my chocolate bonbon by placing my enrobing bonbon individually onto the transfer sheet and also for chocolate decoration by spreading my chocolate onto the sheet, then shaping it and leaving it at 6C for twenty minutes before taking off.

Handling Chocolate

There is no limit to the creativity with chocolate work. A trained Chef experiments constantly. It could be with a show piece but also with ice creams, sorbets, biscuits, sauces, bonbons, et al. All the association is permitted and you can really develop your own creativity. Personally, I admit to being a total chocoholic and already work onto a long journey trying to find some good combinations which will satisfy the guest, and me. At the present moment I am really passionate and interested in the association of chocolate with tea. Tea is



like chocolate, you can find a very large taste panel. Some of my popular creations are 'Guanaja Chocolate mousse with Earl Grey Tea,' and Green Tea Matcha Cremeux with a Jivara chocolate crispy and raspberry jelly.'

As for the precautions that one needs to take while handling Chocolate – Yes, there are many issues to be watched when handling chocolate. First and foremost is the tempering of the chocolate. You should imperatively respect the curve of the chocolate crystallization. And, to have a good crystallization, you should imperatively have a good de-crystallization. You should melt your chocolate in a minimum of 24 hours time between 45C and 50C for a milk chocolate; 55 to 58C for a dark chocolate and 40 to 45C for a white chocolate.

Then there are different techniques you should crystallize your chocolate by bringing down the temperature; 25 to 27C for a milk chocolate, 28 to 29C for a dark chocolate and 25 to 26C for a white chocolate. Another necessary operation for using your chocolate and having correct fluidity – you need to add some warm chocolate to it to bring up the temperature of few degrees and getting the required shine and the right plasticity.



The final temperature should be between 31 and 32C for a dark chocolate, 29 to 30C for the white and milk chocolate. Luckily some machines are able to do the hard work and now most of the pastry chefs all over the world are using it.

Storage

Storage of Chocolate can be tricky. The Chocolate bonbon and slab should be kept in a positive could at 14C and away from too much humidity and any bad smell should not be around. The issue manipulation indicates

that one should use surgical gloves while handling chocolate – for hygiene purposes and to avoid any stray finger prints on the finished chocolate.

Final Word

Lastly, but definitely not least and in fact, probably most importantly, there are the flavours that enhance the taste of chocolate. As Chocolate already has its own distinct original flavour, there are some other flavours that match it perfectly. These, from the classical version would include Mint, Orange, Raspberry, Lemon, Pistachio, and Coffee etc. From the non classical version there are the Earl Grey Tea and Manjari chocolate from Valhrona which gives you this slightly acidity of the red fruits, Almond Praline with Jivara milk Chocolate, Rum and vanilla with Ivory white chocolate, Aris Badiane and Jivara milk chocolate etc.

With the non classical versions, I work with the flavour that I add to the chocolate, but also work the origin and taste of the chocolate. It is why you have these names, Jivara, Manjari, Ivory etc.'

To close the subject of Chocolate, I have only two words – Bon Appetit!

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Embellishing Breakfast Menu

Muffins come in an almost endless variety of flavours. Usually they are available in the sweet form but they are also available in the savoury form. They should have a soft texture, less moisture and be like a nicely raised cake.

Muffins are the perfect answer to any rumbling tummy. They are delicious, light accompaniments that go very well with tea or coffee in both, sweet or savoury form. This demand generates a ready market for these light bakery items. Earlier, bread as sandwiches, toast or just plain buttered slices were the most popular accompaniment with tea or coffee. Light teacakes and muffins or 'quick breads' are now found their way to replace the mundane bread, and making them just right is an art.

Muffin making originally came into existence as a fanciful sideline of bread

making. Earlier, addition of sugar, fruits, spice and caraway seeds to the dough raised with yeast created this mouth watering delicacy savoured perhaps as desert at the end of a meal or with breakfast. Gradually, the bakers started making a lighter and spongier form of muffins by mixing eggs in the dough since eggs make the muffin rise further. Paradoxically, it is now much easier to bake muffins even without using yeast, using baking powder instead. Today, muffins are made by making a batter using a similar process as in making cake.

Muffins are all time favourite accompaniments with tea and breakfast. In the breakfast menu, breads, muffins and cakes have become an integral part. Umpteen varieties of tempting muffins are available in bakery outlets, which attract today's youth.

Varieties

Muffins come in a nearly endless variety of flavours. Usually they are available in the sweet form but they are also available in the savoury form. Savoury muffins are not as popular in the Indian market and are only made on demand. They are prepared by mixing cheese and ham in the dough.

Normally, the varieties of muffins available in bakery outlets contain lots of crunchy and soft nuts, seeds, fruits, chocolate, spices, etc. The most popular varieties of muffins are blueberry, strawberry, banana, pineapple, raisins, walnut, almond, chocolate, bran and corn. They are also available in low fat, fat-free, whole-grain, wheat-free and dairy-free versions.

Bran muffins and wheat muffins made with low sugar are available for the health conscious segment. These low fat varieties have varied degrees of fat content. Usually,

many bakers use margarine in place of butter to make these varieties. These muffins should be served warm. They are delightful accompaniments, only available in sweet versions, with yogurt, soymilk, and tea served as a breakfast.

Bajers are making mainly five varieties of muffins, which includes plain, raisins, almond, fruit, and chocolate-chip muffins. The diameter of these products is 2 inch diameter at the bottom and 3 inch diameter at the top, their weight varies from 50 gm to 75 gm.

Process

Muffins are ‘quick breads’ and became popular after the advent of baking powder. Quick breads are essentially those baked goods primarily made with leavened dough together with baking powder, thus doubling the rising potential. The process of making good muffins depends on the ‘quick’ chemical reaction of wet batter coming in contact with leavening agent like yeast, baking powder and eggs. The ‘quick’ reaction is the first rising and starts when the batter is mixed with baking powder and eggs. The second rising occurs when this batter is baked in the oven at 350° temperature.

The batter of muffins demands quick and limited handling, which is followed by very quick preparation technique. Over mixing or over blending of the ingredients can deflate the air bubbles, which occur during the first rise. An over mixed muffin can become dense and compact with a coarse texture. Remember, muffins

- Have little gluten development
- Depend on chemical leavens for rising
- Require limited handling.

Muffins should have a soft texture, less moisture and be like a nicely raised cake. Nowadays, bakers do not use yeast while making muffins. They usually follow a similar method that is used for making sponge cake with some process of bread making. The fermenting process is eliminated as also the long time that is needed to bake bread.

Important points while preparing muffins:

- Always use fresh ingredients and check the expiration date on the leavening agent.
- Flour that is used for preparing muffins should be fresh and lump free. Most muffin recipes require all-purpose flour or pastry flour, but for making low fat muffins wheat flour and bran are mixed to the flour. Flour can be sifted before mixing into the wet mixture.
- All measurements of ingredients should be accurately carried out using measuring cups and spoons.
- Combine the flour well with dry ingredients making sure that the salt, sugar and leaven is thoroughly mixed into the flour.
- Then, mix wet ingredients well, making sure ingredients that they are blended smooth and lump free.
- Mix both the dry and wet ingredients very quickly and put the batter in the moulds and place them in the preheated oven to bake the muffins.
- Use moderate to hot temperatures; usually 350° to 400° Celsius to bake.

Sizes

The standard size of a tin muffin mould is 3 x 1 1/4 inch and the size of big or large muffin mould is 3 1/2 x 1 3/4 inch. 1



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7/8 x 7/8 inch size muffin tins are used to make tiny or mini muffins. Different exciting shapes of muffin moulds like hearts, diamonds etc. are available. Usually, muffins are baked in the standard cup-sized moulds. The standard portion has 60 to 100 grams batter. Mini-muffins are also available with a portion of 20 grams of batter.

Muffin tins can be lined with glassine paper before putting the batter into them. Normally, tins should be filled to 2/3 to 3/4 capacity leaving enough room for proper rising and expansion. A wooden toothpick can be used for testing in the centre. It should come out dry and clean when the muffin is ready.

Packaging

Packaging procedure for muffins is the same as for any other bakery product requiring a reasonably long shelf life. Muffins are baked in cup-sized moulds and are kept in glassine paper cups. They should be kept in the airtight container at ambient temperature. Though muffins do not have long shelf life, they should be consumed on the same day.

Fresh muffins usually last 24 hours, but these days modified air packaging has increased the shelf life of these products and they can last up to 30 days. However, frozen muffins can last even up to 3 months.

A muffin should be served warm on the outside and hot inside. Thus, put them in the microwave for 6 to 8 seconds before serving.

Market demand

In the Indian market, muffins as a new concept, is growing by the day. However, the popularity of muffins has increased with the growth in demand of other bakery and confectionary products. Evaluating an average person's food bill, one would find that only five percent is spent on these bakery items.

The demand for muffins is not constant in the Indian market with sales varying from outlet to outlet. Generally, muffins are available at coffee houses and some exclusive bakery outlets in India. Thus, a true demand for this product will only increase when it hits the mainstream market and finds its place along with biscuits and crackers.

With changing trends people are looking for more options in their breakfast menu, they are going beyond their traditional

Raspberry Cheesecake Muffins Recipe:

Ingredients:

- 1 cup of fresh raspberries
- 3 x eggs
- 1 cup of sugar
- 1 3oz pkt cream cheese
- 6 tablespoons of butter
- 1 ½ teaspoon of vanilla
- 2 ½ teaspoon of baking powder
- 2 cups of plain flour
- ½ teaspoon of salt

Instructions:

Preheat oven to 400°F.

Grease muffin tin or alternatively line each with paper cases

In a bowl, beat together the cream cheese with ¼ cup of sugar, 1 egg and ½ teaspoon of vanilla until completely smooth

Put to one side for later

In a saucepan, combine the butter, milk and remaining vanilla stir continually over a medium heat until the butter has melted

Cool the mixture until warm to touch, then beat in the remaining 2 eggs, 1 at a time

In a large bowl, combine the baking powder, flour, salt, and remaining ¾ cup of sugar

Add butter and milk mixture to the flour and baking powder mixture and stir until blended

Add the raspberries and gently fold into the mixture

Divide the mixture equally among each muffin tin/paper case

Spoon approximately 2 teaspoons of cream cheese mixture on top of each of the muffins

Bake for about 20 minutes or until the muffins are springy but firm.



menu and thus the demand of bakery items is seen to be rising. Freshly made muffins have great taste and melt in the mouth. Muffins are finding their place on the breakfast table and their sale is growing..

Plain and chocolate varieties are more in demand than others are. People need to develop their taste for muffins since there is unvarying demand of muffins. Many people like to have muffins with some sweet fillings like chocolate sauce, lemon cream and fruit jam. ■



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Probable Occupational Hazards in Bakery

Baking bread can become a dangerous career. The late and great cookery writer Margaret Costa cautioned that “Beware of making that first loaf.” Bakers have to pay heed to the dangers prevalent in the small and as well as large bakeries, while working in them.

Many bakeries in India, especially bakeries in the huge unorganised segment in the country, are fraught with inherent operational hazards, which can translate into threats to the health and safety of their staff. Many bakeries, which have hot objects like ovens, have latent potential hazards in their environments. Therefore, workers in the bakery should not only ensure that they are aware of the hazards but should also know how to tackle with them safely.

The job in bakery can be creative, enjoyable, rewarding and hazardous. A lot has been written about the other three facets of the bakery operations though the hazardous element in the bakery operations should also get its due industry attention.

In the past, an industrial bakery which was baking cakes in a gas-fired rack oven got its oven door, weighing about 175 pounds, being blown off, causing not insignificant damage around the oven in the process. Several workers suffered minor injuries which included ringing in their ears, but what is of more serious concern is that they could have been seriously injured or even would have to pay with their lives. Then the price of daily bread would have been truly inhuman!

The cause of the explosion was the sucking of the unburned gases into the baking chamber. An investigation revealed



that the draft control had not been set up in a proper manner and neither the oven had undergone sufficient maintenance and servicing. Furthermore, the oven's components which include the burner mountings and heat exchanger, were overheated, cracked, and experienced deterioration.

What is more disturbing is the fact that accidents in bakeries are not aberrations. Therefore safety is an essential part of bakery management. The ideal prayer of the average bakery worker in the unorganised bakery sector in India could be: ‘Give us this day our daily bread and save us from the bakery!’

Too Hot to Handle

However, the potential dangers in bakery operations are not only relevant in the Indian context. Many bakeries have ovens within small spaces, which make them very hot places to work with. This of course, besides causing discomfort to

the workers, is also not good for their well-being and can lead to fainting. The exposure to extreme heat in bakery ovens can affect cardiovascular function causing fainting and other consequences.

As the bakery involves very high temperatures, there are high chances that careless bodily exposure to very hot surfaces without protection may cause burns and scalding of the skin during bakery operations. Bakery workers are subjected to almost daily experience of working with boiling water, hot oil, and hot ingredients, whose accidental spilling on body parts can cause scalding. Careless exposure to

hot trays, grills and ovens or touching their hot surfaces without adequate protection does have potential to cause burn among the bakery workers. It is necessary for the bakery workers to handle hot trays and pots with heat resistant gloves.

Wearing of gloves when carrying trays or protecting themselves with appropriate clothing like long trousers is not only necessary for the hygiene of the bakery but also for the safety of the workers. Also the bakery workers should avoid carrying hot liquids around the work area and should never allow their splashing while pouring them. Some bakeries also have walk-in ovens, which can be hazardous if their door shuts accidentally when the individual worker is inside and if he is not taken out quickly. Walk-in ovens fitted with locks containing a release mechanism inside is the answer to this potential hazard.

The Danger of Fire

Not only the environment in bakeries does

have the possibility of hazard through heat related injuries, but they have potential fire hazards too. Bakeries are likely to have potentially inflammable ingredients and equipments like fat, storage tanks and ovens, which in case of a carelessness inspired fire outbreak can prove to be dangerous. Gas and fire extinguishers and gas detectors are must for a safe bakery environment or rather in-vironment. It is better if they are kept within reach of the workers in bakery, which can save lives in case of emergencies.

In bakeries, the gas and electric heat sources also have a potential fire risk, which can be substantially lowered with careful precautions. Not only the bakery management should know in minute detail the fire evacuation plan but it should be made thoroughly known to the employees too through presentations. The fire escape routes in bakeries should not be impeded by storage and debris.

Cautious With Chemicals

Moreover, chemicals are extensively used for cleaning operations in bakeries and many of their unsafe handling can be very risky. Not only some chemicals used in bakeries can act as skin irritants, but the accidental splashing of a corrosive chemical or their inhalation in enclosed and/or restricted places can also be injurious to eyes and overall health of the workers.

The risk from handling chemicals in bakeries can be significantly prevented by training the bakery staff to their correct usage, labeling them appropriately along with safety data sheet, as well as by segregating and safely storing these chemicals. Wherever necessary, the protective gears like gloves, mask, etc. while handling chemicals must be not only provided but must also be directed to be used by the management for the concerned bakery workers.

Strenuous and Injury-prone

Moreover, bakery operations, besides being comparatively more risk-prone than your average occupation, also involve strenuous work. The handling of bags of flour, mixing bowls, cooking vessels, and food trays on an hourly basis can cause back and muscle injuries. As even today most bakeries require extensive manual handling, the workers are at the risk of injuries through sustained manual handling.

Though not all manual handling are

potentially hazardous, it should be noted that approximately a quarter of all workplace injuries can be attributed to manual handling. The repeated instances of unsafe manual handling may result in a wide variety of injuries like muscle sprains and strains, injuries to nerves, ligaments, and tendons in wrists, and also injuries in arms, shoulders, neck and/or legs, abdominal hernias among others.

The bakery workers must be trained in good lifting techniques, besides in safety precautions. The employing of mechanical aids like trolleys, lifts, etc. when moving heavy objects is also desirable and should be used wherever their operations are practicable, across bakeries.

Accidents through Spillage

One of the potential pitfalls of working in a bakery, especially in a busy bakery, is that of slips and falls. This is a common phenomenon in the bakery operations, because, more often than not, the floors are left wet in many bakeries due to the spillages of not only water but also of dough, batter, and dry ingredients. Bakeries also present themselves with the possibility of uneven or obstructed floor surfaces.

Bakery managers suggest that to avoid these in-vironmental accidents the bakeries should stack materials neatly in order to keep walkways and production areas clear. In case of spillage, the simple step of cleaning the spillage without delay irrespective of how busy the operations are is an effective one. Also placing warning signs when the floors are wet or slippery can be of help to prevent accidents, as are usage of slip resistant floor coverings and shoe soles. Safety experts advice use of a degreasing solution on oil and grease spills. Getting safety training on the use of ladders and stepstools is also necessary for the workers.

The Menace of Flour Dust

However, water, grease and oil are not the only substances that can cause injury to the bakery workers. And besides injuries, unhealthy bakery environment may pose serious health risks as well. Flour dust is no less potentially hazardous as far as their injurious potential is concerned. Sustained exposure to flour dust can emerge as a major potential health problem for the workers engaged in the bakery industry. Its continued exposure can result in asthma, and nose, throat and eye disorders among

people. At the same time, dough handling can lead to dermatitis.

Baker's Asthma

Baker's asthma is a fairly known term, which refers to occupational asthma among bakery workers. Often people suffering from baker's asthma do not realise that their asthma pertains to their work environment. The symptoms of baker's asthma and regular asthma are the same. They may include coughing, wheezing, short of breath feeling, and chest tightness. Either of these or all of these can be the symptoms of baker's asthma. However, in baker's asthma, these symptoms generally worsen during the work day and working week, and decrease on off days or vacations.

Baker's asthma can be caused by flours and grains, additives and enzymes like alpha amylase – which are added to improve the quality of the bread – and allergens like yeast, eggs or egg powder, nuts, moulds, mites, and sesame seeds.

The baker's asthma can be checked in bakeries by adhering to some sensible precautions, which the management of bakeries must pay heed to. First of all it is pragmatic to identify all sources of dust at all stages of the production process in bakeries, and provide adequate ventilation system in bakeries. Minimising storage in production areas, going for enclosed mixing systems are other preventive steps towards emergence of baker's asthma.

The dry brushing of floors should be avoided, and instead vacuum cleaners and wet cleaning methods should be opted for. Provision of appropriate protection like face masks/gloves, and/or suitable respirator wherever necessary could also check this occupational health menace. Careful handling of flour is also a simple and safe method to control baker's asthma. For example, avoid dropping flour from a height as it may lead to generation of dust.

Equipped for Safety

One must realise that there are also other dangers lurking around the corner in the form of bakery equipment such as moving blades, mixing arms, and conveyors on dough brakes, mixers, rollers and dividers. Safety experts advise that you should maintain equipment in good condition, guard against moving and sharp parts and keep equipment clearances to significantly lower the possibility of accidentally bumping into moving parts. ■

Contamination of Eggs in India

Dr. Saurabh Arora



Generally speaking, most poultry farms in India follow poor rearing practices. There is every likelihood that many of them could be using contaminated feeds or using feed ingredients without any knowledge of their nutritive content which can eventually negatively influence the quality of egg production. Unhygienic rearing practices and neglect of quality control measures in poultry farms can easily lead to egg contamination. It is not just the poultry farmers but traders, exporters and even the end consumers in the country are often unaware of the lesser known health risks of egg contamination.

Developed countries take measures to sterilise the egg surface from contamination, especially from *Salmonella Enteritidis*. In India, such measures have widespread absence and thus the risk of egg contamination is high in our country. India has become a leading poultry producer but the potential to make an impact in the global markets with its poultry products is not very bright as the quality of its poultry products in the country often does not meet international standards. Indian eggs are often rejected for export because of the presence of chemical residues on egg shells.

Recently, a number of eggs in the domestic market were collected and tested and were found to contain large amounts

of salmonella, both on the shell and inside the egg. However, fresh eggs collected from farms indicated less salmonella contamination. Since most consumers in India buy eggs from retail outlets, their chances of contacting salmonella infection is far from negligible. Rampant lack of food safety procedures, improper storage facilities and poor transportation are some of the other causes of deterioration in eggs' quality in India.

The FSSAI has proposed standards for fresh eggs in the Food Safety and Standards (Food Products Standards and Food Additives) Amendment Regulations, 2017. The FSSAI has laid down parameters, which state that the eggshells must be free of blood rings, must not be soiled or have faecal matter and they must not be cracked or leaking. FSSAI has laid down the amount of water, protein, fats and carbohydrates that eggs must contain as also the hygienic parameters and hygienic controls, like time and temperature that must be observed during production, processing and handling, which includes sorting, grading, washing, drying, treatment, packing, storage and distribution to the point of consumption.

Furthermore, FSSAI has laid emphasis on the storage conditions like moisture and temperature so as to reduce microbial contamination as microbial pathogens are

a risk to human health.

Having Safe Eggs

A number of surveys have been conducted which suggest that consumers have less awareness of food safety risks of eggs as compared to other food products. Many people will follow the hygienic practices when handling chicken, meat and fish but will overlook the recommended hygienic practices for eggs.

It is not a wrong observation that people in general do not wash their hands after handling eggs or even after breaking raw eggs when cooking. This is probably because of the simplistic perception that eggs are generally safe. They could be safe to intake only if they have been cooked properly, which means that they must be cooked till their yolks and whites develop firmness. Dishes that contain eggs as ingredients must reach an internal temperature of 160 degree Fahrenheit. It is the requisite temperature for destruction of salmonella through cooking.

Besides cooking eggs thoroughly, there are other food safety practices that you need to follow when handling eggs, in order to prevent cross-contamination. Some of which are following:

- Egg handlers must wash their hands with soap after handling raw egg/s and also clean surfaces and utensils with soap which have come in contact with raw egg/s during their handling of egg/s.
- Containers that have been used to process raw eggs must not come in contact with other ready-to-eat food
- Segregate eggs in the grocery bags when shopping and in the refrigerator when storing them
- Temperature of the refrigerator must be maintained at 33 to 40 degree Fahrenheit for storing eggs
- If eggs are left outside after refrigeration then they need to be used within two hours or else they need to be discarded
- Refrigerate eggs only after they have been washed
- It is advisable not to eat raw eggs.

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Passionate and Creative

Chef Pramod Yadav, Chef de Partie, Novotel Pune



Chef Pramod has pursued his Diploma in Hotel Management (cooking) from Victor Institute of Hotel Management & Catering Technology in Kolhapur. He started his career in the hospitality sector with Orchid Hotels in 2012 and went on to work with several renowned brands such as St Larn Hotels, Citrus Hotels and Radisson Blu to name a few. He has been a part of Novotel Pune for almost five years now.

Although he has worked in various departments of the kitchen, his passion and expertise lies in bakery and patisserie. At Novotel Pune he has the responsibility of monitoring baking processes, supporting Bakery sous chef in overall pastry kitchen operation, controlling the quality of ingredients purchased, ensuring safe and appropriate use of equipment, tools and machinery.

Pramod is also in charge of interacting with the department and hotel associates in a positive manner to foster good rapport, promote team spirit and ensure effective communication.

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

What are the current hot trends in Indian Bakery industry?

Guests have now become very health conscious so there is a lot of demand for productions with organic and locally sourced ingredients. Gluten free and vegan options are also very much in demand.

How did you become a Pastry Chef? You were interested or by default?

For as far as I can remember, I have had a huge sweet tooth. As a child I used to love feasting on chocolates and parties and this love soon turned into passion for baking.

What is your working (Cooking) philosophy?

Pour your heart and soul in your recipe.

What are your hot selling bakery items?

Tea cakes, morning pastries such as croissants, Danish pastries, muffins etc. and cookies.

What is the demand these days in Bakery?

Out of the box ideas, focus on fresh, local, seasonal and healthy ingredients.

What about the health quotient?

How do you take care of that aspect?

We use fresh and organic products, skip preservatives and avoid artificial flavours/colours as much as possible.

Your favourite tool?

I don't particularly have a single favourite tool, there are quite a few but yes, in my opinion a bakery oven is the backbone of bakery section.

What are the key areas a bakery chef must be most careful in the kitchen?

Time, Temperature, Texture - If any of above three go wrong the final product will be not good to serve.

What do you like about your job?

Baking is such a therapeutic experience, the aroma and flavours one experiences while baking the products gives me immense pleasure.

What is your strength as a bakery chef?

Creativity and passion for cooking is my strength.

What are you passionate about besides baking?

If I would not be a baker, I would be a good cricketer.

How do you like to de-stress?

I love to listen to music which is soft with good melody.

What are your dreams?

I would love to have my own chain of bakery/ patisserie chain all over India.

What is your Mantra for success?

Always give best with positive attitude.

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

Vanilla pod - Vanilla is a popular ingredient that adds flavor to many desserts.

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

Chef Shabaz Singh has inspired me a lot. His love and passion towards cooking is something I admire a lot.

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

Although I'm a huge foodie I find comfort in a simple meal dal rice, fried papad and pickle.



Love at first taste



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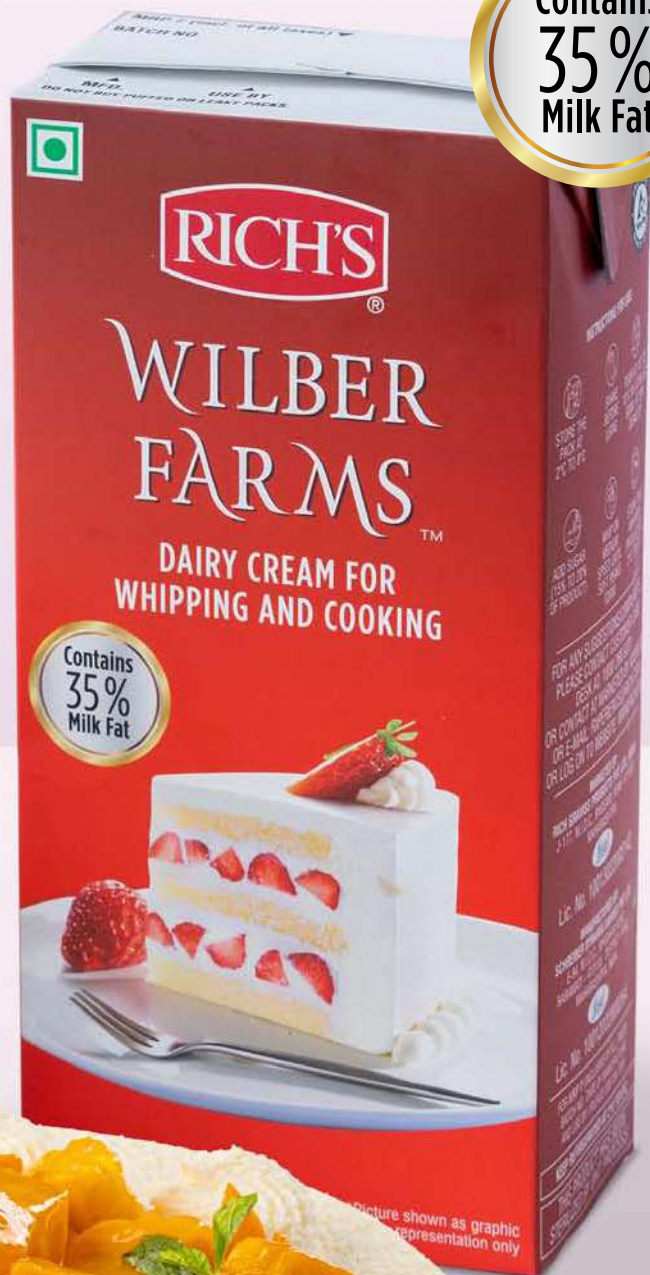
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