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BAKERY REVIEW

Business Magazine for Bakery & Confectionery Professionals



Business
Delightful Dairy Desserts

Feature
Promising Growth

Dairy
Whipping up the Cream

Ingredient
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Operations
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Monsoon, The Season for Te(a)totaler

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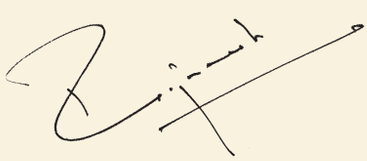
Tea is the second most popular drink in the world and is acknowledged as aromatic and healthy beverage. British gave the momentum to the popularity of this wonderful beverage in our country. The introduction of a fascinating array of teas embodying uncommon flavours, and the introduction of tea bars are both reflections of the growing market of this beverage in the country. In the Cover story we have tried to explore the growing tea market in India, along with the health attributes of tea.

Indian desserts comprise of much more than ice cream, cakes, puddings and custards. India has a large repertoire of sweets made from milk. The delectable desserts, comprising mostly of dairy products, are tempting treats that are irresistible. Business story finds how the demand for these desserts has increased over the years.

Consumption of chocolates is growing at the fast pace in India and major corporate companies are launching new products and brands of chocolates targeting its demand among new generation adults. Feature story throw light on huge potential for the growth of chocolate market in India, in the backdrop of the changing socio-economic scenario of the country.

Whipped cream is used as an integral ingredient in a number of a bakery items. Its main function is to whip up the products and endow them an enticing look. The Dairy section elaborates on the quality and usage of whipping cream. Sugar has been blamed for the many health related problems that affect our lives and lifestyles. Ingredient section discusses the alternative solutions available to tackle this problem in baking sector.

Besides these features, we have covered other topics, news and reports, and together these wealth of information and analysis are directed to give some food for thought to our discerning readers.



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India Bakery Expo (IBE)

September 9-11, 2022 at Chennai Trade Centre, Chennai

The 5th edition of India Bakery Expo (IBE) has been scheduled during September 9-11, 2022 at Chennai Trade Centre. IBE will be purely a B2B Trade Fair.

The show is an opportunity to understand, network, as well as to source and trade the widest selection of quality and cost effective Bakery Ingredients, Equipment, Applications and related products & services.



Baking Products being a traditional activity, occupies an important place in food processing industry. The manufacturers of bakery products in India can be classified into three broad segments - Bread, Biscuits and Cake.

With the changing consumption patterns, Baking has witnessed a wide growth over the past several years. The demand for bakery items is escalating across the globe due to the availability of diversified products such as photo and designer cakes, multi-grain breads, fibre biscuits, eggless cakes, etc.

The Bakery Industry in India is growing at a rapid pace and has the capability to generate immense business. According to market & survey reports the Indian bakery market is expected to grow annually by 8.9%.

Tamil Nadu Bakers Federation (TNBF) India is run by active professionals. TNBF main objective is to promote Baking Industry by sharing technical and Trade knowledge among its members and to Baking industry as whole. The organisation conducts India Bakery Expo every year at Chennai.

Tamil Nadu Bakers Federation (TNBF) works closely with professional bodies, trade associations and government departments ensuring that each and every event is targeted and relevant to the respective industry's needs. With a long-term commitment to the trade fair industry, with experienced exhibition team, which is connected by a strong business network and partnered with experts, help to establish and develop professional trade expositions, that bring real business value to exhibitors and buyers, which enable them to patronize the events year after year.

G. Manivannan, President, G K Porkai Pandian, Chairman, P P Subbramaniam, Secretary TNBF are the integral part of professionals, who talks in length about the importance and highlights benefits to the participants at the India Bakery Expo 22

Over the years India Bakery Expo has brought the booming bakery fraternity and their suppliers together. In IBE 2022, an estimated 15,000+ business professional and 300+ brands and more than 150 exhibitors are expected to come together for three days to share their passion for the business.

There will be a demo area where all experts in the bakery industry will share their expertise. It will be an exclusive networking area for suppliers, manufacturers and distributors, pastry chefs, bakers, restaurateurs, café owners, grocery retailers as well as for hotel professionals and caterers and other groups linked to the market sector in India and Internationally. This unique opportunity will allow them to showcase their new products & innovations, equipment's, services and best business practices and production techniques all under one roof!

The event will be graced by wholesale & commercial bakeries, retail bakeries, patisseries, grocery chains/mass market/supermarket, in-store bakery, E-stores, foodservice establishments like restaurants, cafes, hotels, caterers, specialty bakers, confectioners, food business operators, baking Institutes, consultants, government buyers, regional and international trade missions. More home bakers are becoming commercial bakers now. The Expo will be a huge exposure for the upcoming and growing segment of home bakers.

Leading manufacturers & suppliers will showcase the full range of products and solutions for production equipment, baking supplies, ingredients, packaging materials, refrigeration systems, sanitation equipment, computerized technologies, transportation and distribution equipment. Experience the most efficient and cost effective solution for the Baking needs.

It's all here at the largest, most comprehensive baking industry event in India. Every year, bakery professionals have a powerful opportunity to discover the latest trends and innovations, connect with colleagues and exchange ideas with top baking and business experts.


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AAKAR 2022

August 12-14, 2022, Pragati Maidan, New Delhi



AAKAR 2022 will be held during August 12-14, 2022 in hall 2-3-4-5 at Pragati Maidan, New Delhi. The show is spread across 35,000 sq. mtrs with over 650 exhibitors from pan-India. Aakar 2022 is an umbrella event covering Tent Decor Asia, Catering Asia, Hospitality Asia and Hotelware Asia.

The inception of the event happened with Tent Decor Asia in 2016. With the success of the first event, new verticals were added later, to offer enhanced presence through the participation of allied verticals of foodservice industry. In 2017 Hospitality and Hotelware verticals were added to the portfolio. To further enhance the reach and benefit of the event, Catering Asia was added in 2018, making it a comprehensive exhibition for all the sectors associated with foodservice industry, form Hotels, Restaurants, Catering, Banqueting to other verticals associated with it.

Aakar 2022 is the 8th edition of the show offering a complete package for the industry, providing 360 degree solution on all aspects of industry business needs.

The event is well supported by leading trade associations and institutions like All India Tent Dealers Welfare Organisation (AITDWO), Indian Exhibition Industry Association (IEIA), National Association of Corporate Caterers (NACC), IESA, HPMF and Catering Associations from Jharkhand, Tamil Nadu, Maharashtra, Punjab, West Bengal and UP.

The major sponsors of the events are Dharmesh Textiles Ltd. (Sundaram Carpets), Raj Air Coolers, Shiva Carpets & Matting House, V R Handlooms, Sagar Textiles, Shri Rani Textiles, Decor Prop, Rajdhani Carpets, Chawla Carpet, Tent Mart.

For the first time this year, the show has initiated 'Aakar Excelence Awards', to recognize and celebrate the achievements of event makers and catering companies from across India. Awards will be handed over by renowned Chef Ranveer Brar. The Sponsors for the award function are Anupam Royals, Raj Cooling Systems P Ltd, Laxmi Dyeing & Tent Works.

The organisers have ensured a world class and highly successful event to the industry.






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Explore the World of Food & Drinks in One Place

Seize this opportunity to uncover the latest trends in the global marketplace and discover thousands of new products by over 2,000+ well-known brands as well as novel and budding companies on the show floor. Gain insights from 30+ industry experts on trending topics at a host of free seminars and feature areas. Catch top culinary talents competing in a series of world-class competitions who can offer businesses refreshing ideas and concepts to better entice consumers. With 35,000 international attendees expected, don't miss out on this mega trade event happening from 5 – 8 September 2022 at theSingapore Expo.



Alternative Protein Asia

Satisfying Asia's demand for protein-rich products



Occupying over 1,300sqm of Hall 1 at FHA-Food & Beverage, Alternative Protein Asia is a new feature area for the showcase of tasty new products through culinary demonstrations, innovative start-ups, novel companies that seek to break into the Asian markets. Exhibiting companies include Impossible Foods, Tindle, First Pride, Harvest Gourmet, Oatside, Big Idea Ventures, Finnebrogue, GrowthWell, Shiok Meats and others.

Besides the large exhibition area, Alternative Protein Asia will also feature an exciting four-day conference program highlighting the now and next for the industry with over 30 thought leaders and experts from Good Food Institute (GFI), Nestle, Tyson Foods, Accor, AgFunder VC, Global Data, Aleph Farms, Euromonitor, NTUC Fairprice, SaladStop!, Singapore Management University (SMU), Nanyang Technological University (NTU), Nanyang Polytechnic (NYP), Innovate360, The Trendlines Group, Green Rebel Foods and many more.

The inaugural Big Idea Food Competition (BIFC) organised by Big Idea Ventures will also be hosted at Alternative Protein Asia. The competition will shine a spotlight on the best entrepreneurs in this exciting space in Asia with the winner clinching an investment prize of US$200,000 at the finals.

For more information, please visit: https://bit.ly/FHFB-Web-SP-FBBR

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RSPL Group Launches 'Bakery By Chance"

Baker By Chance

Quality Baked With Passion

RSPL Group enters into bakery segment with the launch of 'Baker By Chance' Gurugram. The brand strives to provide bakery products to cater to the need of the evolving consumers. The USP of Baker By Chance is that it delivers Bakery products made out of fresh, and quality ingredients. Firmly abiding by the philosophy "Baking Quality with Passion" the bakery offers luxurious taste to satiate the carvings with their delectable goodness.

Baker By Chance from the house of RSPL Group is a bakery that has been born out of a sheer passion for baking. Its core values revolve around consumer centricity and Integrity to deliver nothing less than the best to the valued consumers. The company firmly believes that planning and execution play a crucial role in developing the final product. Keeping in line with providing the best quality products, it offers quality- driven authentic family recipes that are unique in flavors and taste. The company has plans to make its presence felt more intensively by coming up with multiple retail outlets in Gurugram .

Speaking on the occasion, Ms. Rajni Gyanchandani, Managing Director, said "We want to cater to the taste buds of customers with our services by adding value to their cravings with our rich and pure products. From ingredients to kitchen operations and guest services, Baker By Chance always ensures that everything is at its best. By maintaining a clean environment for both the consumers and team members, the bakery ensures that only the best authentic recipes are served to the consumers."

Currently being operational from Gurugram, the company takes orders via digital platforms, along with food delivery platforms such as Swiggy and Zomato.

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Slow Burger Opens in Bandra

After launching The Bandstand Pantry, Ranji Trophy Cricketer Sinan Kader is ready to take it slow – when it comes to burgers. Slow Burger Co. offers perfect slowly-grilled, freshly seasoned and thoughtfully dressed premium burger. Located in the Mumbai's most food-forward suburb, Slow Burger Co. is ready to swap frozen for fresh, quick frying for delicate cooking and burgers-in-a-minute service for thoughtfully prepared plates of comfort food. With the best quality home-ground meat, freshly sourced seasonal produce and artisanal sourdough or brioche of the day, the ultimate product is definitely worth the wait.

The menu, just like the cooking process, is worth going over slowly so you can make just the right choice for your mood of the day. Go the classic way with the slow-grilled Louisiana Grilled Chicken Burger with Cajun ground chicken or the punchy Jamaican Jerk Chicken Burger. For comforting Indian flavours, get your hands on Punjab Da Puttar with stone-grilled tandoori chicken or the Lucknow Lamb Galawati made with a melt-in-the-mouth patty paired with mint mayo and cheese. Pescatarians have some options to choose from including a Tandoori Salmon burger made with char grilled salmon & raw mango mayo, Prawn Tempura with kimchi & Fish-o-Fillet while lovers of the OG burger can enjoy options like Serious Steve made with stone-grilled buff minute steak & the



criminally good Fat Tony burger with juicy ground beef and cheddar melt.

Veggie burgers at Slow Burger Co. are treated with as much care as the meat burgers. Enjoy the slow-griddle cooked Tandoori Paneer Burger or dig into layers of flavour with the Zurich Mushroom Burger made with slow-roasted mushroom, sautéed Portobello & cheese fondue melt. Or opt for the Texas Tornado with a spicy kidney beans patty or the slow pan-cooked Bombay Blast with a paneer bhurji patty. If you really want to enjoy the soul of Slow, the signature burgers are a must-try – Norwegian Salmon & Blue Cheese, Surf & Turf with ground chicken & crispy prawns, Nuts on Fire with a delightfully spiced kidney-bean patty & praline crumb and the seasonal Asian Jackfruit Burger with Thai-spice roasted jackfruit, kimchi & wasabi mayo.

While the burgers at Slow are 'bread' to be the main characters, the supporting cast also does exceedingly well. Sweet Potato Thickies, Corn Cheese Balls, Vegan Chicken Nuggets, Salmon Fingers, Crackling Prawns and Messy Nachos (choose from veggie, vegan & buff) bring the crunch factor while the chicken Wings of Fire bring the spice. Beyond burgers, one can also dig into other comfort food options like Baguette Toasties with different toppings (guac + feta, forest mushroom, slow-roasted chicken & pulled buff) and signature House Skillets.

At Slow Burger Co., you can enjoy your very own Archies moment against a hand-painted Flintstones wall. The American diner-style vibe pairs wonderfully with Signature Shakes with flavours like Burnt Marshmallows & Vanilla Bean, Chocolate & Caramelized Banana and Mixed Berries and in-house lemonades. And if you want a 2022-updated beverage, you can opt for Turmeric Lattes and Greek Yogurt Smoothies. If you're ready for some good old classic diner-style fun with impeccably cooked food, are on the lookout for true-to-style American burgers or are just ready to embrace the slow life, this place is quickly going to become a favourite.

Devyani Launches its 1,000th Outlet

Devyani International Limited (DIL), the fastest growing quick-service restaurant (QSR) operator in India, announced the milestone opening of its 1,000th outlet. The company operates restaurants across India, Nigeria and Nepal, and its newest Pizza Hut at Sion, Mumbai, is testament to DIL's commitment to business growth across geographies.

Ravi Jaipuria, Non-Executive Chairman, Devyani International Limited said, "This is an important milestone in our aspiration of building India's largest QSR company. From our first restaurant in 1996, today we are a strong team of 12,000 building brands across cities and countries. We are confident that we are on the path to accelerated growth driven by our flagship brands- KFC, Pizza Hut and Costa Coffee and our own brands Vaango and The Foodstreet. It took us 25 years to get to this



important landmark, and we are on track to add the next 1,000 by 2026. "

The company also hosted 25 specially-abled children supported by Mumbai-based Shrimati Kamla Mehta NGO at the restaurant's opening.

Virag Joshi, CEO, Devyani International Limited said, "DIL has always championed a culture of equity and inclusion, and is committed to providing access to opportunities and skill development to all. Today, we operate 21 all-women restaurants and have 66 specially-abled employees with us."

Devyani International Limited (DIL) is the largest franchisee of Yum Brands in India and are among the largest operators of chain quick-service restaurants (QSR) in India, on a non-exclusive basis, and operates more than 1,000 stores across more than 200 cities in India, Nigeria and Nepal, as of June 30, 2022. In addition, DIL is a franchisee for the Costa Coffee brand and stores in India.



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Speciality Workshop by Euro Foods



As the world is rapidly changing, there has been a paradigm shift when it comes to food preferences and eating habits. Innovations and improvements are a constant in the culinary world. Consumers are now waking up from the pandemic fog and are eager to try something new.

For bakers across the world, this is a chance to go that extra mile and create something spectacular. While the culinary industry tries to ride the wave of customer demand that had crested during the pandemic, new products will have to be a part of this new equation.

Euro Foods has always been at the helm of gastronomic innovations and experiments. They have been at the forefront of this sector by anticipating new trends. Thus they are some of the first ones that offer consumers everything that is needed to be relevant in the baking industry.

Having successfully represented some of the most popular brands like Boiron, Ireks, Giffard and Valrhona in India, Euro Foods now bring SOSA, one of the leading manufacturers of high-quality ingredients for gastronomy, pastries and ice-creams. SOSA product catalogue exceeds 3,000 references, including texturing, lyophilizers, concentrated pastes and nuts. Molecular gastronomy and bakery are now reaching new heights in India, all thanks to the availability of world-class ingredients right at the doorstep.

A group of enthusiastic Pastry Chefs from across the country gathered together for an interactive workshop organised by Euro Foods. The workshop was conducted by renowned Chef Javier Guillén. A very well-known name in the culinary world, the Spanish Chef Javier Guillén is a pastry globetrotter. He started his career as a Pastry Chef, studying at the School of Hotel Management and Tourism in Madrid. He is known for his remarkable pastry techniques and attention to detail. Like most proficient chefs, he has an innate sense of texture and flavours. His creations are masterpieces where taste, flavour and texture amalgamate with surprising simplicity. His work has an elegance that cannot be described in mere words.

The two-day intensive workshop was facilitated by Chef Sanmeet and Chef Pankaj from Euro Foods at the Indian School of Hospitality, Gurugram. Chef Javier used some iconic products by Valrhona and Sosa to create awesome desserts that left everyone spellbound. The objective of the workshop was to showcase the emerging baking trends in terms of new products and techniques. Both Valrhona and Sosa have been instrumental in influencing baking trends with their ever-evolving product line. These creative chefs hung on to every word of Chef Javier and got hands-on experience in creating those remarkable delicacies.



For any baker, understanding the depth of flavours and complexity of textures is very crucial. Chef Javier showcased some desserts that used unusual flavour combinations and tastes. His original recipe Campera consisted of a Streusal base that



was created with the Natural bee wax concept by Sosa and pure macadamia nut paste. With a soft orange cream, light Abinao mousse and chocolate glaze, it was a beautiful rendition of Abinao's dark couverture and various other micro gastronomy concepts.

Apart from this masterpiece, he showcased a variety of other gourmet delights like Manica (dulcey vanilla cream with mango and apricot confit, along with apricot and yoghurt mousse), raspberry tart, no sugar petit gateaux etc. His menu selection was in line with the modern concepts of low sugar, low fat, more flavour and a wonderful combination of textures.

The participants represented some of the most well-known names in the hospitality industry like The Leela, The Oberoi Gurgaon, The Oberoi Amarvilas, Le Meridian, JW Marriot, Olive Bar & Kitchen etc. They not only got a chance to learn about an exclusive range of products but also their applications that would woo dessert lovers across the country. The workshop culminated at a sweet note where the participants showcased the finished products with an elan."

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All good chefs know that Bakery is special; that the Bread must be baked light and crispy while the toppings are roasted to give full color and flavor. One of the secrets is to have a traditional hearthstone, but we take it one step further. Our stones are made of a special, natural clay that is textured finely and fired carefully to give optimum strength and porosity.

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Monsoon, The Season for Te(a)totaler

Step aside, Coffee and Coca Cola, Tea is the most popular beverage in the world. With the rains lashing down on despondent people travelling to their offices, a refreshing cup of tea is ideal for overcoming cold and tiredness. Tea, today, is not just black or green but is available in various forms which help you maintain your health. Ashok Malkani examines the beneficial effects of different varieties of this nectar and how each variety can be prepared to give you an enhanced exquisite experience.



Water is essential for life. One could say: so is tea! This statement can be substantiated by the fact that tea, one of the world's oldest beverages is the most consumed drink in the world, after water. The origins of tea have been traced back to China. It was mostly used for medicinal purposes until the 17th century when tea made its way to the United Kingdom. Today, tea is one of the most favoured drinks in almost all seasons, particularly in the rainy season.

No wonder William Ewart Gladstone has said:

"If you are cold, tea will warm you;
If you are too heated, it will cool you;
If you are depressed, it will cheer you;
If you are excited, it will calm you."

There is no better way to start your day than with the pleasant taste and aroma of tea. Tea is indeed the most cherished drink, particularly during the rainy season when you are feeling morose.

Priyanka Manwani, nutrition consultant, attributes the desire for people to have tea in the rainy weather because, "when there is a transition in weather, the body naturally demands food apt for the weather. Due to moistness and coldness in plants and land in the rainy season, our body also gets moist and cold.

To answer why people prefer hot tea in the rainy season, let's turn to our ancient wisdom Ayurveda. There are three types of doshas in body – vata, pitta and kapha. And out of these, vata dosha (dryness and coldness) is dominant in the monsoon. This means, one should consume foods which pacify vata. Drinking warm or hot beverages pacifies the vata dosha. Hot tea gives body warmth and comfort it needs in this weather while also balancing the imbalance in doshas."

Shriya Naheta Wadhwa, Health Coach and Founder Zama Organics, avers, "Tea is popular among the majority of Indians; especially during the monsoon season. Tea is considered sacred in many households, and it is carefully prepared and enjoyed by all members of the family. Some people find that drinking tea calms their minds.

Soumitra Pahari, General Manager, Hotel Mercure, Hyderabad, declares, "Tea has been adapted by us over time and has been there for the past several decades. If we dig deep into the roots of tea and talk about it, we learn that tea was introduced to us by a Chinese Emperor Shen Nung in 2737 BC.

It is quite an interesting story we can talk about: how tea was introduced to the emperor. One fine day The Chinese emperor Shen Nung was having warm water and all of sudden the wind blew and there were leaves in his warm water and that was the time when the emperor discovered Tea in China.

There is a place in China named as Yunnan Province which is known as "The Birthplace of Tea". The Dutch were the ones mainly responsible for trading tea to European countries and it was believed tea was brought to India by the silk caravans that travelled from China to Europe. If we go back to the Chinese emperor he started with new innovations of tea for making it better. He also underlined the benefits of having tea."



Benefits of Tea

People all over the globe, for thousands of centuries, have been drinking tea and they have a good reason for it. Numerous studies show that different types of tea are beneficial for your health.

Shriya states, "Drinking Tea can be healthy - a number of teas have been proven in studies to enhance your immune system and reduce inflammation. The different types of teas commonly available are black, white, and green tea varieties".

She, however cautions, "Teas have healing and therapeutic properties but also contain caffeine, so it is better to have them before 4 pm and only stick to herbal teas like chamomile and fresh mint for later in the evening."

Priyanka asserts, "Drinking tea is healthy. In fact, in all civilizations, tea has been an integral part of lifestyle. Monsoon is a season wherein we catch infections, our immune system is weak, and our digestive system is affected due to dosha imbalance. Our body demands care and vigilance in the monsoon owing to lack of resilience and sluggishness in digestive strength too. Hot teas aid in balancing dosha imbalances in this season and the spices added in tea fight the common infections and boosts


Shriya Naheta Wadhwa


Soumitra Pahari


Priyanka Manwani

immunity."

She continues, "For centuries, people traditionally prepared tea infusions using household ingredients to cure the common cold/infection at home. Our Indian spices are so powerful that if one knows how to use them, you can cure general ailments in your kitchen. Few such home brewed teas are:

• Black cardamom tea- which soothes stomach infections due to infected food;

• Ginger and clove tea for strengthening immunity;

• Green tea with cinnamon and a dash of lemon to boost metabolism during this lazy season;

• Tulsi tea for keeping infections at bay,

• Lemongrass tea to cure general bloating, and the list goes on."

Soumitra declares, "Tea has a lot of benefits which has been discovered by the latest study. It has not only been beneficial for stress relief but on other aspects as well. There are a variety of teas with different kinds of benefits. If we talk about white tea, it has the elements to keep your skin healthy and young. A UK study looking at the health properties after plant extraction found white tea blitzed all others in preventing enzymes from breaking down elastin and collagen in our skin, which can lead to sagging and wrinkles. Green tea has been known as the healthiest tea among all and one of the least processed true teas as it does not go through oxidation."

Speaking about the history of tea he said, "China was the sole producer of tea who used to produce Camellia sinensisvar sinensis which was only in China. Later India started its production as British wanted to compete with China. Meanwhile when India had its own production it was different from which the China used to produce and it was named as Camelia sinensisvar Assamica. Presently we have different varieties of tea which has been discovered after the increase in affection for tea arose in the people. Tea has been proven to be beneficial for hair, as having black tea, which contains tannic acid, helped to darken hair over time. The best time to drink any digestive tea is after 1-2 hours of meal as tea is really good for improving metabolism, if someone needs a really good sleep he can have tea at night before bedtime."

Various Types of Teas

When one mentions tea, normally one is speaking of black tea or, at the most, green tea. But there are various types of teas – all having different healing capacities.

Soumitra describes 2 types of teas and their uses:

Chamomile Tea - the Greek name for this splendid tea literally meant 'Earth Apple'. It was also called this because the flower of chamomile releases a fragrant which has apple like scent. There's a gentle note of apple and mellow honey like sweetness aroma in this tea. If you want to blend it with flavours then it can really go well with Citrus, Mint and Mango making it smoothening at the same time refreshing.

If you ask what is the best time of the day it is beneficial to consume then definitely it would be at night before sleep as this plant extracts apigenin that induces sleepiness. It is also good for diabetics as it is also good for digestion after lunch or dinner. As we know this is a monsoon season, Chamomile is like a medic for people who are suffering from cold or have any infection due to the weather as it has anti- inflammatory and anti- microbial bodies which is a really good remedy for infections happening during rainy season.

Peppermint Tea - Pepper is something which we, being Indians, use as a spice to enhance the taste of any dish or we use it as a home remedy to cure ourselves against cold. But we forget that pepper does not only helps to get relief from cold but it is also good for stomach pain and abdominal gas as well, as it has antispasmodic quality to improve metabolism. In rainy season many of us have the tendency to fall sick because of change in weather or sometimes because we get wet. Peppermint Tea has all ingredients for the cure."

Shriya states, "Black, white, and green tea varieties are the most common teas."

Priyanka explains, "Consumers are now experimenting with various teas. Some of the hot teas picked are flower-based tea infusions or tisanes like chamomile, red raspberry leaf, butterfly pea, hibiscus, lavender, red clover tea. Flower-based infusions are now used in mocktails and cocktails for their natural colour and of course for their benefits too.

"There are certain root-based tisanes like dandelion, liquorice, ginseng teas and then the more widely used multiple varieties of green tea, white tea, oolong teas, black tea."

Elaborating on the flower based, and root based teas she categorizes them thus:

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Flower based teas:

Chamomile Tea: Widely known for its relaxing properties, this tea is prescribed to people with distorted sleep. It might induce sound sleep when consumed at bedtime. Besides, chamomile can be good for diabetics too.

Red Raspberry Leaf Tea: This leaf is also called woman's herb. This tea alleviates the premenstrual symptoms like nausea, cramps etc. Besides, it's recommended for pregnant mothers to calm the morning sickness and vomiting in the first trimester, and helps with other negative symptoms in the second and third trimester as well.

Butterfly Pea Tea: It has a striking vibrant blue hue. Used in cosmetics, it can vitalise skin and also some studies have shown that its consumption may aid weight loss. This flower tea is used increasingly in bars these days, because of its vivid blue colour.

Hibiscus Tea: This flower tea gives a beautiful deep red colour and the flavour is little tart. Used across the globe, hibiscus tea may help blood pressure patients, relieve sore throat and may fight infections. Not recommended to pregnant women.

Red Clover Tea: This pink flower tea has been used historically for asthma, menopausal symptoms, for better bone health. But, still there is a lack of studies on red clover.

Lavender Tea: The purple lavender flower tea is known for its soothing aroma and the calming effect. It surely helps unwind after a stressful day.

The root based teas:

Dandelion Root Tea: This tea is known to reduce water retention, aids digestion and is great for liver health. It is also known to eliminate excess hormones from the female body.

Liquorice Root: Used since ages, this herb is widely used as a blend in many green teas. It is known to treat stomach disorders, respiratory problems, and bacterial infections.

Ginseng Root Tea: One of the most exotic teas, this one is known for relaxing nerves and helps lower cholesterol levels."

Techniques for Preparation

With such a wide variety of teas one is perplexed at how one prepares them.

Soumitra is of the view that it is quite simple. He says, "A tea needs to be brewed and the rest of the work is done by the tea itself."

Shriya states, "When you are making your regular masala chai, add in some dried lemongrass leaves to give it that extra warming flavour. When you are brewing herbal teas, the water should not be at boiling temperature otherwise you will end up burning the leaves making the tea taste bitter."



Priyanka declares, "There are different ways to prepare different types of teas. If you refer to Ayurveda for milk teas, its method of preparing milk based teas is quite different from what people follow usually.

"For milk based black tea: first boil the black tea in water and then add on any spices you like- ginger, tulsi, cardomam etc. After the water comes to boil, switch off the stove. After two minutes, add a little milk and switch on the stove. Again after this comes to boil, switch off the stove. Finally , add sweetener of choice and strain it. This method will specially help people who have acidity from tea.

"For infusions: When the water is boiled in a pan, switch off the stove and add the whole dried flowers/root tea and cover this with a lid to let the flavour and aroma steep in. After a few minutes you can strain this in a cup

"Usually infusions have earthy or tart taste to them, so some organic honey or a dash of lemon is added to infusions to ramp up the flavour."

Teas for Rainy Season

As the rains lash down, wrapped up in the blanket you wonder which is the ideal tea for this season.

Priyanka disclosed, "Hands down to the most popular Indian beverage – that is our very own Masala Chai or Chai Latte/ Spiced Tea as the West calls it! There is a strong reason why masala chai is widely used. In monsoon, our body is susceptible and we definitely want inclusion of spices to fight any inflammation. Masala Chai is a blend of powerful spices/masala like ginger, tulsi, cinnamon, peppercorns, fennel, saffron etc. The spices are customised as per the region you live in."

She adds, "Some of the other teas that could be prepared, for monsoon season by using common ingredients are:

Spiced black tea with oil: This is good for people who have stomach disorders, are lactose intolerant and feel certain dryness in the body owing to cold weather. You add a few drops of ghee or coconut oil to the boiled black tea with spices of choice (ginger, tulsi, clove etc). Adding ghee/coconut oil will give a little sweet taste to tea. The advantage is that it will

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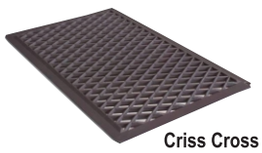

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help balance the doshas and won't cause discomfort due to lactose or sweeteners in black tea.

Green tea with cinnamon, lemon: Once the water boils with cinnamon powder or whole cinnamon stick, put in the whole green tea leaves , switch off the stove and cover with a lid. Once you strain it in a cup, add a few drops of lemon. The advantage is: It boosts metabolism in this lazy season to keep you active and improves the digestion. Immunity tea: After boiling spices like ginger, turmeric, lemongrass, clove and black pepper, you introduce green tea leaves, cover the pan with a lid for a while then strain it. The advantage is: it improves your immunity and helps you fight common cold.

Stomach relief tea: Boil mint leaves, fennel, liquorice root in water and then add green tea leaves. cover the lid, then strain the concoction. This tea will help you soothe your stomach and speed up digestion."

Shriya, however, is of the opinion that Chamomile Tea or fresh mint tea would be ideal for rainy season.

Soumitra says, "During the monsoon, Ginger Tea would be a preferable one as it has all the benefits which can fight with the impacts of monsoon.

"We are well versed with the fact that ginger is really good for our health and it also enhances flavour of any dish. But apart from this ginger has its own benefits as it solves stomach problems, improves blood circulation, ensures proper digestion and clears throats & allergies. It is thus a perfect partner for rainy season."

So tea is not only good for rainy season but it is good, on the whole, for your health. Raise the cup and say "cheers"! ■

The History Behind White Tea

By Ekta Jain, Chief Marketing Officer, Octavius Tea



In India, tea is not just a drink but a part of our soul; it is woven deep inside our cultural identity and knows no barriers, geographical or otherwise. We are a nation full of die hard tea fans, and if you are a member of this elite club, there is no way you haven't chanced upon the ethereal and eponymous "White Tea".

To understand the magic of this exquisite version of tea, we need to know the fascinating story behind it. Emerging from the mystical lands of Ancient China, it is rumored White Tea was discovered by accident, when a tea leaf flew into boiling water. It is also believed that the beverage was served as a customary offering to pay tribute to the imperial ruler. From there on, this delicious drink transcended from generation to generation before being commercially adopted in the modern age.

What makes White Tea unique is its raw and original essence, with many connoisseurs considering this to be the most natural state of tea. Tender and sublime, it offers a sugary tinge with a mild profile. Produced through minimal processing and limited oxidation, White Tea is usually segmented under the super premium and high grade category. Its making is a surreally spellbinding experience where nascent tea buds, harvested a day in advance, are allowed to open up and dried beneath the bright yellow sun.

White Tea has a generous set of health benefits that merit all of us to partake in its holistic healing power. Some of the healthy attributes are:

Immunity Booster

If legend is to go by, White Tea was used to strengthen the body's core against a variety of illnesses. Even today, it is considered to be quite a powerful immunity enhancer that can protect us against those pesky colds and annoying chest infections.

Antioxidants

Antioxidants can aid in reducing the damage done to the body by oxidation. They are also known to be great memory enhancers that improve our mental focus too. Last but not least, they are known to be our metabolism's best friend.

Digestion

If stomach troubles are your pet peeve, White Tea has got your back, or should we say gut. It can help our body fight unwanted bacteria that causes harm to our tummy in more ways than one.

Weight Loss

If you want to shed those kilos but suffer from an intolerable sweet tooth, White Tea is what you need to get your fitness journey going. Not only is it an extremely low calorie beverage, it can also help in reducing our midnight sweet cravings.

All in all, for enthusiasts who would like to explore a rarer kind of tea, White Tea could be a great choice to indulge in ravishing luxury that fills our body with healthy goodness.

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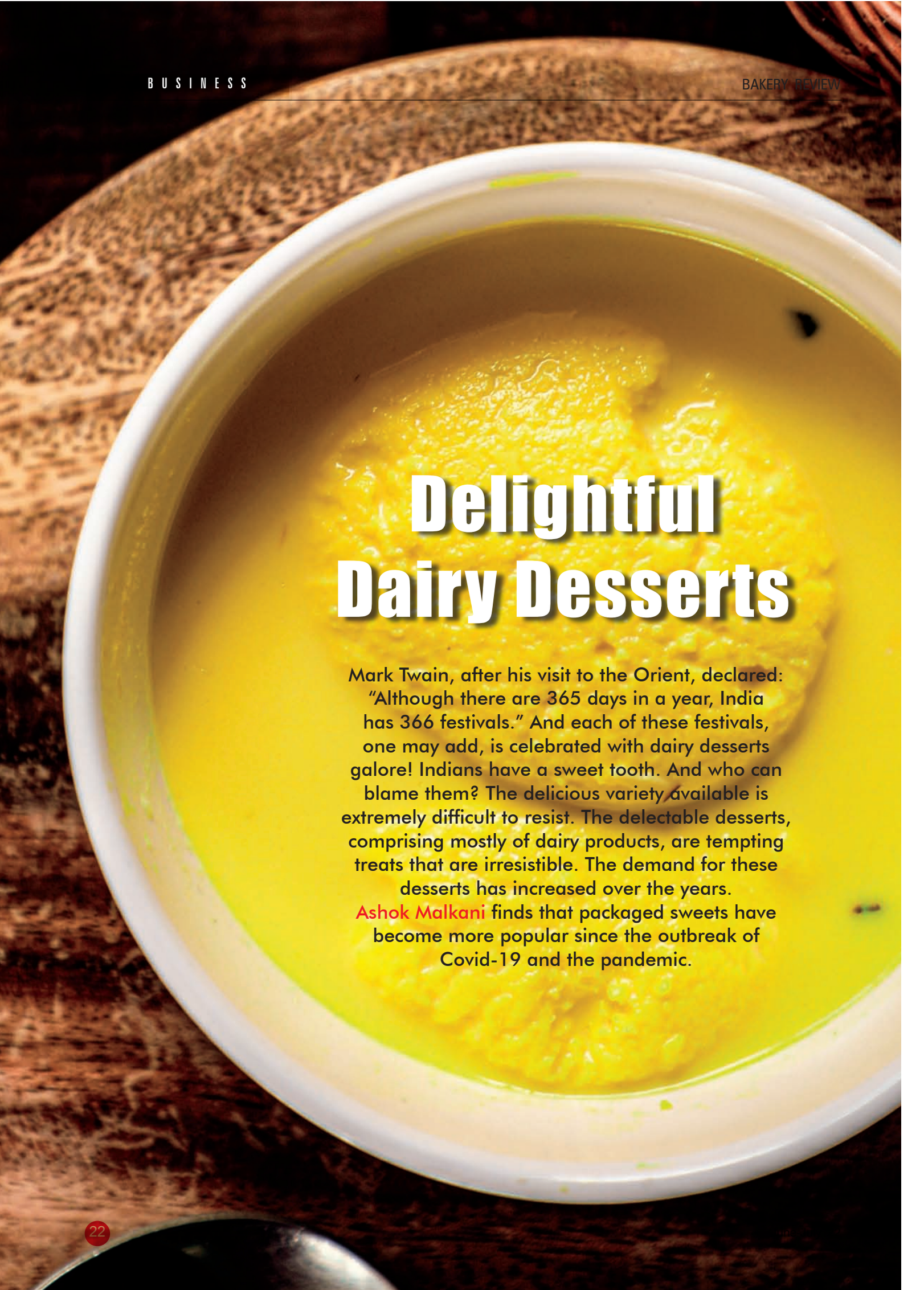
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Delightful Dairy Desserts

Mark Twain, after his visit to the Orient, declared: "Although there are 365 days in a year, India has 366 festivals." And each of these festivals, one may add, is celebrated with dairy desserts galore! Indians have a sweet tooth. And who can blame them? The delicious variety available is extremely difficult to resist. The delectable desserts, comprising mostly of dairy products, are tempting treats that are irresistible. The demand for these desserts has increased over the years.

Ashok Malkani finds that packaged sweets have become more popular since the outbreak of Covid-19 and the pandemic.

I scream, you scream, we all scream for ice cream. Yes, ice cream is one of the most loved dairy desserts, irrespective of age and season. In fact, thanks to U.S. president, Ronald Reagan, every third Sunday in July is celebrated as National Ice Cream Day. This was mainly because he wanted to commemorate the treat enjoyed by over 90 per cent of the U.S. population. This, in 1984, he decreed a day for ice cream.

But this frozen dessert is not just a favourite of Americans. It is equally cherished in India. As per a market survey conducted by IMARC group titled "Ice Cream Market in India: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027," ice cream market in India reached a value of Rs. 165.2 Billion in 2021 and would reach Rs. 436.2 Billion by 2027, growing at a CAGR of 17.69% during 2022-2027.

Ice cream market has been going through evolution wherein it has grown in shape as well as form. What was formerly perceived, by the customers, as an indulgence is now perceived as a snacking option. Today, besides companies like Amul, Mother Dairy, Kwality, Vadilal, and Ceam Bell there are several regional players.

So what is the history of this cherished dessert? There is no known inventor for this delectable dessert. However, ice cream history can be said to be as rich as gelato. It is believed that ice cream, like food, was first consumed in China sometime between 618-97 AD. It was made from buffalo milk, flour, and camphor. About a thousand years later, Marco Polo, who had returned to Italy from the Far East, had brought a recipe for sherbet, which ultimately, according to historians, evolved into ice cream sometime in the 16th century.

England is believed to have discovered ice cream at about the same time as Italians. "Cream Ice," as it was called, appeared regularly at the table of Charles I during the 17th century. France was introduced to similar frozen desserts in 1553 by the Italian Catherine de Medici when she became the wife of Henry II of France. It wasn't until 1660 that ice cream was made available to the general public.

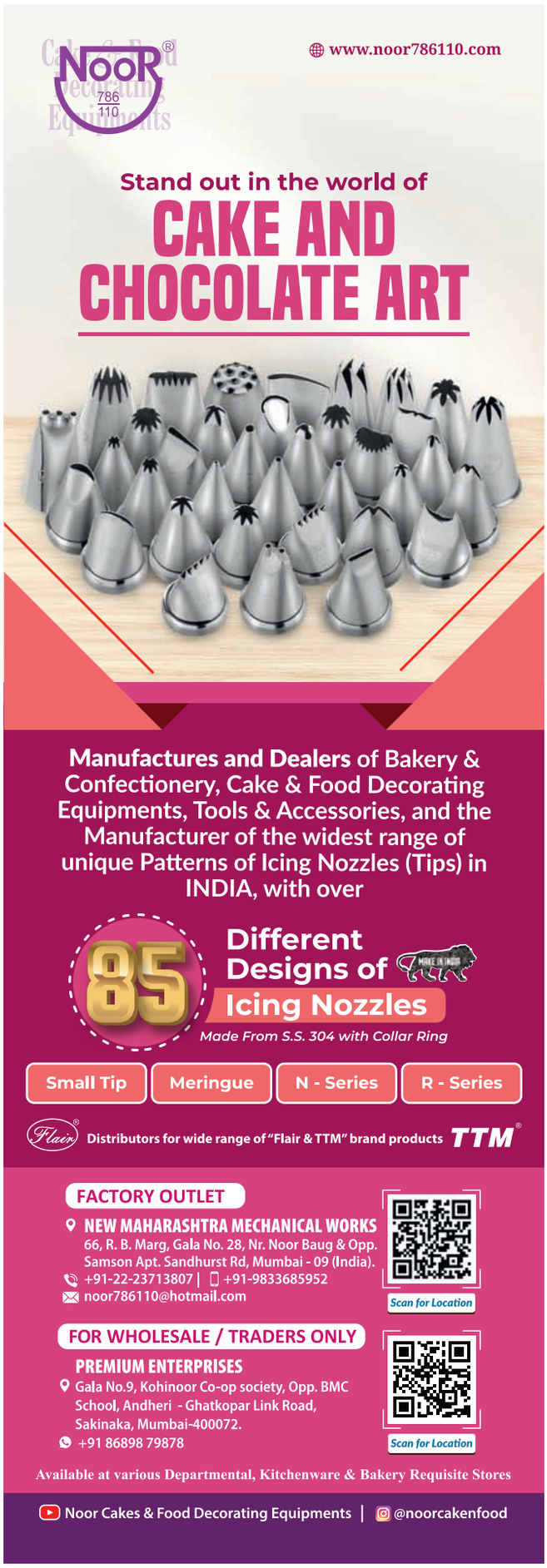
Kulfi, considered as the traditional ice cream of India, originated here in the 16th century at the time of the Mughal empire.

Frozen Desserts

The Indian ice-cream industry is one of the fastest growing segments of the dairy in food processing industry. India has a low per capita ice cream consumption at 400 ml as compared with per capita consumption of 22000 ml in US and 3000 ml in China. With the improving cold chain infrastructure in the country coupled with increasing disposable income and the changing lifestyle, the sector has great potential for growth.

New flavours have become common. Vadilal, with over 150 flavours, is believed to have the largest range of ice creams in the country. The Gujarat –based brand Havmore boasts of having different types of flavours like caramel biscotti, fresh mango, pink currant, pistoria, Tiranga ice candy and paan. Kolkatta-based Fresh & Naturelle has come up with Japanese green tea and Kolkata meetha paan flavours. Natural Ice-Cream boasts of flavours like custard apple and festival-oriented Makar Sankranthi Special (containing sesame seeds and peanuts). New innovation of most of the ice cream manufacturers is introduction of sugar-free, diet friendly ice creams with low fat.

Ice cream is one of the frozen desserts. Frozen yogurt is







stepping up as a category within frozen dairy desserts. You also have Gelato (an Italian style ice cream), and sherbet as a few more frozen dairy desserts.

India's frozen dessert market, according to TechSci Research, is expected to grow at a CAGR of over 19% between 2013-2023, on the back of rising GDP per capita and growing demand from expanding middle class population. Moreover, rising adoption of refrigeration facilities in small retail shops & rural households coupled with growing organized retail and e-commerce industry is further anticipated to positively influence the frozen dessert market in India.

But ice cream is just one of the dairy desserts which is loved by Indians who attach importance to milk and milk products. Milk is an important part of every Indian's daily diet because of its strong nutritional profile. Thus, every year we celebrate World Milk Day on June 1. This day was established by the United Nations' Food and Agricultural Organization in 2001 to promote milk and milk products.

Range of Indian Dairy Desserts

The Indians not only believe in drinking milk to stay healthy but have concocted several milk-based desserts. Khoya is a key ingredient, concentrated milk fat, used in many milk desserts like, Burfi, Peda, Modak, Pakeezah, and Kalakand. To name a few more milk desserts:

Kheer: Made with rice, milk and dry fruits, this delicious pudding serves as a perfect dessert option after meal.

Rabri: This delicious milk-based creamy dessert, can be easily made at home with just a few ingredients.

Almond Milk Thandai: This spiced, flavoured milk drink cools you down and serves as a perfect summer drink.

Milk Cake: The traditional Indian milk fudge is made of milk, sugar, ghee and an acidic agent such as lemon juice. After simmering the milk on low heat, till it is reduced to ⅓ of its original volume, the acidic agent is added to curdle the milk and create a grainy texture

Rasmali: It comprises of freshly made chenna balls soaked in flavoured milk.

Rasgoola: These are soft spongy cottage cheese balls soaked in chilled sugar syrup.

Gulab Jamun: These are dumplings made from thickened milk soaked in rose flavoured sugar syrup.

Shahi Falooda: The chilled drink dessert is believed to have originated in Mumbai. It is a drink for all seasons.

Dairy Desserts Market

Dairy is one of the fastest growing industries in the world. New technologies are being developed by bakery industry to enhance the flavour of its products and they are dependent on dairy products like cream and milk. Hence, with the developments in dairy industry, the global dairy desserts market is also expected to grow substantially.

New technologies and development in production an innovation for new products have helped in boosting the production of global dairy desserts market.

According to Data Bridge Market Research Report, the dairy desserts market is expected to grow at the rate of 4.27 percent, during the period 2022-2029. The report states that increase in health consciousness across the globe is one of the major factors driving the growth of dairy desserts market.

The rise in constant innovation in the addition of new flavours in dairy desserts, and high demand for ice-creams and sweet dishes would be responsible for accelerating the market growth. Rapid urbanization, change of lifestyle, surge in disposable income and growth in awareness regarding health benefits, according to the report, extends profitable opportunities to the market players in the forecast period of 2022 to 2029.

According to Globe Newswire's analysis on Global Dairy Desserts Market 2022-2026, the dairy desserts market is poised to grow by $ 977. 41 million, during 2022-2026. Market Research Future predicts that the dairy dessert market would register a CAGR of 4.30% during the period 2022-2030 to reach $ 1.7 billion by the end of 2030

According to a new report by EMR, the Indian dairy market is expected to grow at a CAGR of around 15.4% in the forecast period of 2022-2027.

Innovations

Indian sweets, through the last millennia, have gone through waves of innovation – in both product formulations as well as processing. Master confectioners have given the traditional ethnic sweet making a new twist by integrating it with modern culinary technology.

Over the last two decades, scientists at R&D centers have adopted unthinkable methods to prepare traditional sweets. They have used quark separators and scraped-surface heat exchangers to pasteurize and process shrikhand (a fermented dairy dessert). Meatball-portioning machines and industrial fryers have been used to make gulab jamuns, (balls of fried wheat flour and milk powder).

But while adopting new techniques Indian sweets have continued to avoid stabilizers, emulsifiers, chemical preservatives and the

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like. Even the acidulant used for coagulating milk for paneer and chhana-making is usually the whey recovered from the earlier batch.

Presently, the annual production of traditional sweets in India is estimated at three million tons, valued at $10 billion. They are classified into the following five categories: desiccated milk-based products, heat/acid coagulated products, cultured/ fermented products, fat-rich products and cereal-based puddings/desserts

Indian Sweets

People's awareness for nourishing food has increased due to the pandemic. Due to this Indian sweets have undergone a metamorphosis and the dessert category is responding to demand for healthier choices.

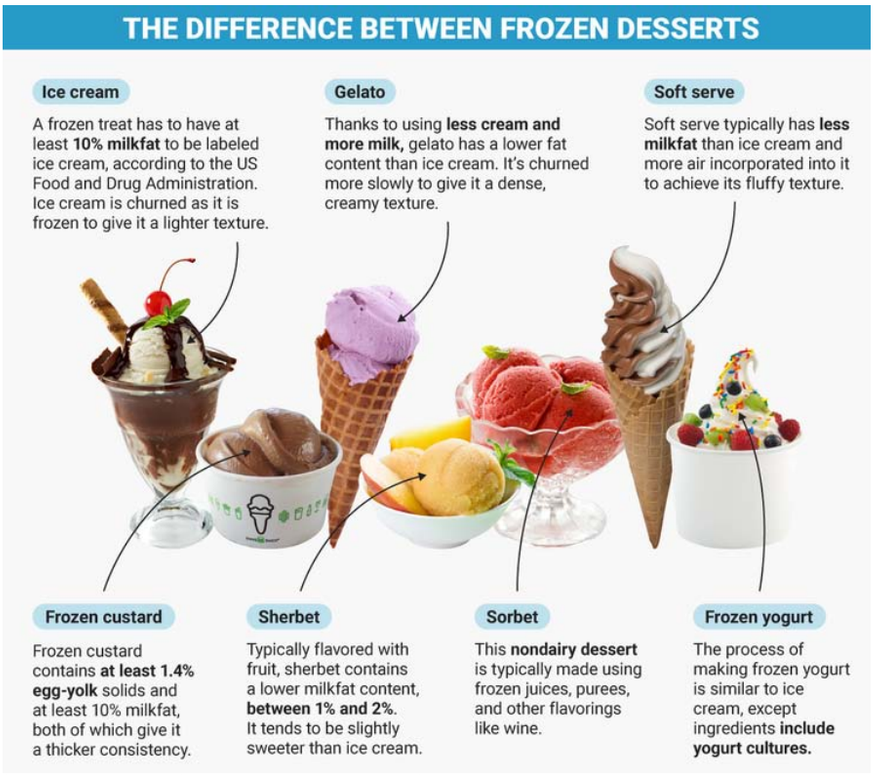
Several chefs and nutritionists have expressed their views on this aspect. Salaluddin Ahmed, chef with Namaste Dwaar, Mansurpur, Muzaffarnagar in Uttar Pradesh avers that healthy food, particularly healthy sweets have become a top priority. Anand Panwar, Executive Pastry Chef, Roseate Hotels and Resorts is of a similar opinion. He states that this trend of healthy food has induced his hotel to introduce several gluten free and sugar free sweets. Gita Ramesh, MD of Kairali Ayurvedi Group suggests jaggery as an alternative sweetener. According to her, palm sugar, which has less glucose content, could also be used.

Packaged sweets have become the order of the day. The Indian packaged sweets market, according to IMARC, was valued at Rs 4,368 Crore in 2021 and is expected to reach Rs. 12,763 Crore by 2027, exhibiting a CAGR of 19.40% during 2022-2027. IMARC states "Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic."

The country is witnessing an expanding packaged sweets market mainly due to the increasing consumer consciousness towards food hygiene and cleanliness. Furthermore, the rising working women population and their hectic work schedules have led to the shifting preferences from traditional or home-cooked sweets towards packaged, ready-to-serve variants.

Apart from this, the prevalent trend of gifting sweets as a part of Indian culture during several social and cultural gatherings, such as weddings, festivals, celebrations, etc., is acting as a significant growth-inducing factor

Due to the pandemic scare, the introduction of numerous stringent norms for food labeling and maintaining product safety during preparation and packaging of sweets, is also propelling the market growth.



Sources: Bon Apetit, U.S. Food & Drug Administration, Saveur, Serious Eats, Thrilist

Dairy Industry in Sweets Market

Traditional milk products, according to Technology of Indian Milk Products, are not only the largest selling items but also most profitable segments of the domestic dairy industry and forms 50% of milk produced and 95% of all milk products consumed in India.

The dairy industry started exploring new mithai, avenues to attract more people when Cadbury Dairy Milk started the "*kuch mitha ho jaye*" campaign. Nestle was among the first MNCs to tap this category with a product called Mithai Magic about a decade back.

Now packaged mithai is becoming popular with the dairy industry .The trend for packaged mithai is said to have received a boost in the wake of COVID-19 pandemic.

Dairy brands like Amul and Mother Dairy have been expanding in the Indian sweets market which is valued at between Rs. 60,000-65,000 crore. Amul has introduced over 13 products in the category since the onset of the pandemic and has also expanded its retail presence. Mother Dairy, which only had milk cake in its sweets portfolio, launched four more products – orange mawa barfi, frozen rasmalai, gulab jamun and rasgulla, before Diwali 2020. In January, the next year, the company added Mathura peda and mewa atta ladoo to their range.

In India, the packaged sweets market has largely remained in the unorganized sector. The larger demand for it induced due to the Covid-19 pandemic have encouraged more companies to venture into this field. It may be mentioned that Mother Dairy which used to sell about 3,000 kg of its milk cake per month before the pandemic has been able to sell more than 4-5 times the figure per year, after the pandemic.

The pandemic has also presented an opportunity for these brands to expand their presence in untapped segments. Amul has now introduced its sweets in over 300 modern trade (MT) stores. Its traditional sweets are now available in 35,000 retail outlets.

Mother Dairy is expecting to earn Rs. 100 crore from the sweets segment in the next three years.

The dairy sector, on the whole, is planning to increase its presence in the desserts segment.

Yes, the Indian dairy desserts market is growing rapidly and there is a bright opportunity for new entrepreneurs to venture into this arena and succeed! ■

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Promising Growth

Mention chocolates and everyone, irrespective of their age, can start drooling. Many chocolate and other confectionery makers say that adult consumption of chocolates and candies is growing at the fastest pace in India, major corporate companies are launching new products and brands of chocolates which target the grown-ups.

Chocolates could be blissful. They help make life seem less stressful, and could make your depressed mood cheerful. They could also be sinfully sensuous and ever so differently delicious. They can be plain or filled with dry fruits and nuts, whose taste may lead you to go nutty. They can come in plain shapes and sizes, or in exotic customised designs. But above all, chocolates, if made with the right concoction of creativity and dexterity, could easily be among the few things on heaven and earth worth living for.

Chocolate also comes with its own set of health benefits. It is a rich source of fibre, antioxidants, minerals, theobromine, flavanols, caffeine and many other beneficial ingredients. It is beneficial for heart, brain and more. It helps in lowering blood pressure and increasing blood circulation in the body – thereby reducing the risk of cardiovascular diseases. It also helps in reducing the risk of blood clotting. But always remember, too much consumption may give you a side effect as well.

Market Growth

Increasing disposable income, changing lifestyle, rising trend of gifting chocolates instead of traditional Indian sweets, and a surge in the sale of dark chocolates are expected to drive the industry growth. The fact that still the per capita consumption of chocolate products in India is much less as compared to many developed western countries also indicates a huge potential for the growth of chocolate market in India, in the backdrop of the present day socio-economic scenario of the country.



Chocolate market in India is growing impressively. Sales of chocolate confectionery in retail markets grew by 13 percent in the past few years and the market is further expected to grow at a CAGR of 20 percent in coming years. Chocolate market in India had been growing on account of expanding middle class population and increasing use of chocolates in various confectionery products. Expansion of organised retail industry in India and rising disposable income levels of consumers had been further propelling growth in the country's chocolate market. Manufacturers are luring consumers by expanding their product portfolios and increasing availability of chocolates in various price ranges.

One can say that some of the reasons behind the impressive growth in chocolate consumption in India during the recent years can be due to the significant increase in disposable incomes in select but sizeable pockets of urban Indian society during the last decade, massive expansion of the retail industry in urban India and also due to the rising chocolate consciousness in some select pockets of Indian society.

However, the industry and the people at large hardly need the scholars of market intelligence agencies to arrive at the perception that the chocolate market in India is thriving with impressive growth potential. Chocolates are now not only loved by the kids, but are liked by people of all age groups in urban India. In Indian festivities, the role of chocolate products has become prominent during the recent years.

The Trend

Huge growth in chocolate consumption in the country during the recent years has paved the way for many talented chocolatiers and impressive variety of chocolate products in the urban Indian market, and this trend is expected to continue in the near future. The market is now crowded with many players and premium chocolate brands.

With greater awareness about the product new trends are emerging as far as its consumption is concerned.

According to Rakesh Saini, Professional Chocolatier, Consultant & Educationist, based at Mumbai, "Bean to bar market has really picked up, and greater audience has moved to dark chocolates. Plant based/Vegan, healthy and sugar free indulgence is picking up, No preservatives and clean chocolates are in demand. On the indulgence side chocolate coated nuts, bonbons and truffles are setting up way for new flavours and combinations."



Alisha Faleriro

Alisha Faleriro, Chef at Academy of Pastry Arts, Mumbai, believes, "The current trends involve a lot of going back to the source. Global brands have released cacao juice. Veganism is a new vertical in the chocolate market, with brands making a huge range of vegan chocolate. Chocolates that are organic, using less refined sugars are also making their presence felt."

Arvind Prasad, Co-Founder & Executive Pastry Chef at Whitecaps International School of Pastry, Bengaluru and Callebaut, Ambassador in India, avers, "Chocolate remains a key ingredient in western desserts and is a highly consumed ingredient in most dessert applications. The current trend in India is indulging, along with a healthier lifestyle. Health and well-being have become top priorities, but we still look for indulging moments with chocolate and innovative design, and most importantly, pairing with other ingredients. Moving on, the international Indian market for chocolate will have a vegan trend as a popular and preferred choice."

There are other trends evolving in the Indian chocolate business too. For example, dark and less sweet chocolates are gaining currency. Today the Indian palate is changing and more people are discovering the joys of dark & less sweet chocolate.

"Dark chocolates and as well as white chocolates are gaining market momentum in India," opined Nidhi Bhageria, the MD of Celeste Chocolates, a Delhi-based company engaged in making artisan chocolate products. Our chocolate products can bring an added sweetness to the festivities or on occasions like birthdays, weddings, wedding



anniversaries, etc.," stated Nidhi. She also maintained nuts coated with chocolate, and chocolate products with infusion of coconut, pistachio, fruits are gaining popularity in the fast evolving Indian chocolate market.

Rakesh also agree that Milk chocolate is still predominant in Indian market. Nut based chocolates, especially almonds is most popular, e.g. almond brittles, and almond topped pieces. He further adds, "Premium Chocolate industry in general is growing at CAGR of 7-9% annually. But there is a selective market for premier and designer chocolates, largely for gifting occasions."

Alisha comments on how chocolate market in India is graduating slowly towards premium segment. She believes, "The Indian palate preferred sweeter chocolate. However recent trends post globalisation have involved moving towards darker, good quality chocolate. People are aware about couverture chocolate and few small manufacturers make good quality chocolate in the country."

She is further of the opinion that there are visible changes happening in Indian Chocolate market, to upgrade the quality of the product. She said, "The potential for growth is immense. India being in the tropics has potential for chocolate cultivation. Farmers are learning the nuances of cocoa plantations and chocolate makers in India have started producing great quality chocolate. Premier chocolate brands have started picking up and there is a lot of scope and endless possibilities at the moment.

Arvind asserts, "However, dark chocolate is associated with wellbeing and a healthier lifestyle, and there is a shift towards it now because people are accustomed to the flavour profile. Single origin and certified chocolates are also new trends."

He further adds, "There is a growing demand for organic, vegan, sugar-free, and gluten-free chocolates. The designer chocolate market, on the other hand, is more focused on festivity and giveaway."

Celebrating Chocolate

Every year 'World Chocolate Day' is celebrated on July 7, all over the world, to celebrate most favourite dessert. Chocolate holds a special place in the hearts of millions around the world and there is no better way of expressing love and affection other than gifting someone with a big bar of chocolate.

Chocolates have been loved by people since centuries ago. World Chocolate Day is believed to be celebrated since 1550, when it was introduced in Europe. Before



Arvind Prasad

that, chocolate was available only in specific countries and regions including Mexico and Central America. After being discovered by foreign invaders it travelled to many countries and became a favourite of the consumers.

Chocolate, today, may conjure up images of sweet candy bars, luscious truffles or icing on the cake but it is little like the chocolate of the past. Throughput its history it was revered as a bitter beverage, not an edible sweet treat. Made from cocoa beans, Chocolate is the most celebrated and favourite dessert and treat since years.

Chocolate products began to make their presence felt as the gift items during festivities, thereby encroaching on the market segment of traditional Indian mithais.

Alisha also agrees on the change in trend of gifting, "The younger generation definitely prefers chocolate over traditional mithai. Gifting for weddings and traditional celebration are moving from traditional preparations to fusion or chocolate based products. Chocolate is something that appeals to both the young and the old. With new technologies, techniques and good shelf stability chocolate is slowly replacing traditional gifting."

Rakesh opines, "Chocolate has moved in greatly in gifting options due to its versatility, long life and varieties. With the rise of clean snacking options, sugar free and clean chocolates are seen as great gifting option."

Arvind commenting on the value options said, "Chocolate is no longer limited to traditional chocolate bars, and there is plenty of room for innovation and creativity. The one reason with chocolate is definitely shelf life in the form of innovative shapes with your favourite ingredients. Modern packaging ideas are also key points, and value addition goes well with chocolate."

We can see that over the decades the market positioning of chocolate products in India has moved from occasional luxurious indulgences for children to indulgences for all age groups and has also included chocolate products playing a role in endorsing or emphasising the emotional bond during festivities.

Market Penetration

Premiumisation in the chocolate market is gaining ground in urban India, whose height is manifested in the trend of designer chocolates and customised chocolate products. As far as customisation of chocolate products goes, the trend has really not taken over India by storm as yet and its presence is limited to niche segments and that too in the big cities of the country.

Arvind thinks, "Tier II, yes, but not Tier III. Its reaching, handling, and crafting skills are gradually becoming challenge. Another major challenge is the warm climate."

Though the market for customised chocolate products in India is miniscule, but it is growing nevertheless. Chocolate products embodying fancy designs; reflecting the trail of very creative thought process, are gaining currency.

Alisha believes, "It is slowly creeping in. The acceptance is more in tier-1 cities because people are exposed to varieties of small batch, bean to bar chocolate as compared to smaller cities in India. There are smaller cities also that produce chocolate. With more awareness it won't be long before premium chocolates start trending in smaller towns and cities."

The fascination for chocolates has been largely limited to the metropolitan cities, and is yet to percolate to smaller cities and towns. All these can only change with more awareness about the finer nuances about food and beverage, and more enhancements in disposable income among more numbers of people.

Rakesh agrees, "Yes in certain categories which is a combination of Indian sweets and chocolate like a pistachio or almond coated truffle will be welcomed than rhubarb or spiced truffle. Its awareness, exposure to new tastes which is limiting the possibilities of growth, also the local culture and eating habits. Above all mostly we presume that big setup or money can be made in metro's only."

To explore the rural Indian market more powerfully, the chocolate manufacturers operating in the country also need to infuse

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more ethnic or localised character in their chocolate products through ingredients and packaging solutions.

Now chocolate products are also positioned as a means of satiating hunger or as energy boosters.

Creating Awareness

Enhancement of consumer consciousness in relation to chocolate products is also needed to increase the market of chocolates in the country even faster, as well as further and deeper. It is not a sign of maturity of the Indian chocolate market that the milk chocolates still remain the most popular chocolate category in the country. However, dark chocolate is expected to be the fastest growing segment among Indian consumers due to its health benefits and increasing awareness among Indian consumers.

"Only if more and more people realise the difference between a great chocolate, a good chocolate, and an ordinary chocolate, they would be willing to pay a substantially higher price for a great chocolate product. In this regard, we can say that more chocolate workshops for both grown-ups and children, across hotels and exhibitions, are the need of the hour," pointed out Nidhi. "One of the ways to make the tastes of average Indian chocolate consumers mature is by organising free tasting sessions of chocolates by chocolate products' manufacturers or chocolatiers in retail outlets, exhibitions and events.," she added further.

Alisha is also of the opinion, "Awareness can only spread when the retail industry starts promoting smaller chocolate brands. Better quality chocolate and greater scales of production will help build awareness around quality chocolate brands in the country."

Succinctly, unless the industry makes a sincere endeavour to educate the palates of its chocolate products' consumers and potential consumers we cannot hope to develop the Indian chocolate industry in real sense, despite its current impressive growth rate. And we also need many more of creative entrepreneurs to foster a sustained and balanced growth of and appreciation for the customised high-end, designer chocolates and chocolate influenced desserts.

Arvind suggest for the better knowledge of the product, "All the users must be made aware to read the ingredients for chocolate making. Our market is flooded with compound chocolate and it's not healthy to consume, even if it comes in a dark format. Slowly, there is a small shift because of training and



Rakesh Saini

awareness towards couverture. I think users must validate the source of their chocolate to ensure they are indeed purchasing a couverture or bean to bar Chocolate product."

Retailers in the modern trade need to push the industry by offering its consumers with the choice of quality products. Though they need to satisfy the current market demand, awareness about premium products can further enhance their profits.

Rakesh suggests, "Education and production has to go hand in hand. If our manufacturers and retailers don't believe in quality chocolates they will never do it. So education first, why do we need it. Manufacturers can work on small packing's to tackle the price sensitivity issue and retailers can choose to serve good chocolate rather than simply running behind profit margins."

The Future

Now how can chocolate products' market share in the total sweet market of India be enhanced in the near future? Increase in market share of chocolates in the country needs impressive infrastructure and sound logistics throughout India, better manufacturing practices, along with more reasonable pricing and packaging.

Urban areas of India still account for more than 75 percent of the consumption of chocolates in India, though majority of India is rural. To more vigorously tap the vast yet largely untapped rural Indian market, the chocolate manufacturers need to come with better options and facilities.

Alisha suggests, "Infrastructure definitely does need enhancement. India is a country that can scale up production of cocoa beans because of its temperate climate. However farmers are not aware about the nitty-gritty of cocoa production thus making yields smaller than it could be. Chocolate production can be enhanced if chefs and industrial manufacturers work together in developing better processes & quality equipments in the country."

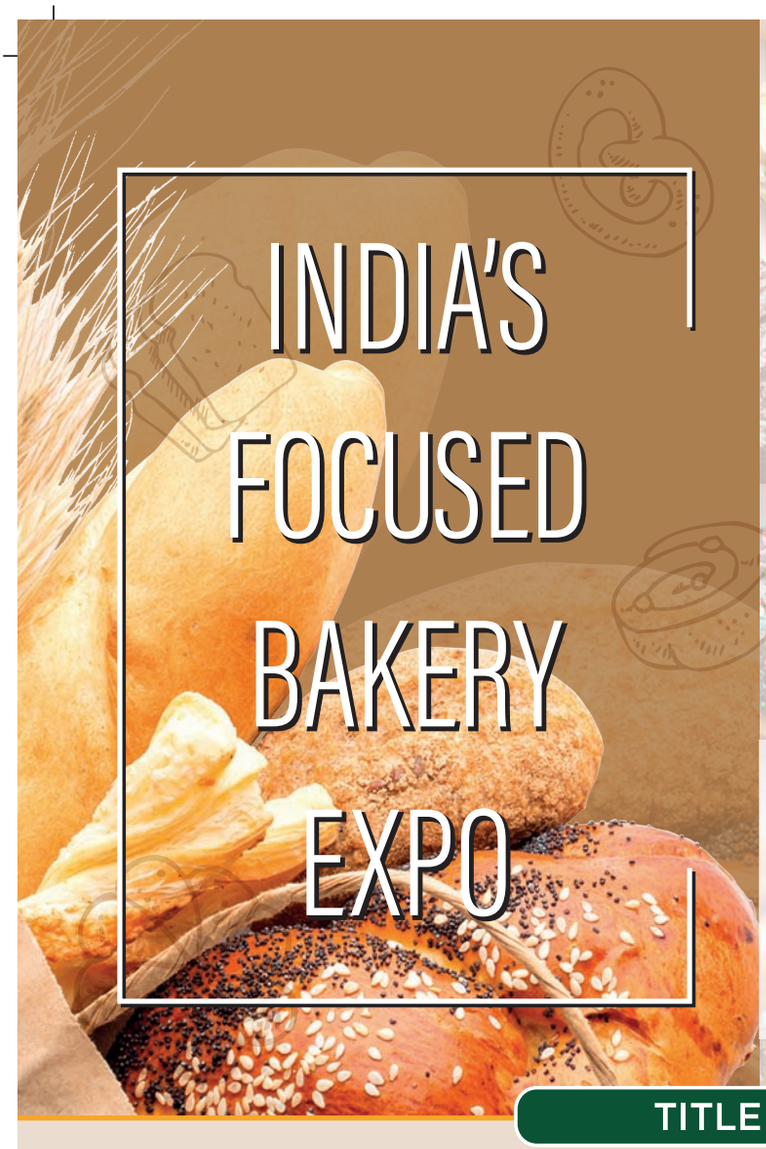
She further says, "India is at a very nascent stage in manufacturing of premium chocolates. While there are brands making a mark, there is huge scope for further enhancement. However this will require advancement in terms of better cocoa bean production, educated chocolatiers, better manufacturing processes and awareness around quality chocolate."

However, the chocolate manufacturers are increasing their investment in developing better facilities across the country, which is an encouraging development. Arvind thinks, "Yes, this is one of the most important aspects for quality chocolate production and the cold supply chain."

He further adds, "Manufacturer quality and standard manufacturing processes remain challenging. It is due to not only the skill set, but also to raw material and fermentation processes. Most of the awareness comes when customers are educated about how the chocolates are made and why they're different from each other."

Rakesh strongly suggest, "Education first and then infrastructure. How many consumers in India would know the difference between compound and chocolate? And culinary schools in India need to train chefs with right knowledge. As most of the people get influenced by chefs so we owe this responsibility to make good chocolate not serve compound pieces. This whole gamut of next door chocolate producers, with little knowledge and training, has hampered the growth of quality chocolate market. I often term it as sure shot systematic plan to get heart attack. Compound was meant for something else not for making chocolate pieces, bonbons or truffles. And you would be surprised even sometimes few chefs wouldn't know this."

He thus sums up, "Please enjoy good chocolates. It's really good to have nice clean dark chocolate everyday as part of cravings. Avoid compounds as they are loaded with palm fat and sugar. Read labels, be informed, there are lot of ingredients which should not be in the chocolate, question yourself – do you really need to eat those coagulants, emulsifiers and preservatives to enjoy a piece of chocolate?" ■



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Whipping up the Cream

Whipped cream is used as an integral ingredient in a number of a bakery items. Its main function is to whip up the products and endow them an enticing look. Whipped cream fabricates and stabilizes the cake to frost and acts as an accompaniment for icing.

Being the most expeditiously perishable constituent among dairy products, whipped cream instantly calls for refrigeration, even if used as a frosting on a cake. Hence, no matter how it is used, one needs to unfailingly make sure that it does not stay out of the fridge for too long.

Fizz it up

Light, fluffy, and flavourful, whipped cream is natural and it is often whipped to different stages with a stand or electric hand-held mixer or whisk. It is also often used as stabilizer in flavoured and sweetened forms in numerous dessert and salad recipes. To be more general, whipped cream is foam of milk fat created by beating fresh cream by a mixer, whisk, fork, or whip until it gets light and fluffy.

Basically milk cream contains butterfat, which is whisked to form whipped cream. Texture and consistency of whipped cream varies according to the percentage of butterfat in cream, i.e., the higher the percent, the better the cream will whip and become more billow. Majority of users prefer to use cream with a fat content of 30 to 40 percent that works best for building stout texture, found in 'whipping cream' or 'heavy cream'.

According to Chef Shahzad Ali, Consultant and Visiting Faculty at Le Cordon Bleu Hospitality, G D Goenka University, Sohna, "Dairy Whipped creams have high-fat content between 30-40 percent. The fat content is what helps the cream whip up, which makes them easy to beat into peaks. Cold cream makes the entire process faster, using cold equipment for better consistency and to beat it at medium speed."



Although calorie conscious segment of the population often opt for lighter version of whipped cream, containing merely 20 percent of butterfat in cream, the texture of such cream cannot trap as much air or hold it very well, making it a substandard choice.

Chef Nesar Ahmad Noorullah, Executive Chef and Head of Operations, Bhopal Bakehouse & Café, Bhopal, provides certain tips to handled whipping cream. He says, "Dairy Whipping cream is very delicate in nature due to natural fat content. It needs to be whipped at a medium speed for 3-4 minutes. Keep an eye while whipping as different brands of cream and mixers have different technicalities.

Take care of the following points

The UHT pack should always be stored between 4-5 deg C. Do not freeze the pack.

Keep the whipping machine bowl chilled for best result during whipping.

Add the sugar at the beginning of whipping. Suggested dose is 10% of sugar per liter of cream. You can choose to keep the cream sugar free if your recipe already has sugar.

Once whipped keep refrigerated and use it immediately.

Do not over whip. If over whipped by mistake, you can heat it and use it in making Ganaches."

However, intriguing on the subject of quality, one can select the cream, which is not ultra-

pasteurised that makes rich and fluffy whipped cream that holds its shape for longer period of time.

Chef Dean Rodrigues of Academy of Pastry Arts, Mumbai, explains, "A proper whipped cream is light, creamy and rich. Using chilled whipping cream is the step one to ensure proper consistency and texture. Begin whipping at a slow speed to avoid splattering, and gradually increase the speed till it forms soft peaks with even air molecules."

He further adds, "Having said that, avoid whipping your cream at extremely high speed, since that incorporates unnecessary air bubbles which lead to swift deflation of the whipped cream."

Chef Anil Kumar, Corporate Pastry Chef at Gnosch Foods, Gurugram, suggest, "Dairy whipping cream should be maintained at an ambient temperature between 7 to 12 degrees C for better texture and consistency."

Shaping Up

In fact, the structure of whipped cream is very similar to the fat and air structure that exists in ice-creams. When dairy cream, which is an emulsion with a fat content of 35 to 40 percent, is whipped in a bowl, it forms whipped



Chef Dean Rodrigues

cream. During the process, agitation and air bubbles are added causing the fat globules to begin to partially coalesce in chains and clusters, which absorb and spread around the air bubbles.

As the fat partially coalesces, it causes one fat-stabilised air bubble to be linked to the next and builds a chain. The whipped cream soon starts to become stiff and dry in appearance and takes on a smooth texture. A fluff ensues from the formation of this partially coalesced fat structure, stabilising the air bubbles. This by-product traps water, lactose and proteins in the spaces around the fat-stabilised air bubbles.

The entire process requires appropriate temperature as well as attention of the Chef to get the correct texture. Overly whipped cream can form butter particles, and thus ruining the required texture. This is an indication that the process has gone wrong.

Chef Shahzad explains, "The cream in a dairy sense refer to the part of milk containing the butterfat not to the colour of it, it is still white, pasteurized whipping cream, UHT whipping cream, each manufacturing process for different milk and cream products has to consider the quality of raw milk. The demand for a prolonged shelf-life has resulted in increased pasteurization temperature in UHT, heated with added stabilizers. Choose the appropriate cream according to requirement, ideally the fat content of the cream should be over 34% with stabilizers. Cream whips best when it is chilled."

Chef Nesar clarifies, "The whiteness is achieved during whipping process. Fat,



emulsifier and water is blended together which gives the white colour to the cream. Good quality dairy whipping cream must be milky white, must have up-to 35% dairy fat and should double in volume."

Non-Dairy Whipping Cream

In the current scenario non-dairy whipping cream is becoming quite popular because of its reduced fat content, better pricing and foam stability, which makes them easy to use. Producing good whipping cream requires not only the right fats but the right combination of emulsifiers and stabilisers.

Non-dairy whipping cream is oil in water emulsion, which is whipped into stable foam. It normally contains vegetable fat, milk proteins, sweeteners, water and emulsifiers and stabilisers. The milk protein used is often sodium caseinate as whey proteins tend to induce agglomeration in the liquid cream during storage. Non-dairy whipping cream is commonly produced by means of the UHT-process as this ensures a long shelf life of the product.

According to Chef Nesar, "Non-Dairy whipping cream has 12-18% fat and contains mainly vegetable fat which is very stable, synthetic in taste and east to handle. It may contain milk solids. It trebles in volume when whipped, should be stored when unwhipped. It is not ideal for molded mousse desserts. It is a cost effective option."

He further adds, "Dairy whipping cream made from cow or buffalo milk contains 28-35% fat. It is very delicate and has milk taste. It doubles in volume when whipped. It should be stored at 4-5 degree C temperature. It is best suited for Mouses and Entremets and is triple in cost."

Chef Shahzad further emphasise, "Non dairy whipping cream are made with vegetable oil or fat, which make them vegan and lactose-free, they also contain no cholesterol, trans fat or saturated fats. In general non dairy whipping cream doesn't have the same consistency and mouthfeel as dairy cream frosting. They tend to be more firm and dense than dairy cream frosting due to their high vegetable fat content. We can easily find it in liquid base, paste form and powder mix."

The Difference

Chef Anil suggests, "Non-dairy whipping cream is more like foam after air is incorporated into it. There is usually no such difference in quality and performance between the two. Dairy cream is more preferred as it is creamy and natural.



Dairy whipping cream is safe and stable with natural mouth feel. It provides neutral flavour and odour. Its demerits are that it has short shelf life and melts easily due to hot climate. Whereas, Non dairy whipping cream whips more in volume and is lighter in texture. It is Lactose free and vegan. Its demerits are that it shows unwanted symptoms in people who are Soy intolerant. Also it is not flavourful."

Chef Dean believes, "Whilst non-dairy whipping cream is gaining popularity due to its lactose-free nature and affordability, using dairy whipping cream is always advisable.

Non-dairy whipping cream uses hydrogenated vegetable fats that are extremely unhealthy for consumption, whereas dairy whipping cream provides that creamy, luscious, velvety product that is simply unmatchable."

Chef Nesar states, "Yes both are different.



Chef Nesar Ahmad Noorullah

Quality of both products is good considering the price one is paying. However Dairy has a richer taste but low stability hence its only good for mousse based molded pastries and entremets where as Non dairy whipping cream can play wider roles but only lacks in giving a good finish to molded mousse pastries which are made in silicon molds, but if you have a blast freezer even that will not be a problem."

Chef Shahzad opines, "Dairy whipped cream has been the standard for dessert cream. It is also used in ice cream and other cooking recipes. This cream can be made by using heavy cream or light cream and do a high-speed whipping process."

He further explains, "One contributing factor to the trend of Non dairy whipping cream is that most individuals don't know how much dairy is in their diet. Since Non dairy whipping cream is made from vegetable fat or oil instead of dairy products. They tend to be lighter and fluffier.

Milk proteins in dairy creams give it a dense consistency that can't easily be replicated by vegetable fat.

Possibly the most important benefit of non-dairy is that it's vegan, and made with no animal products whatsoever. They're usually gluten-free and soy-free. As more are becoming concerned about their health and the environment, they prefer choosing a plant-based diet. It is also lactose-free, which is very important for those with lactose intolerance or milk allergies.

Dairy Whipped cream is a layered mixture of heavy or light whipping cream, whole milk, icing sugar, and vanilla (or other flavorings). All these ingredients get mixed until they form fluffy peaks. It has a high-fat content, which makes them easy to beat into peaks.

Whipped creams can be made with dairy milk products or vegetable fat and they typically have a light flavour, which makes them easy to mix in with desserts. The difference between the two is that one of them is made with dairy milk products while the other isn't. Dairy whip cream doesn't usually contain any specific flavours but definitely it is creamier because of the milk fat content. It tends to have a more dense consistency and mouthfeel because it contains milk proteins."

Stabilized Cream

Many a times, a stabilized whipped cream is used when one seeks to achieve a firm or mousse like texture in their preparations. This version is created by blending gelatin in cream. This is done because gelatin stabilises the whipped cream. Also, addition of gelatin



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gives stable foam to low-fat stabilized whipped cream. Stabilized whipped cream are piped to create a border on a cake or to prevent the whipped cream from deflating, when folding in heavy and juicy items like berries or salads.

Chef Shahzad provides details, "Stabilized whipped cream is a whipped cream that contains additional ingredients to help it hold its shape. If you've ever had Cool Whip, you've had stabilized whipped cream! Regular whipped cream tends to deflate quickly, especially in warm, humid climate. While regular whipped cream relies on incorporated air to hold its shape. Added stabilizers can help keep it sturdy for up to days at a time in the fridge. Stabilized whipped cream is light and airy, yet sturdy enough to be used as a frosting. You can even add it to frosting bags to pipe onto cakes and cupcakes in all kinds of shapes. Perfect if you want a frosting that is lighter."

Chef Dean explains, "The easiest and the best way to stabilize the whipping cream is by adding a certain amount of castor sugar to the cream while whisking. The sugar creates a base for the cream to reply on, as it contributes to the stiffness of it and helps the cream retain its shape and structure."

Chef Anil adds, "UHT and high pressure homogenization stabilizes the cream, Addition of Icing sugar during the whipping process will stabilise it further. The purpose is that the cream will keep fresh, will avoid creaming and separation.

Forming stabilized whipped cream require soaked, unflavoured or plain gelatin in water. Use one teaspoon of gelatin absorbed in little water for one-cup cream and leave it to soften. Then, stir the gelatin over low heat, until completely dissolved and let it get cool, but not get cold. After that, add cooled gelatin all at once to cream during whipping. Whip it until it forms soft peaks. When the mixture is deflating on standing, simply beat it again until it resembles stiff whipped cream.

Chef Nesar confirms, "It is stabilized by using emulsifiers and fat. Stability is required to give shapes to cakes and desserts, to add or blend flavours to the cream so that it can used in layering a cake in minutes or whipping up a dessert in no time.

Bounty of Flavours

A fluffy whipped cream is often used as topping or dressing in desserts. Therefore it requires to be sweetened during the beating process. A normal castor sugar or table sugar is used for sweetening whipped cream, since it dissolves



Chef Shahzad Ali

faster and eliminate the problem of gritty whipped cream.

Chef Dean explains, "When it comes to flavouring the whipping cream, the world is your canvas! You can fold in nuts, jams, peanut butter, caramel, syrups, chocolate, or whatever your imagination lets you. Once you have a firm grip on the ideal whipping cream consistency, folding in the flavour of your choice is a piece of cake!"

Chef Nesar avers, "Creams are very versatile when it comes to blending with various flavour. You can whip a non dairy cream and mix different purees, flavour and extracts with it. For non dairy you have to blend the purees with a very light hand or else the cream's volume will collapse or it might curdle due to over mixing."

Chef Anil suggests addition of fruit purees, ganache, truffle, sabayon, Bavarian cream, Diplomat cream etc.

The range of sweetened whipped creams



shows off delightful white blossom to a multitude of flavours and hues. Its whiter look is usually subdued by bounty of seasoning agents, ranging from fruit extracts, chocolate, coffee, liqueurs, orange or lemon zest to spices. For instance, adding few drops of vanilla extract or a teaspoon of rum, brandy, red wine or liqueur in cup of cream makes an irresistible dressing in any recipe, to pamper the palate with a distinct flavour.

Chef Shahzad suggests, "The options for flavouring whipped cream are endless, you can add any flavour, pie filling or fresh fruit to change the flavour.

Re-whisking

Chef Anil believes whipping cream can be re-whisked with addition of liquid whipping cream or addition of little milk. The recommended storage conditions are storing the cream in a container in the chiller between 3 to 4 degrees Celsius.

Chef Dean thinks it is difficult to re-whip a portion of whipped cream once it is fully whipped. The only time whipped cream can be salvaged is if it has deflated in a minor amount. You can store the whipped cream by putting it in the fridge in an air-tight container. Nonetheless, ensure that it is used within 2 days of storage.

Chef Nesar says a non dairy cream can be whipped again but a dairy cream will collapse if whipped again as it will curdle and split. A non dairy can be stored at room temperature also but it is recommended that both type of creams when whipped be stored in a fridge at 4-5 deg C.

Chef Shahzad explains, "If you try to re-whip the cream, it'll likely turn into butter, not whipped cream. The initial whipping process has already caused the fat in the cream to coalesce; further whipping now will complete that process, similar to if you had over-whipped the cream in the first place. Store it in the refrigerator, preferably close to the cooling air vent for maximum freshness and colder temperatures. If you want to keep the whipping cream outside of your refrigerator for longer periods, you need to store it on ice to maintain a fresh taste. Store it in a plastic container with a sealable cap. On the other hand, cover the lid of the whipping cream using aluminum foil or plastic wrap."

Tips for Usage

Chef Anil suggest do not over whip the Cream as it will split into two parts (butter and water) butter will separate from the water content. Always maintain the proper temperature when



Chef Anil Kumar

you store the whipped cream 1-5 degree C. When you whipp the cream make sure that it is cold to give you better result. Check the brand, UHT, Fat percentage at 35% and above all it whips well.

Chef Shahzad says one must ensure what to check before buying Whipping Cream. He advices to make sure it contains 30-40% of fat. Now since we know the main differences, choose non-dairy whipping cream if you have dietary restrictions. Check the net weight and packaging of the whipping cream. Most whipping creams have a shelf life of 12 months.

Chef Dean recommend checking the fat content of the whipping cream (look for minimum 30% fat) and the application of whipping cream (whether you're using it as a filling or a topping).

He further suggests the first remedy in case cream splits, add some amount of cold cream for emulsification. Secondly, use the right kind of cream based on its application. Whipping cream with higher fat content provides better stability, which is ideal if using it as a topping. Finally, always pay undivided attention while whipping your cream, as it tends to split fast.

Chef Nesar tips to blend your non dairy cream with little fresh cream, vanilla extract or mascarpone to give it a nice mellow dairy taste followed by adding any flavours or purees to it.

Chef Shahzad tips to use chilled cream, pick the perfect tool, add flavoured sugar, use full fat or heavy cream. You can use Non dairy whipping cream in most frosting and icing recipes that require whipped cream because it has the same look and texture as dairy whipped cream.

Storing Whipped Cream

Normally, whipped cream won't stay whipped for long, and it is better to prepare it immediately before using. But in case you are working ahead, you can refrigerate it for up to 24 hours.

Before serving the refrigerated whipped cream or pre-packed product, it is necessary to re-whisk the cream briefly by whisk to thicken it up. However, at times it does not appear as billowy as on the first day, but it is fine to use. On the contrary, imported whipped cream products do not require re-whisking, but they need to be stored at below minus 20°C. Moreover, tetra packed whipped creams can be stored for longer duration, generally up to one year in deep freezer.

The imported ready-made whipped creams are gaining their popularity in institutional sector, due to their ready-to-use factor. These products are available in frozen forms in special tetra packs. ■

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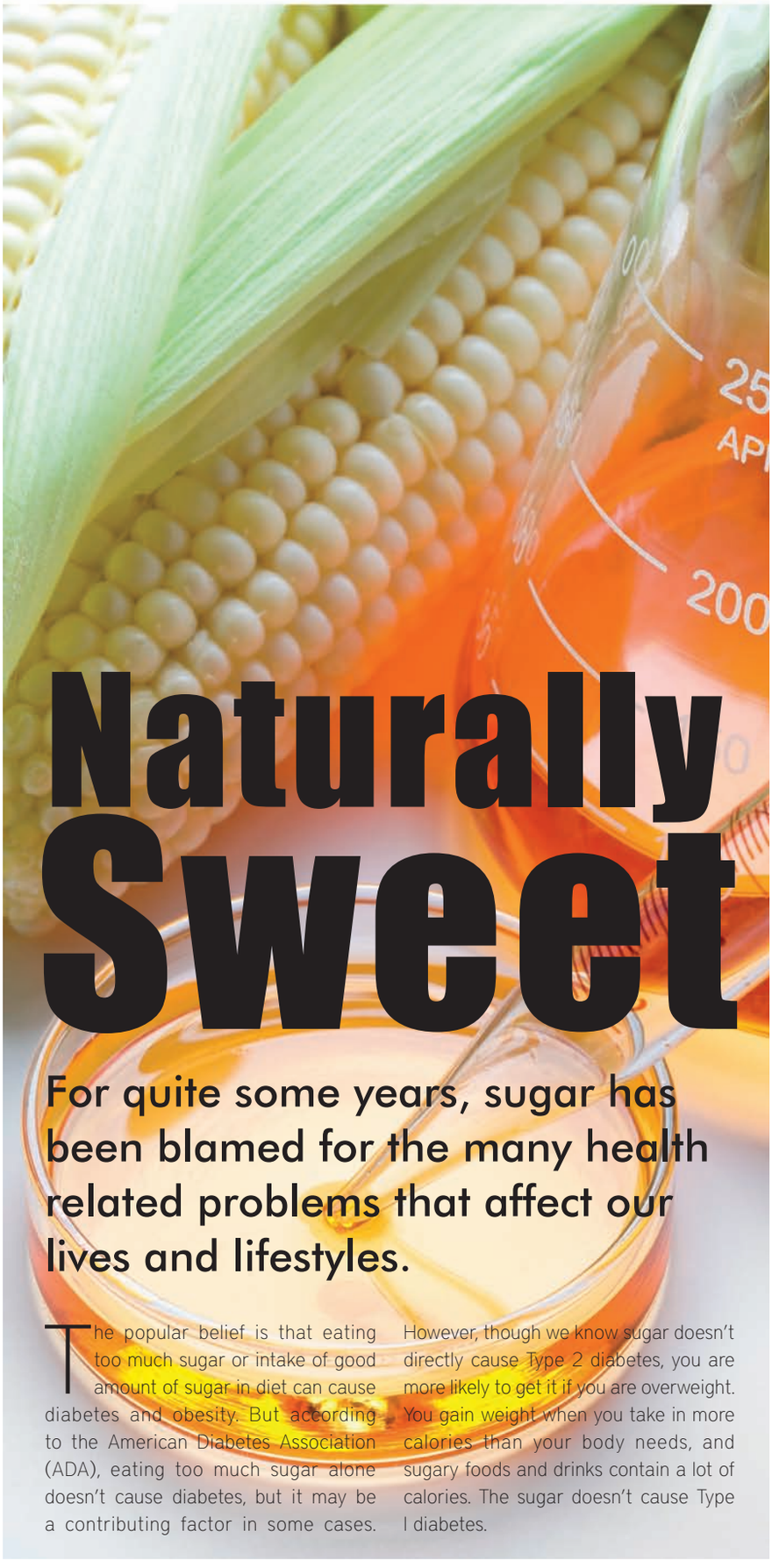


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Naturally Sweet

For quite some years, sugar has been blamed for the many health related problems that affect our lives and lifestyles.

The popular belief is that eating too much sugar or intake of good amount of sugar in diet can cause diabetes and obesity. But according to the American Diabetes Association (ADA), eating too much sugar alone doesn't cause diabetes, but it may be a contributing factor in some cases. However, though we know sugar doesn't directly cause Type 2 diabetes, you are more likely to get it if you are overweight. You gain weight when you take in more calories than your body needs, and sugary foods and drinks contain a lot of calories. The sugar doesn't cause Type I diabetes.

There is no denying the fact that the role of sugar in the bakery and confectionery industry, despite the emergence of sugarless cakes and desserts, is still all pervasive. Sugar plays a crucial role towards the taste, texture, and even in the appearance of baked products.

Despite the powerful 'health conscious wave' propelled by frequent overseas travel, lifestyle changes, growing impact of media, and the rise in disposable incomes among the middle and upper middle income segments of our urban population in the recent times, sugar still remains one of the chief ingredients of India's bakery industry.

However, at the same time, the usage of natural sweeteners also seems to be on the rise in the industry. With health consciousness in the post-modern Indian society gaining ground, there has been lots of talk regarding usage of natural sweeteners as sugar substitutes in the country's food & beverage industry, which of course includes India's bakery and confectionery industry too.

Raw honey, maple syrup, dates, stevia and coconut sugar are some examples of natural sweeteners, which can reduce the usage of sugar and artificial sweeteners in dessert preparations.

The Sweet Leaf

Stevia, also called meethi tulsi in Hindi, is a natural, plant-based sweetener with very less calories. Stevia, a wonderful natural sugar substitute, is extracted from the leaves of the plant species named Stevia rebaudiana. This plant is native to Paraguay in South America.

The active compounds of stevia are steviol glycosides (mainly stevioside and rebaudioside), which have up to 150 times the sweetness of sugar, are heat-stable, pH-stable, and not fermentable. Despite being so sweet, stevia doesn't adversely affect the blood sugar levels of humans. The beginning of the usage of stevia rebaudiana can be traced to the Guarani peoples of South America, and to 1500 years back. The stevia rebaudiana leaves have been in usage in Brazil and Paraguay for many centuries, for the purpose of sweetening local teas and medicines.

Stevia can be found in three forms, which are Whole Leaf Stevia, Stevia Leaf Extracts, and Altered Stevia. These different types of stevia are based on levels of stevia's processing. The whole leaf stevia is the least processed

form of stevia, which is 30-40 times sweeter than sugar; but it is also slightly bitter. It is not approved for food and beverage use because of lack of enough safety studies. Stevia leaf extracts are 200- 400 times sweeter than sugar and are less bitter than whole leaf stevia. Altered stevia is highly processed and has GMO ingredients. Its sweetness can vary between 200-400 times of sugar.

Stevia is endowed with several health benefits. It can regulate blood sugar levels in human body. Thus stevia can be a convenient replacement for sugar, especially for diabetic and calorie conscious population. Stevia also has an impressive content of antioxidant compounds, and thus its intake can be helpful for prevention of various types of cancers. Glycoside compounds in stevia can facilitate to do away with free radicals in the body, a process which can help prevent germination of cancer cells.

Stevia can also play its role in regulating blood pressure and thus it can facilitate prevention of heart attacks and strokes. As stevia is extremely low in calories, its intake would not lead to weight gain.

Today stevia is used as a sweetener in more than 16,000 food and beverages around the globe, including soft drinks, juices, waters, flavoured milks, yogurts, baked goods, cereals, salad dressings, sauces, confectionary, tabletop sweeteners and more.

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

Given the new socio-cultural dynamics in post-modern India, the market for stevia in the country seems bright. However, awareness about the market benefits of stevia is necessary among India's farming community at large for getting them engaged in stevia production in a big way.

Honey for Health

Another example of an important natural sweetener is honey. Owing to its high fructose content, honey is sweeter than sugar. Thus bakers need less honey than sugar to attain the desired sweetness. It does have wide application in the bakery and confectionery



industry. Honey can infuse great flavours in bakery products. Cakes, breakfast cereals and breads are few of the many bakery products where honey can produce delicious results.

Honey not only tastes great but is also spruced with vitamins, and also minerals. Some of the minerals found in honey are calcium, iron, copper, magnesium, manganese, potassium, phosphorus and zinc. Honey also contains amino acids and micronutrients.

Honey contains about 64 calories per tablespoon. As compared to that there are only 15 calories in one tablespoon of sugar. Therefore honey can be used as a source of energy. Furthermore, honey can facilitate to maintain blood sugar levels and regulate the quantity of insulin in the body.

Besides these, honey is endowed with anti-bacterial, anti-fungal, and antioxidant properties. Honey comprises nutraceuticals, which play effective role towards the removal of free radicals from the body. However, honey shouldn't be given to children below 12 months old.



The Right Syrup

Maple syrup is another wonderful natural sweetener used in bakery operations. It is a syrup, which is generally derived from the xylem sap of sugar maple, red maple, or black maple trees. Although preparing this syrup from other maple species is also being done.

It plays a very tasty role in pancakes, donuts and waffles. It can also be used in your morning coffee, instead of sugar. Maple syrup can also contribute towards the preparation of sumptuous muffins and chocolate truffles. Besides these maple syrup can be used in many other applications for the bakery and confectionery industry.

Maple syrup is also endowed with several health benefits. This fluid has several minerals such as calcium, potassium, iron, zinc and manganese. Here it deserves a mention that maple syrup has impressive quantity of manganese, which is a crucial factor in energy production and antioxidant defenses. Manganese is needed for normal brain and nerve function. However, maple syrup, like honey itself got high sugar content. Maple syrup is also a good source of antioxidants.

According to experts, the health benefits of maple syrup are renowned. It has 54 disease-fighting antioxidants which together contain anti-cancer, anti-inflammatory and anti-diabetes properties. It has polyphenols that can help in keeping blood sugar levels in check. 100 percent pure maple syrup has sweetness of sugar without the side effects. It is spruced with vitamins and nutrients, and is gluten-free.

Interestingly, compared to the other sweeteners like honey, cane sugar, corn syrup or table syrup, maple syrup always contains a higher rate of natural benefits. For example, 60 ml of maple syrup contains 160 mg of potassium and 56 mg of calcium when 60 ml of honey contains 45 mg of potassium and 3 mg of calcium. Maple syrup contains also manganese, riboflavin and zinc. And it is lighter on calories than your average sweetener.

Molasses, corn syrup and fruit juices are some of the other natural sweeteners which can be used in bakery operations.

So for bakeries thinking of significantly lessening their role of sugar, there are a lot of healthy forms of natural sweetener alternatives to adhere to. It can be safely assumed that with health consciousness in urban Indian society gaining momentum, the usage of natural sweeteners in bakery and confectionery products in India's bakery and confectionery industry would increase in the near future. ■

Starting a Bakery



Running a bakery is a creative and challenging business, whether be it a stand-alone bakery, a retail bakery chain, or industrial bakery operations for that matter. However, in this feature we are concentrating on the points to be considered for the running of a start-up stand-alone bakery business.

An entrepreneur venturing into bakery business should remember that simply love for baking wouldn't do, the passion for baking should be complemented with knowledge and expertise if the entrepreneur wants to survive the competition, especially with limited funds. It should do well for her/him and many such entrepreneurs to remember that bakery business has great potential for growth in India, but the competition too is huge.

Location and Costs

First of all, as an entrepreneur starting a bakery she/he should be sure of her/his location. That is she/he should be sure that the location where she/he is thinking of starting the bakery business has a need for a new bakery or not, or whether the consumer profile there is suited for the kind of baked products which she/he has in mind or has expertise in producing. If the answer to any of these questions is no, the entrepreneur should proceed to another suitable location that is within her/his budget, without thinking twice.

Secondly, it is important to calculate in detail the fixed and variable costs involved in running the bakery operations, especially for the first six months, when the profits are not expected to trickle in. Two examples of fixed cost are the rent of the outlet (assuming the entrepreneur doesn't own the property where she/he decides to create a bakery) and the depreciation on the bakery equipment or the lease costs on them; two examples of variable cost are the cost of ingredients and human resources or labour.

Though salary is often regarded as part of fixed costs, but since most of the bakeries in India operate in the unorganised sector, it is more pragmatic to assume that human resource or staff or labour costs as variable costs, which can fluctuate according to the production needs.

However, if you decide to cut down your ingredient and human resource costs without discretion, you may end up lowering the quality of your products, which may get your business swept away by the harsh and biting winds of competition, to the oblivion. It is therefore advisable to allocate money for quality ingredients and workers before starting the bakery operations, for in bakery business, creativity and ingredients play crucial roles in success.

One may curtail their cost by curtailing their quantity and numbers, depending upon the production needs, but it is not advisable to curtail on their quality, especially in these times when the consumers for bakery products are getting evolved by the day. Overall, a prudent calculation of day-to-day costs of running a start-up and stand-alone bakery operations can help the entrepreneur to plan her/his would be revenue, pricing and profits better.

The Right Pricing

The pricing of your bakery products would depend upon your cost of operations, but should also depend on the pricing of the products of your competitors nearby. If you are charging markedly higher for your bakery products than your neighbourhood competitor, even though your products are markedly better than his, there is every chance that his regular consumers would be reluctant to switch from him towards you. And new consumers would also be tempted to get attracted to your competitor's products only.

However, both these setbacks for you would happen only if your competitor too produces reasonable quality products. If he produces absolute trash then of course, his consumers and new consumers may be attracted towards your baked products even at lieu of a much higher price, but then you cannot always rely on your competitor's incompetence to start your business.

It is always better therefore to price your products judiciously, while taking into account of not only your cost of production, but also the prevailing price range of your competition nearby. It is because you need to cover your costs and make a healthy profit, but first of all you need your products to be sold.

Minimise Waste, Maximise Fresh

However, you can promote those baked products where there is better profit margin over those products of yours where the profit margin is comparatively lower. Display the products where profit margin is higher in a much more attractive way than other items where the profit margin is lower. As a start-up entrepreneur/baker/ you also need to keep a close watch on the items which you sell the most and also the least in your bakery, and adjust your inventory accordingly to minimise waste. Waste is a great waste of scarce money

for the start-up operations.

It is also advisable to display fresh baked goods as this would help shape the first impression of your consumers and potential consumers. The aroma from a freshly baked bread or cake can make a potential consumer into a real one within no time. And in business, like in other facets of life, often first impression becomes a lasting impression, though definitely not the last impression.

Promotion and Innovation

It is intelligent for start-up bakeries to offer free samples of their prized products (the products which the entrepreneurs think are expected to be sure shot winners in their consumers' tastes) in order to garner more consumers. However, the free samples should be small enough to induce the taste and not satiate it, so that interest over the product gets ignited.

In this age, innovation is becoming the key to unlocking the doors to success, and this is more true for the bakery business, where creativity is always held at premium. Therefore, as the owner of a new bakery you should give particular attention to make your products stand out from the crowd. Innovation can be in terms of ingredients and/or presentation.

If your bakery is located in a reasonably well-off locality of a big city, it would do good if you venture into the domain of designer desserts, which are gaining much popularity in the upwardly mobile metropolitan India. To simulate the ideas or fascination of your clientele into tailor-made or custom-designed cakes and chocolates for them during birthdays and other festivities can help you garner welcome revenues. And you would pleasantly see that if you give something different in terms of look that tastes great too, people are not minding some extra costs.

However, this trend of designer desserts has not caught on in the small cities and towns of India as yet, but even if you are a bakery owner in a small town you can make a beginning in this direction, provided you do not increase the price of your designer products too much in your price-sensitive society.

Another way of attracting the upwardly mobile and well-heeled crowd is by presenting healthy bakery in these health conscious times. Sugarless cakes and chocolates, and egg less and vegan cakes teeming with fruits and dry fruits can have good market, as would multigrain breads, and pastries with fruit toppings and less cream. Here also however, a point of caution is needed. The bakeries presenting health conscious products are more likely to be appreciated in upper middle class and affluent localities for there only the price for these healthy products are likely to be accepted. In middle class and lower income group areas also healthy bakery products could be marketed, but only if they are served with moderate price tags, which of course entails lesser profit margins.

Suitable Ambience

Of course, innovation should not only be extended to products, but can also be extended to ambience and décor too. If your bakery is located in an upwardly mobile or posh area of a metropolitan city, the ambience and décor should be sleek and somewhat unique, and you need to pay some good amount of money (if it is a loan, its interest would add up to your fixed cost expenses) or invest some quality imagination to achieve this. You may need both.



However, if your bakery is located in a traditional middle-class area and if you intend to target the consumers with moderate means and old-fashioned tastes, it is advisable not be too funky with your ambience and décor; it may prove to be counterproductive and your would be consumers would be reluctant to come to you by perceiving you to be too costly or high-end. In that case it is better if you keep your bakery's ambience and décor simple and straightforward; however innovativeness in products (without hurting the religious sentiments) and healthy bakery options would be appreciated in conservative middle-class areas too, provided if you can keep their price from going berserk.

Themed Products

Of course, it is better if you position your bakery outlet as a one-stop solution for the need of baked goods among your consumers and potential consumers. The product range on display should be comprehensive and must include scrumptious Indian snacks too, besides the cakes, biscuits, breads, muffins, chocolates, pastries, etc.

However, at the same time, it is also a clever move to update the menu frequently so as to not let the boredom set in among your consumers and potential consumers. This would also facilitate your bakery to stand apart from the competition. Also let the seasonal elements reflect in your offerings, which will help build expectations for your seasonal products in the next season.

Besides that, keeping a theme corresponding with various celebratory occasions and producing a specially designed bakery product according to that theme can also be an exciting proposition for the consumers and potential consumers. For example, rose shaped cakes carrying the theme of love during Valentine's Day, or decorative candle shaped pastries during Diwali, carrying the theme of enlightenment can attract many new-age clientele to your bakery.

Work Culture

As a start-up, you cannot afford to lose quality production time due to dissatisfied, lazy and inattentive staff. Ensure that your staff remains satisfied and also ensure that you keep only those employees who besides having requisite professional expertise and the eagerness to innovate are also eager to learn and please their guests. This will help you to get repeat customers. And of course, attention to housekeeping should also be given to maintain a spic and span bakery, embodying good hygiene. This would also attract repeat consumers.

It is not to say that taking account of all these factors will surely make your bakery business a success, but their adherence would definitely facilitate the success of your bakery business endeavour. These above-mentioned aspects are not only important for a start-up stand-alone bakery beginning its operations with limited funds, but also for a retail bakery chain operating in glitzy malls, or a bakery selling high-end products in the cosy and secluded marketing environment of five-star hotels, with its guests being predominantly moneyed people staying or frequenting in five-star properties. But for stand-alone bakeries adherence to these factors is all the more crucial for survival, especially in their nascent stage of operations. ■

Ragi is Right for Bakeries

Ragi or finger millet is native to the Ethiopian and Ugandan highlands. It arrived in India around 2000 BC. Ragi is a drought tolerant crop, though a moderate rainfall is conducive to its cultivation. The heat tolerance level of finger millet is also impressive. In India, Ragi is generally grown in the Himalayan region.

Ragi's usage in India's kitchens has been quite a long one. Widely distributed across India, its local names include Ragi in Kannada, Hindi and Telugu, Nachni in Marathi, Madua in Bengali and Kezhvaragu in Tamil. Many Kannadiga households begin their day with a wholesome Ragi Dosa and Ragi Malt. However, even a decade ago, the consumption of Ragi was mainly confined to the south of India. But today Ragi is increasingly attracting the diversified Indian palate, in breakfast, lunch and dinner.

Ragi is enriched with several health benefits. It is a good source of fibre and facilitates in lowering cholesterol level. As Ragi has good quantity of dietary fibre, a diet with the right amount of Ragi (say Ragi bread) can keep the stomach full for long intervals and prevent untimely hunger pangs. A special amino acid, Tryptophan, which is present in Ragi, facilitates in prevention of frequent rearing up of appetite. This in turn contributes towards weight loss or keeping the weight in check. Thus if you want to slim down, chances are you would have success in such an endeavour if you have a Ragi enriched diet.

Ragi is gluten-free and thus is suitable for people who have gluten intolerance. It is also suitable for people with lactose intolerance. Ragi is also richly endowed with calcium. According to the National Institute of Nutrition in India, 100 gm of Ragi contains 344 mg calcium. Thus if you want healthy bones, it would be an intelligent option to include Ragi in the daily diet. Ragi can also address brittle bones, and osteoporosis.

Furthermore, Ragi has low glycemic index, and thus consumption of food infused with the right amount of Ragi prevents blood sugar from going out of control. The inclusion of Ragi in formulations helps in lowering the glycemic index in a product, which is one of the desired characteristics for diabetic food. Ragi is also rich in iron, and thus is good for people with anemia and those with low haemoglobin levels.





Ragi also facilitates in maintaining a youthful skin. Ragi comprises amino acids like Methionine and Lysine which make the skin tissues less susceptible to wrinkles, thus delaying the ageing process. Ragi is a natural source of Vitamin D too. Not only that, regular intake of Ragi can help address anxiety and depression.

With health consciousness in urban India gaining momentum, Ragi has the potential to gain popularity in India's food service and bakery industry. Therefore the bakery cafes in India can market their Ragi cookies or Ragi walnut breads by promoting healthy facet of Ragi, as the craze for beautiful appearance has also gone up appreciably in urban India.

Today, the wholesome flavour of Ragi is being used to give cookies, breads, pasta and noodles a healthy quotient. Ragi can be used to prepare a good many healthy and tasty bakery products. For example, bakeries can serve Ragi Cakes and Ragi Cookies with evening tea, and Ragi and Whole Wheat Breads or Ragi Breads, spruced with walnuts for breakfast. One can also have Ragi Chappatis in lunch and Ragi Porridge for breakfast.

Thankfully, the immense benefits of Ragi are now being used by India's food retail industry in an increasing way. Ragi Cookies are gaining popularity. Leading bread manufacturers use Ragi as major ingredient in their multi-grain bread along with many other healthy ingredients. They are also offering diabetic-friendly biscuits, available in Oats and Ragi variants in convenient packs. Then there are Multigrain Breakfast Cookies, which also have Ragi among its constituents.

Our food service industry should also enhance the usage of Ragi in their offerings. More stand-alone bakeries as well as bakery café chains in India can come up with Ragi infused cakes, breads, biscuits and cookies. They have good chance of getting appreciated and consequently getting popular as the people in India are getting more aware about their health and physical appearance than they were before.

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Bakery Ingredients

The company is presently serving the bakery industry & HORECA by representing leading national brands in bakery ingredients like 'Morde' Chocolates, 'Rich's' Whip Toppings & fruit fillings 'Cargill' bakery Fats & Dry yeast 'Pristine' Pre mixes 'Trust' Icing, Breakfast & 'Demerara' sugar 'Food coast' ketchup & sauces, 'Frutins' canned fruits & vegetables 'Nature fresh ' Refined Soya bean & sunflower oils, 'Hungritos' Frozen products, 'Kerry's' Bread crumbs and 'Bagrry's' Muesli & cereals.

Growth in the above segment of the industry at all levels has also been instrumental in widening the products baskets and additional SKU'S in each segment with over a dozen brands giving them an opportunity to serve the greater part of the industry.

The company is supplying to leading hotels groups, coffee chains, popular bakers & confectioners, they also have wide experience of handling C&F operations for last more than 35 years, They are presently handling J. K. Paper Ltd. & Foodcoast international. Serving the customers efficiently has always been their priority.

A. L. Chaudhry & Co.
alc_modern9@rediffmail.com

Suite Heart Forever

Established in 1987, with a view to serve the travel and tourism Industry, Petals pioneered the portion pack in Northern India thereby improving the catering standards especially in the Travel Industry. The Petals brand Suite Heart sachets and blister packs are well known for their quality because premium quality ingredients and packaging material are used and hence can be served with confidence. They can be trusted because completely automated and hygienic processes are used ensuring the safety of users. The Suite Brand of Portion packs have now become popular as correct portion size helps immensely in controlling waste as also giving the user his money's worth. The entire range of Petals products can be customized to promote the image of the company. They are also available in the attractive, standard Suite Heart packing. Portion packs in the form of sachets, blister packs or kits aid inventory control, are easy to handle and store and also increase shelf life of the product. Petals is also actively involved in packaging development where the entire task of design, material selection, testing, procurement and packaging of a product is undertaken. Contract Packaging of products with facilities specially created with the required ambience is another field in which Petals specializes. The company has been ISO 9001 certified. Although based in New Delhi, Petals has satisfied clients all over India. Their long list of Prestigious clients include the Indian Railways, Indian Airlines, hotels and Hotels and Hotel chains like ITC., ITDC. etc and leaking Fast Food chains.

Petals Packaging Company
petalspackaging@gmail.com

Bakery Solutions



Leziyon is brand promoted by SRK Ingredients Pvt. Ltd., providing bakery solutions through their wide range of premium bakery ingredients which includes:, Cake Mixes, Fondant, Glazes, Fruit Flavour Fillings, and Cake Gel. Lezlyon offer bakers a dependable one-stop shop for smart, volume-driven, ingredient solutions that are innovative as well as compliant and sustainable.

The company offers imaginative solutions from formulation to packaging of their products, programs and services that address the total need of the customer. The company serves the largest to the smallest retail bakery operations, commercial manufacturers, food service operators and distributors across the country.

The company has well trained team with the skills necessary for a specific type of job to enhance repeatability and reliability of our product – satisfied customer, the team that knows, feels, and loves bakery. The company care about their business and at the same time even more important, the customer's business. With years of experience in the industry, coupled with an endless line of fantastic products, Leziyon is ready to help baker to reach its full potential.

They believe in "engage-with-grow" sales approach to get closer to customers to understand their need improvise its product and continue a positive relationship to grow mutual business.

They deliver the ultimate knowledge creativity and innovation. Their on-the-job experience, combined with renowned expertise in customization, is exactly what customer need to grow their business. The knowledge and solutions offer help improve product quality, enhance process efficiency, reduce costs and boost margins.

SRK Ingredients Pvt. Ltd.

Chef's Choice



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

Remington knives are appreciated due to its sharp, long lasting edges, user-friendly shapes and sizes and wide range that it offers. The wide range includes French Cook's Knives, Paring Knives, Steak Knives, Vegetable Knives, Carving Knives, Slicing Knives, and many more. Remington Knives are fully forged to shape from high tough, Carbon Stainless Steel that ensures greater edge retention. Remington Knives are heat treated and tempered in an inert atmosphere. Edges of Remington Knives are ten times sharper and longer than the conventional knives. They are known for their full-length tang for perfect balance and for easier and less tiring cutting.

Quality of Remington Knives is at par or above as compared to imported knives. They are precisely handcrafted and finished with each blade honed to an exact perfection and lasting experience.

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Positive by Instinct to Face Challenges!

Chef Abhinav Singh, Pastry Chef, Hyatt Regency Dehradun



Chef Abhinav Singh, the Pastry Chef at Hyatt Regency Dehradun, personifies great attention to detail and creativity. With an in-depth knowledge of sanitation principles, food preparation and baking techniques and nutrition, the chef brings the most mesmerizing breads, pastries and cakes at the hotel. His ethos as a proud baker is that the different varieties of flour used in baking makes all the difference. He follows basic food chronology, focusing on contemporary style baking techniques in the kitchen.

In 2012, Chef Singh set foot in the culinary world at Hyatt Bangalore as a Commis Chef in bakery and pastry department. He then joined Taj Lake Palace Udaipur, Crowne Plaza Jaipur, Novotel Pune and Double Tree Ahmedabad and later Conrad Bengaluru before joining Hyatt Regency Dehradun.

During his free time, chef loves to drive around and explore undiscovered routes, listening music. As a pet lover, he enjoys spending time with his pet.

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?

People are opting for healthy food that also includes vegan, sugar free and gluten free breads as well as pastries without hampering the taste and richness of product is in trend right now.

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

I belong to Lucknow and I am a big time foodie, I always wanted to be an Indian master chef but after doing hotel management course I have been placed in bakery and pastry and since then I am working on learning skills of pastry.

What is your working (Cooking) philosophy?

Keep it simple; follow basics of baking, guests will love your creations.

What are your Hot Selling bakery items?

I love Dark chocolate, so I keep churning products using it - Magnums, Opera torte and bonbons in pastry. In breads category, I love to create flavours in croissants while sour dough bread remains one of my top selling item.

What is the demand these days in Bakery?

Sugar free desserts, breads made with healthy ingredients and millet items are in demand.

What about the health quotient? How do you take care of that aspect?

I personally don't believe in artificial flavours in pastry, I love making my own purees and compote to flavour my pastries and in bread we use multiple healthy flours including rye, and ragi flour.

Learnings to be a successful Bakery Chef?

Update your self- In bakery trends are changing throughout, so it is important to keep yourself updated with latest bakery trends and follow it in your regular practice.

Training- When group of chefs works together it is important to train them so that your quality of products doesn't go down.

Sourcing product- It is very important you source right product from market which is actually required to make your dessert taste good, there are so many artificial products available in market.

What do you like about your job?

I love the fact that there is no limit to what you can create in bakery arena. From baking to presenting, I get the feel of an artist who gets engrossed in his work to make the canvas outstanding and better than the last attempt. Also I like to combat new challenges that we chefs face every day.

What is your strength as a bakery chef?

Respecting my team fellows, believing in myself and the thirst to keep on learning, are my strengths.

What are you passionate about besides baking?

I love going on long drives, explore unexplored terrains on solo trips.

How do you like to de-stress?

Nothing better than spending time with my family with good food and music.

What are your dreams?

I would like to see my name amongst the renowned pastry chefs of India.

What is your Mantra for success?

Keep on learning and never go slow on hard work and trying new stuff.

Your favourite ingredient?

Chocolate, Chocolate and Chocolate. Trust me you can do wonders with it in terms of creativity, sculpturing, making desserts and what not.

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

Since childhood I have seen chefs like Sanjeev Kapoor, and I think he was the first one to inspire me to cook something for my parents when I was 10 years old.

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

It has to be homemade North Indian style food.

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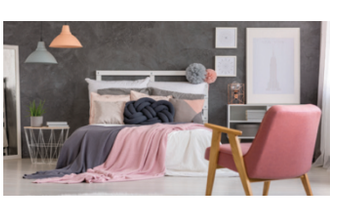
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