

HAMMER

Food & Beverage

June-July 2022 • Volume XIX Number 5 ₹ 100

Business Review

Business magazine for food service & food retail professionals

Business

Popularity of Indian F&B Outlets Globally

Feature

An Eye Towards East of Assam

Agri

Healthy and Tasty Fruit

Meat

Talking Turkey

Dairy

Curdled Milk

Beverage

Have Grin with Beer

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Jamming up

RUMmy Rainy Days

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With the onset of monsoon season what come first in the mind are spicy & fried foods like Pakoras and Samosas with a cup of hot Tea or Coffee. The best place for the choice of foods is the street food offering a wide range of local and regional assortments. Now restaurants are also developing some fabulous menu options for the rain-soaked days to satisfy the craving of their esteemed guests with something hot, piping and deep fried or just healthy and delicious offering. They offer range of most sinful, mouth watering delicacies to enhance the mood of the season.

During the monsoon season people prefer warm beverages such as ginger tea or herbal tea instead of carbonated drinks since they reduce the mineral levels in the body. Rum is also a popular alcoholic beverage that is there on almost everyone's bar shelves. It is becoming the most desired drink during the rainy season. Cover story examines several aspects about the popularity of this tippie with the customers as a drink.

Indian cuisine is becoming extremely popular in several countries, providing an opportunity for entrepreneurs to enter global markets. The popularity of Indian curries has flowed much beyond the Indian shores. Business story have attempted to explore the flavoursome world of Indian cuisine and provides an insight on the success of Indian outlets on foreign soil.

Northeast region of India is a place of mixture of multiple ethnic origins. It is always an interesting part when we discuss about their food habits particularly in terms of different food items and the way they are consumed. Feature story look at regional and external influence on Assamese cuisine.

The issue also have a wide gamut of information of industry interest, through regular and additional sections on food & beverage, operations, hygiene and also through our reports and news columns.

Food & Beverage

Business Review

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EVENT CALENDAR

India International Hospitality Expo

3-5 Aug 2022

India Exposition Centre,
Greater Noida (Delhi, NCR)
www.ihexpo.com**HOTELEX 2022**

4-7 August 2022

National Convention & Exhibition Center,
Shanghai, China
<https://en.hotelex.cn/>**Tent Décor Asia 2022**

12-14 August 2022

Hall 2-5, Pragati Maidan, New Delhi, India
www.aakarexhibition.com**International Foodtech 2022**

26-28 August 2022

Bishwa Bangla Mela Complex, Kolkata
www.foodtechkolkata.com**FHA Food & Beverage Asia 2022**

5-8 September 2022

Singapore Expo, Singapore
www.foodnhotelasia.com**India Bakery Expo 22**

9-11 September 2022

Chennai Trade Centre, Chennai
www.indiabakeryexpo.com**Drinktec Munich 2022**

12-16 September 2022

Trade Fair Centre, Messe Munich
Munich, Germany
www.drinktec.com**Annapoorna – Anufood India**

14-16 September 2022

Hall No. 4, Bombay Exhibition Centre,
Mumbai, India
www.anufoodindia.com**Sial 2022**

15-19 October 2022

Paris Nord Villepinte, Paris, France
www.sialparis.fr**FHA HoReCa Asia 2022**

25-28 October 2022

Singapore Expo, Singapore
www.foodnhotelasia.com

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, from 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 Excellence 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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Alternative Protein Asia

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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, Outside, 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-FBRR>

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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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Bayroute's all-new Mezze Platter

Bayroute, Mumbai's popular Middle Eastern fine dine, is lending diners all the reasons to celebrate. Bayroute is all set to launch its brand-new Mezze Platter menu and it's all kinds of appealing! The all-new menu that whips up surprising delights has been designed with an intent to offer loyal patrons with a chance to taste a range of cold dips, hot mezze & Arabic style community platter served in a conventional style. Bayroute will redefine luxury dining for the discerning foodies through its Middle-East & Mediterranean delicacies served in a customary style.



The new menu is the result of extended innovations and processes that have been perfected over months and will surely lend gourmands soak a little deeper into the tastes and flavours of the middle-east. Indulgences like Kebabs, Manakeesh, Kabsa, Baklava, Stuffed Dates, Tirokafteri, Warak Enab, Hummus Pimento, Date & Pistachio Labneh, Beet & Walnut Kofte and Rose & Gulkand Milk Cake, Baklava Rolls, Pistachio Helva, Jaggery Fudge Cake, Tulumba, and Lotus Cheese cake are bound to satiate your sweet tooth.

With choicest ingredients sourced straight from the souks of the region, it tries to bring alive the most authentic fare from Saudi, Egypt, Iraq, UAE and more. A signature bar setup, chic cutlery and furnishings, low-sitting Moroccan seating, and above all, an ambient aura, offers the discerning foodies with a one-of-its-kind upgraded culinary experience.

Foodlink Catering Forays into Europe

Foodlink Luxury Catering, the flagship division of Sanjay Vazirani's Foodlink F&B Holdings India Pvt. Ltd., announced the expansion of its operations in Milan to cater to the booming destination wedding industry of the European region. Considering the growing restaurant market and business potential of the F&B industry in the European region, Foodlink Luxury Catering also plans to open restaurants in this geography. With this, Foodlink Luxury Catering aims to strengthen its global positioning in the F&B industry.

In recent times, Europe is gaining prominence in the destination weddings market and has become a preferred choice, especially amongst Indians from UK and USA to conduct luxury weddings. To capitalize on such new opportunities and expand its global network, Foodlink has strategically established its head office in UAE. With more than two decades of culinary expertise, Foodlink Luxury Catering will offer the European market an exemplary range of authentic and exotic delicacies from India in addition to specially-curated global cuisine. The company also collaborates with Michelin Star Chefs and Food design & Impact companies from across the world to provide specially curated and personalized culinary spreads in Europe.

According to Sanjay Vazirani, CEO, Foodlink F&B Holdings India Pvt Ltd, said, "We have ambitious growth plans for the European Market. Milan is centrally located in Europe and well connected with many popular destinations, which makes the city the ideal logistical hub for us to set up our operations to tap potential opportunities of Europe's lavish wedding market. Considering the wedding industry's potential in Europe, we foresee extending our exceptional F&B experiences to 10-15 grand weddings and large-scale MICE events in Europe, every year. We are confident that with growth opportunities in Europe, we will be successful in strengthening Foodlink's global presence in the next few years."

Over the years, with its unique services and offerings, Foodlink Luxury Catering has been successful in establishing its strong global presence in the destination wedding industry in over 20 countries with a fair share in Europe. With its base in Milan, the company plans to facilitate lavish events and wedding ceremonies in the European region at attractive destinations such as Lake Como, Barcelona, Venice, Germany and more.

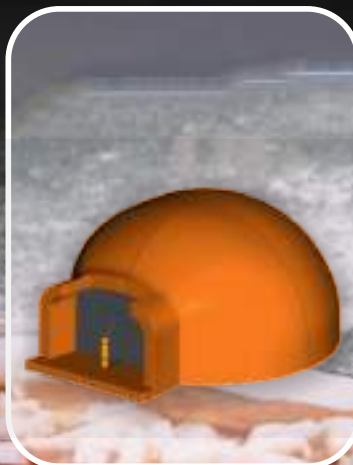
In 2019, Foodlink Luxury Catering set up its base in Antalya to cater to weddings in Turkey with popular destinations such as Istanbul, Antalya, Bodrum and many more. Also, in 2020, the company had established its full-fledged office and full-blown operations with kitchens in UAE.



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Oye Kake Launches 'Guru Seva Thali'

Oye Kake, a home away from home, a household name that serves delectable northern cuisine has made a place for themselves in the "Vegetarian Punjabi Food" space for almost a decade, with three outlets strategically placed in the heart of Mumbai city- Fort, Lower Parel and Ghatkopar - perfect place to experience the rich flavours of Punjab.

Like all other religions, Sikhism shares a divine philosophy of making the world a better place. *Seva* in Sikhism is a concept of selfless service performed without any expectation of result or reward for it, these services are performed to benefit other human beings or the society. The communities around the globe have been seen reflecting on the same.

Sharing the divine mindset of 'Service' and 'Giving Back to Society'- in honour of the martyrdom of Guru Arjan and Sikhs, Oye Kake introduces the Seva Thali campaign to raise meals for the needy every Thursday (dedicated to the 10 gurus of Sikhism). At a minimal rate of Rs. 649 + taxes, one can enjoy the delicious flavours of the north and the delight of feeding the stomach of the deserving. The ustaads at Oye Kake prepare the dishes with the utmost love to earn a place in the guest's heart. The founders have proactively joined hands with various NGOs such as The Robin Hood Army and Aarya across the city to feed the needy and provide for those who are unattended and left without care.

Oye Kake serves the unlimited thali with the aim to start a chain where people can keep adding to the effort and ambition. Curating a special menu by carefully undertaking extensive research the team at Oye Kake revisits the 'breadbasket of India', the place where it all started nine years ago; allowing the patrons to experience and taste the food in its most authentic and evolved self. With each Thali served, a meal will be donated to those in need. To keep up with the campaign a display board will be hoisted with numbers of thalis sold for patrons to see and help in meeting the day's goal.

"Giving back to the community is an essential part of my core belief and with the Thaal, we will be matching every donation made so we can continue to feed as many people as we can and pledge to continue this Seva till the time Oye Kake is in business," said owner, Pankaj Gupta.



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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Iconic Kebab Korner Reopens

History meets gastronomy at InterContinental, Marine Drive's iconic restaurant, Kebab Korner, where heritage recipes that stood the trials of time are presented on your plate. The epitome of class and heritage, Kebab Korner, has been indulging its customers since 1960. After a brief pause of almost three years, the restaurant is back with gastronomic excellence and zeal and their ever-prevalent mission to charm the customers with their delectable Indian fine cuisine.

The interiors may have been revamped to keep in touch with the ever-changing times, but the heart remains the same. Rooted in tradition and culture, the spices and ingredients come from the lanes of the Jama Masjid, just like the talented chefs. At Kebab Korner there are no written recipes or measures of ingredients, but the recipes remain a mystery - passed down over generations like a prized family heirloom - a smile is all that the masters are willing to share.

"Kebab Korner is an award-winning, hugely popular restaurant among a set of die-hard regulars some of whom are now third generation patrons. For a little over 50 years now, the restaurant has been delivering an unmatched experience to our guests with their selection of recipes that have been passed on from generation to generation by the Masterchefs who manage the kitchen. In its latest avatar, my team and I have worked with the chefs to present an all-new selection of food and a list of signature cocktails we have designed specially to complement the spice and flavour profiles of the new dishes. It's a privilege for us here to be able to reopen Kebab Korner and proudly be torch bearers of this Legacy." Kushkant Tripathi, Director of Food and Beverage

At Kebab Korner, there are not many rules but just one that is followed like a sacred ritual- every dish is prepared like it's the only one! Kebabs have been the forte since its inception in 1960. The culinary ethos of the Kebab Korner is rooted in fresh produce and it's a no-freeze policy that ensures that every kebab is the same every single day. The chef sources only the freshest seafood and meats, all the kebabs & grills are served with a signature 36 spice Dahi ki chutney, that has remained unchanged for 6 decades, and mint and coriander chutney. The KK classic seekh kebab, hand-ground lamb mince infused with fresh mints and spices has been a signature and most loved since its inception.

"For over half a century Kebab Korner has remained one of Mumbai's most iconic and preferred North Indian Restaurants. It has been a special journey post -pandemic for us to be able to re-launch this restaurant, after in-depth research into carefully curated recipes that have stood the test of time. The new menu is a mix of time-honoured stand-out dishes like our Lamb Seekh Kebab and our Signature Dal Makhani which KK has always been known for and a selection of what I'd like to call the contemporary classics including new versions of the Lamb Burrah, a rich Tandoori Broccoli Mussalam and even a stunning Lehsooni Burrata Palak. This menu has adequate variety for both our vegetarian and non -vegetarian patrons. The team and I are looking forward to feeding the discerning Mumbaikars again." Chef Shhrey Puri, Executive Sous Chef.

The Kebab Korner biryani is an homage to the great Gharana style of biryanis, all the signature biryanis were created by "ustaaads" culinary geniuses of the royal kitchens, they all have distinctly different recipes and methods of cooking which is warranted by the very nature of the ingredients. All biryanis come served with the traditional 'purdah' which seals the flavours and aromas in and is cut open at your table. Feast like a royal with the chef-recommended signature dish Niyazi Ghosht Biryani, made in the style of the Niyazuddin family of ustaads with a robust aroma, tender lamb cooked along with the finest of Basmati rice in yogurt marination and spices. There's something for the vegetarian patrons too, indulge in the mouth-watering Vegetarian Kebab Platter with Paneer tikka, Kumbh dak Bangla, Achari aloo & subs Nawabi seekh or a Tandoori Broccoli served with a whole head of broccoli in a Philadelphia cream cheese and kasundi mustard marinade or if you are a lover of the all-rounder vegetable 'potato' then Achari Aloo charbroiled baby potato, marinated with mango pickle mustard, fennel, and fenugreek is the one for you! Pairing these dishes with the delightful cocktails from the carefully curated bar menu is sure to put you in the best mood. And while you are lapping all this up, you can hear the ghazals from the live singer and enjoy the unflinching view of the Queen's necklace.





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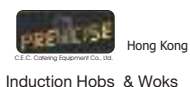
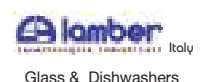
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BLR Brewing Co. Onboard Different Global Brewers

BLR Brewing Co, a brewpub spread across three locations in the Garden city – Bengaluru, recently launched the third outlet in JP Nagar. The theme of the place talks about 5 elements: Earth, Water, Air, Fire & Space all together in one place. Touch of red-bricked walls, Mashaal lighted during the night and live music in the evenings. The space is spread across two floors, indoors and an imposing rooftop to enjoy the breezy weather of Bangalore.



A rooftop brewery with fresh seasonal brews by different brewers and breweries across India is what this place has to offer. The brewery caters to different tastes and flavour preferences of beer lovers and is experimenting with local ingredients for crafting the perfect recipes so that one can taste what those ingredients are all about.

Savour the Bengaluru bites menu limited edition which will present with the flavours of VV Puram vegetable cutlet, Cubbon park salad, Mosque road mutton cutlet and more to satisfy your taste buds from every part of Bangalore. Bringing regional flavours from different parts of the country, the menu showcases the diversity and rich culture of India along with classic favourites from the global cuisine.

Prasanna Kumar, Co-Founder, BLR Brewing Co. says “Demand for craft beer is rapidly emerging and Beer is becoming more of a lifestyle beverage so we thought why not we do a series of collaborations this year as part of our launch of the new property. Our newest location in JP Nagar is a brewers hub wherein brands from all over the world will be brewing craft brews here. We have collaborated with several breweries

from Maharashtra and we look forward to having more such collaborations across the globe”.

An array of options to choose from the fresh brews, starting with twelve different styles of house-brewed beers amongst which six will be crafted by the breweries and brewers across India. Some of them are Bombay Duck Brewing, Kimaya Brewing Co., 2 Down Beer Co., Igloo craft beer and more brands across the globe are in

the pipeline.

Experimenting a fusion of caffeine and beer with South Bangalore based coffee brand Benki is something that makes it one of a kind experience. All of which will be available at all the outlets of BLR Brewing Co. across Bangalore. The brewery also has 6 in-house variants to offer - Belgian WIT, Farm house, Hefeweizen (a type of Weiss beer), Alphonso Ale, Nitro Stout and Nelson IPA brewed by Head Brewer Umang Nair, expertise in hand-crafted beers.

Some of their special cocktails are Rose Gimlet, Forbidden BLR and Soho beach bum are not to be missed. The chef's special here is Golconda chicken, Nalli ka Salan, Mojito chicken and Malai Broccoli

BLR Brewing attracts crowds from all walks of life including your four legged friend as they host Old school nights, live gigs, DJ nights, Sunday brunch, sports screenings, Sunday Sundowners and more.

Gur Chini Plans Global Expansion

Gur Chini, a premium mithai brand that is revolutionising desi mithai by giving it a modern twist, announces the launch of a new outlet in Punjabi Bagh, Delhi. After celebrating massive success in Delhi, the brand also plans to launch 3 new outlets in Mumbai and Chennai, along with one each in Abu Dhabi, Dubai and Kuwait, to share the delicious legacy of Indian sweets across borders, for others to embrace that authentic taste but with a difference.

The new outlet in Punjabi Bagh caters multiple variations of regional specialities of organic mithai. The brand currently has its retail outlets at MG Road and Defence Colony, and online presence through its own website, along with Zomato. Besides Gur Chini outlets, the brand has base kitchens in Delhi, Ahmedabad and Mumbai, and plans to expand the base kitchens to Hyderabad, Bengaluru, Pune and Aurangabad.

Commenting on the launch of the new Punjabi Bagh outlet, Gaurav Chauhan, Co-founder and CEO at Gur Chini, stated, “We started with a desire to reawaken our passion and taste for Indian sweets and, alongside, to bring back the old fervour of festive occasions. Today, we have 3 outlets in Delhi and we are excited to cater to West Delhi with our upcoming Punjabi Bagh outlet. We feel that with an ever-evolving target market, there is a lot more scope to grow in Delhi. However, we also see a market abroad with potential for exponential growth, and we plan to launch 3 new outlets—in Abu Dhabi, Dubai and Kuwait. We want to share the Indian traditional mithai with a modern take with the world, for them to identify and recognise Indian culture through our classic sweetmeats.”

Along with the upcoming outlets, the brand has also opened a plant dedicated to its namkeen items. Gur Chini Namkeen will be available at more than 5,000 grocery outlets across the country.

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Drunken Monkey Set to Launch in US

Drunken Monkey – India’s smoothie chain brand has announced its expansion into the overseas market. In the coming months, White Monkey F&B LLP (the holding company behind DM) will launch its first-ever international outlets in the United States, which is considered one of the biggest markets for smoothies in the world. In fact, it singly-handily accounts for over 35% of the global smoothie market share.

Founded in 2016 by Samrat Reddy, Drunken Monkey is the only Indian smoothie brand with a pan-country presence. Headquartered in Hyderabad, the brand has grown exponentially since its launch and the consistent success and growth of the brand can be gauged from its growth from four smoothie bars in Hyderabad in the first year, to over 130 outlets in 45+ Indian cities by 2022. The brand has grown from strength to strength and has successfully brought about a ‘smoothie revolution’ in India.

Taking this vision and its blends of immensely popular smoothies and smoothie bowls further into newer territories, Drunken Monkey plans to start with two retail outlets in Western America before expanding into other parts of the country. The initial set of smoothie bars will be launched in the states of Georgia and Texas, which have shown tremendous growth in the fresh beverage category over the past few years.

“India has a lot to offer to the world in every way imaginable. And its high time we showcase our home-grown brands to the rest of the world. This is in fact Drunken Monkey's first baby step, in the



exciting journey of having our footsteps across the globe.” Said Samrat Reddy, Founder Drunken Monkey.

Gurugram’s Highest Rooftop Bar Reopens

True to its name, Vibe – The Sky Bar, a rooftop bar at DoubleTree by Hilton GurugramBaani Square is back to serve its patrons. Blessed with breathtaking city views and sparkling ambience, this hi-end rooftop bar is an ideal place to socialize with friends and family or for a corporate gathering. Wind down after a busy day in comfortable lounges while you enjoy the sophisticated bites and handcrafted concoctions to lift your spirits up.

Enjoy an open air dining experience in re-imagined spaces secured with stringent safety norms, where Mukesh Kumar, Executive Sous Chef has



introduced an array of delectable choices in the eclectic menu which includes The Giant Chicken Wings, Kaffir Lime Gamberi, Kasundi Salmon, Crunchy Amritsari Fish Tots, Tenderloin Boti Popsicles, Raan, Ragi Chickpea Falafel, Mexican Tacos, Citrus Crème Brule, DoubleTree Cookie Pastryand many more to choose from.

Apart from indulging in an extensive beverages menu, discover a new way to unlock the evening where our bartender mesmerizes you with some magical cocktails that pair exquisitely with food.

Jai Chugh, General Manager of the hotel says, “Combining your dining experience with safe outdoor ambience is something people do not want to miss. With new age music, welcoming staff, and delectable food choices, we assure a memorable evening for our esteemed guests and we look forward to welcoming you back at Vibe – The Sky Bar for the unmatched hospitality experience”.

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Juliette: A New European Eatery



A new eatery named Juliette Ristorante has just opened its doors at Andheri, Mumbai. Juliette, with a fantastically curated inspired European menu with a modern twist, has brought European summer vibes and feels to the town.

Located right next to Yazu, this modern European dining is the ideal setting to engage in sweet encounters that transform into a one-of-a-kind gastronomical adventure as one savours and enjoys some redesigned Western and Mediterranean delights sealed with artistic culinary skills. Juliette offers the same hospitality experience as Yazu and is owned by the hospitality veterans that own the upscale progressive dining Pan Asian Supper Club. Laying the foundation with the same seeds, Enso Hospitality's partners Gurmeet Arora, Atul Chopra, and Ranbir Nagpal have launched Juliette and are ready to take on the European dining segment by a storm.

They have recreated an authentic upscale European vibe in a 4000 sq. ft. space with a premium dining area and a vivacious alfresco seating style with clean lines and subdued nude shades synonymous with the artist Sumesh Menon. The nature-inspired elements like the larger-than-life tree installation in the dining section and unique art wall features inspired by pea pods are sure to conjure up images of a pleasant day spent in the European countryside.

"The essence of Juliette as a space is that it has a European charm about it,



creating an inviting ambiance for patrons but the key always has to be fresh and well-thought-out curated menu and technique, which Juliette displays," said Gurmeet Arora, co-founder.

Resonating with the aura of European delis, with an indoor and outdoor, Juliette brings the taste of Modern Europe. The all-day European restaurant serves the fluffiest pancakes, Croque Monsieur inspired by the French cafes. Coffees paired with fresh Viennoiseries for breakfast provides tastebuds a taste of sweet heaven. Also Smoked Seasonal Vegetables with Stracciatella Cheese to savour the flavours of Italy. With a plethora of dishes to choose from, the charming appetizers made with in-house rub marinated grilled prawns served with millet salad, a flavourful whole-grain salad loaded with fresh veggies, feta, and herbs.

The main courses offer in-house special Stroganoff, a root vegetable served with orzo pilaf, Beef short ribs served with mashed potatoes and aromatic flavours of the spiced grilled Moroccan chicken with toubm splashed with cinnamon and ginger. Carrying the essence of Europe,

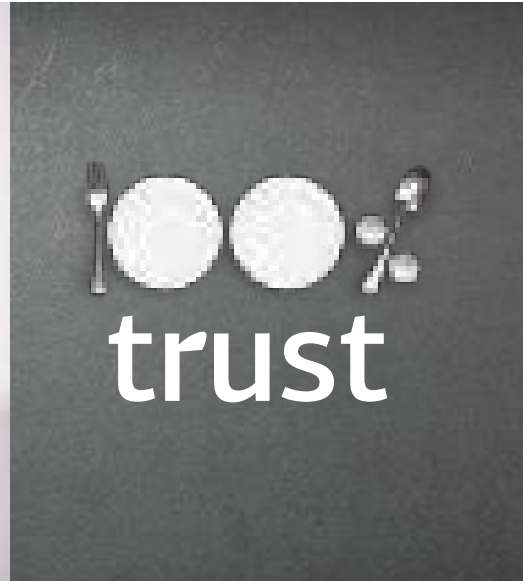
Juliette prepares authentic pizzas using fine sourdough. Keeping the traditional spirits at heart, the portions of pasta are hand-crafted with care, resulting in some delectable Fettuccini Bolognese, and Classic Lamb Lasagne. Hitting those sweet spots is Grand Marnier soufflé with Elderflower ice cream and the chef's favourite Baked Alaska.

"Juliette is personified as a love between a beautiful looking place with warm hospitality and lip-smacking food made using modern ingredients, classic techniques, and amazing cocktails. It has a world-class vibe with heart-warming hospitality," said Ranbir Nagpal, co-founder.

As a culinary journey of good food and fine cocktails: Juliette Ristorante serves the most delicious cocktails. Starting with a Smoked Hazelnut Martini, a keen twist on the standard espresso martini with a touch of sweetness from Hazelnut & Caramel, and a rim coated with hazelnut and peanut. Juliette offers Elderflower Hugo, a pleasant cocktail served with fresh berries, pomegranate, wine and elderflower syrup and also Barrel-Aged Negroni, whiskey aged in a barrel, and later served with a presentation tableside. Also select your base spirit blended with fresh passion fruit puree and lemon juice, served in an old-fashioned glass & a short glass of ice topped with sparkling wine. And finally, at the Juliette - an encapsulating serving of the place's obsession with fantastic cocktails, a suave drink combining elements of bourbon, rose shrub, lemon juice, and mint - garnished with fizzy apple juice served with a crushed rose on liquid nitrogen in all its fanfare - a must-have!

"Juliette is a feeling of being chic and modern yet traditional but classy, gives you an overall dining experience of international standards with a classy touch. Hospitality personified, the goal is to connect with the lovers of fine food and exquisite cocktails," says Atul Chopra, co-founder.

Indus Hospitality, an award-winning hospitality company is home to some of the most pioneering brands in Mumbai like Yazu & Juliette Ristorante, the brand stands tall on the merits of great founders, expert chefs, and a world-class team that manages, operates and delivers an out-of-the-world service to its patrons.



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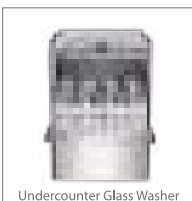


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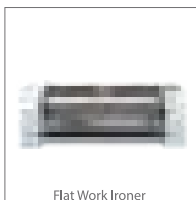


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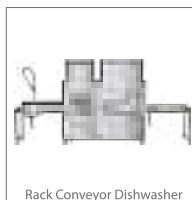
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Sorano - Premium Italian Dining Experience



Manifest hospitality, pioneer of Italian dining experiences in Kolkata, has now brought a premium fine dining experience. It has launched a restaurant named after Sorano, a town and commune in the province of Grosseto, southern Tuscany, Italy, a town known for its landscapes, history and artistic legacy. A 124-cover restaurant, Sorano serves food from various regions of Italy in the most authentic way possible.

The Food

Diners can tuck into signature dishes like Crudo, Truffle Cacio Pepe Eclairs, Quattro Formaggio Ravioli, Textures of Tomato, all kinds of homemade hand-rolled pasta, homemade cheeses and Deconstructed Tiramisu to name a few. There is a dedicated in-house Fromagerie where the chefs make fresh mozzarella, burrata and various other fresh cheeses. Guests will be able to visually experience their hand-crafted pizzas being baked following the time-honoured, traditional method of pizza making in Naples, Italy.

The beverage menu has been crafted keeping in mind the textures and

flavours of Italian cuisine and some star concoctions are Truffle Agrodolce, Rose and hibiscus, Limon Meringue and The Butterfly effect. The cocktails complement the dishes beautifully giving the palate a heightened experience.

Speaking of the launch, Saket Agarwal, Co-founder of Manifest Hospitality said, "We have been running Italian restaurants for 14 years and are extremely passionate about the cuisine and culture. Our first brand Casa Toscana has launched over a decade ago and serves Trattoria-style food. The menu at Sorano is based on our travels and knowledge of Italian and contemporary cuisine and it draws the best from different regions of this bountiful country. We also have a lot of modern interpretations of various Italian dishes without compromising on the taste or quality of ingredients. We are certain that with Sorano, we will be able to serve hearty food with the freshest produce that will make both the locals and discerning travellers happy. We want to build a brand that is synonymous with extraordinary Italian offerings and we are keen to take the Sorano experience to different cities across the country."

Design Concept

At Sorano the space was conceptualised and designed by DesignBrewing.Co. Founder and lead designer Nivedita Agarwal's experience of quaint pathways, slumbered pace and the simplicity of mothers and grandmothers cooking in Italy has been imbibed in the restaurant's look and feel. Inspired from traditional Italian homes, the restaurant has high ceilings, raw finishes and soothing textures along with multiple sections. Each section has a minimal yet impactful element, which leaves a lasting impression.

The upholstery, lights, tables, along with the walls, flooring and ceiling have been meticulously planned to create the Sorano Vibe. Over a 100 years old staircase leads the diners to the entrance of Sorano. The entrance hall takes them to the various sections of the restaurant through an arched European style passage. The dining section is adorned with a cluster of hanging lamps, creating a warm glow and ambience for the diner, arched shelves with plants, bust statues and urns.

A hidden nook has been created for a bunch of diners to group together and enjoy a nice meal with various familiar accents on the home wall such as water cans and pasta plates. The black and white alfresco balcony under a European awning is the perfect getaway for a cup of coffee, cocktail or a wood-fired pizza.

The pièce de resistance is the Pasta Fresca window transports one to the therapeutic world of kneading, shaping and folding. The concept of live pasta making isn't common in Europe either, so it surely stands as a spectacle for Sorano. The bar accompanies a large mosaic clad wood fired oven that adds warmth and glow to the ambience. One can catch up with friends over cocktails and conversations under the large handmade metal chandelier while the DJ plans some mood uplifting music.

The Verandah section brings in a natural glow from large European style metal windows, the golden sunlight streaming in, or shimmering gleam of the moon. The Verandah accompanies a Private Dining Room for 10-12. The entire décor has been designed to bring in a sense of calm and escape from our frenzied lifestyles, at any time of the day. Large neon signs of 'Vivi il Momento' which means "Live in the Moment" and 'Il Dolce Far Niente' translating to 'The sweetness of doing nothing' reinforces the philosophy of the brand.

Sorano aims to recreate the Italian art of slow living. A space which encourages you to pause for a chat, grab an espresso or lounge back to enjoy a glass of wine or a refreshing cocktail along with an authentic Italian fare. The diners will be gastronomically transported to the Tuscan valleys through a sensory experience. The restaurant is open from noon to midnight and is located in close proximity to Park Street, the most upmarket and bustling part of the city.

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RUMmy Rainy Days



Rum, in yon days of old was considered as a pirates' drink. Known as the Devil's drink as it warms you up, trickling down the throat, today it is a popular alcoholic beverage that is there on almost everyone's bar shelves. International Rum brands have elevated the experience of the spirit and the focus is now on new aromas, flavour profiles and a range of interesting distillation methods. From the cocktail-ready white Rums to the elegantly sippable best dark Rums, today the drink has become a favourite of not only gents but also ladies. Its popularity can be gauged from the fact that two Rum days – "World Rum Day" and "National Rum Day" – are celebrated in July and August, respectively. **Ashok Malkani** examines various aspects of this beverage, which is becoming the most desired drink during the rainy season.

After a brief lull there have been heavy rains in Mumbai and other parts of the country. This is the time when you would like to warm your innards with something that trickles down your throat smoothly. And an alcoholic beverage is what one craves for at this dissolute time. While Whisky may be the name that comes to your mind when one talks of alcobev, however the beverage that is now becoming extremely popular is Rum. During the rainy season, Rum warms the very depths of your body and spirit. Rum has become one of the most popular drinks all over the globe. Washington-based bar legend, Todd Thrasher, describes Rum and the cocktails that he serves as "Vacation in a glass." He avers, "The Rum category as a whole benefits from the feeling of escapism. And after a year of this pandemic, just about everyone needs a vacation, or at least a good cocktail."

Rum connoisseurs most certainly believe that Rum, with its rich and smooth texture, sweet flavour and unique taste, is the best alcoholic beverage of the rainy season.

Ms. Pushpanjali Banerji, Brand Director, Kyndal Group, says, "Rum has been cherished in India for a long time. It is a staple in almost every household bar collection as it caters to every mood. Traditionally, Rum's popularity can be credited to the military and CSD canteens."

Rum, which was originally a sailor's drink has become the preferred drink of the general public.

Arindam Sarkhel, F&B Manager, Grand Mercure Mysore says, "We all know that Rum



was given to sailors as ration however it has become very popular with the general public because of the price point. While Rum drinker prefers to drink straight up, it has become a key element in cocktails which are very popular during monsoons."

He adds, "There is a certain segment (college students / bachelors / loyals to Old Monk) that prefers Rum all year round. At Grand Mercure Mysore we have curated Rum based cocktails which guests are loving in the monsoons. Also, there is a certain segment that prefers Rum to other spirits. There are many new brands, besides Old Monk, which are getting popular like Mount Gay, Ron Zacapa, etc."

Yes Rum, which was once considered little more than a party drink is now available in all styles.

Some of the different brands, beside Mount Gay and Ron Zacapa are: Flor de Caña, Don Papa, Banks, Diplomatico, Richland, Havana Club, Brinley Gold Shipwreck, Goslings, Privateer, Santa Teresa, Foursquare, Appleton Estate, etc.

Mahiul Islam Saikh, Director of Food & Beverage, Sheraton Grand Bangalore Hotel at Brigade Gateway disclosed, "Caribbean islands produce distinctive Rums, which vary in character according to the colonial history of the island. English islands tend to produce strong dark Rums from molasses, whereas the French islands favour producing Rum directly from sugarcane juice, while the Spanish islands are famous for their smooth Rums. Rum must be the most popular drink in the Caribbean, drunk everywhere from backstreet hangouts to high-end cocktail bars. No story on Indian Rums could ever be written without paying due allegiance Old Monk."

Preferred Drink

The increasing demand for Rum can be attributed to the evolving preferences of the younger generation and well as females for this beverage. According to Global Rum Ambassador Ian Burrell, market research companies like Technavio, who have been monitoring the Rum market show, it is poised to grow by 150.51 million liters from 2020 to 2024, progressing at a CAGR of about 2% during the forecast period. Demand for exclusive flavours, taste and innovation is one of the factors that have contributed to





Mahiul Islam Saikh



Arindam Sarkhel



Ms. Pushpanjali Banerji

the growing demand.

The reasons for the growing demand are numerous.

He adds, "More people are being aware of the Rum now than ever before, and the trend is definitely growing. Rum's greatest strength is its versatility and diversity, with expressions ranging from White Rum and Black Rum, to Dark Rum, Overproof Rum, Spiced and Flavoured Rums. Popular spiced and flavored Rums are driving category growth, as are top-shelf super-premium aged Rums."

"This drink is popular with people aged between 25-45 years old. It is also popular with ladies who presser it in cocktails like daiquiri, mojito, et al.

Arindam declares, "Domestic Rums are always in high demand because of the price point. Also, there is a certain segment that prefers Rum to other spirits. However, there are many new brands which are getting popular like Mount Gay, Ron Zacapa, etc."

He continues, "As far as the age group is concerned, mostly we have observed that the age group 30-45 years preferred Rum during their stay at Grand Mercure Mysore. We have also found that among the females White Rum is preferred over Dark Rums as White Rums make better cocktail and same is very popular among women as well."

Pushpanjali, speaking about gender preference, says, "'Rum was previously associated with masculine energy like the Indian army personnel stationed in colder regions, etc. However, over time Rum has become a favoured drink by both genders. It is popular with both men and women. As more women venture into alcohol and explore their palettes and preferences, they appreciate the flavour and options Rum has to offer. Premiumization of the category and subsequent new and quality offerings are attracting new, younger consumers and up-trading from existing consumers."

Types of Rum

In India, when people spoke of Rum, some time back, it was just Dark Rum. Today the popularity of Rums has grown to such an extent that there are a number of varieties. It is produced in more than 80 countries, using many divergent methods, with copious variations of fermentation, different types of distillation, myriad blending styles and a plethora of aging techniques.

Arindam disclosed, "There are 4 kinds of Rum; White, Gold, Dark, and Spiced.

"White Rum is clear, usually has milder flavour and lighter body than Gold or Dark



Rums. These light types of Rum are most often used to create cocktails that do not have a need for bold Rum flavour such as Daiquiri, Mojito and Piña Colada.

"Gold Rum - As Rum mellows in barrels over time, it takes on amber or golden hues. These golden types of Rum usually present a more flavourful profile than the White or Clear Rums. Gold Rums are used to make cocktails in which a stronger flavour is desired and also popular ingredients in baking and desserts

"Many aged Rums are referred to as Dark, only to distinguish them from Light, they are often aged in oak barrels for extended periods.

"In Spiced Rum, spices derived from the seeds, dried fruit, root, leaf or bark of edible flora, are infused into Rums offer a wide range of interesting and multifarious variations of spirits."

Mahiul avers, "Primarily there are only 2 types of Rum. Light and Dark. Rum is produced by fermentation first and later distilled sugarcane molasses. In case of Light Rum, the spirit is distilled and bottled immediately and for Dark Rum, it is aged for at least 3 years in oak cask after distillation. There are Golden Rums also which are aged for a short period of time."

Pushpanjali mentions that besides White Rum, Gold Rum, Dark Rum, there are other Rums like Demerara Rum, Spiced Rum, and Naval/Overproof Rum. Each of these Rums is distinct from the other and appeals to different people. The White Rum is clear and lighter-bodied and is aged very briefly. The Gold Rum is more complex as it is aged in oak barrels and is suitable for cocktails.



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The Dark Rum is aged for a longer period, has a fuller flavour profile, and is ideal for enjoying by itself. Demerara Rum is made from cane grown in Guyana and has a rich and dark flavour profile. The spiced Rum is flavoured with spices. Any Rum that has a higher alcohol content falls under the Naval/Overproof category. Jamaica Rums are full-bodied Rums with richness and complexity. The Bootz Dark Jamaica Rum, from our Kyndal Group, has a distinctively flavourful & aromatic style as it is blended with authentic Jamaica Rum spirit."

Cocktails

When one speaks of cocktails, the beverages that normally come to mind are Vodka and Gin. However, Rum is fast becoming the favoured mix for cocktails. There are several popular cocktails made with Rum. Some of them are: Pina Colada, Daiquiri, Mojito, Dark 'n' Stormy, Planter's Punch,

Hurricane, Mai Tai, et al. Pushpanjali avers, "Rum is a versatile cocktail ingredient that helps create cocktails for every season and occasion. Mahiul states, "Rum, due to its wide variety, is extremely popular as a cocktail drink. The flavoured Rums bring a new edge, and the cocktail possibilities with the various flavours are endless. Cocktails made with Rum are refreshing. Therefore, people prefer to drink Rum based cocktails during daytime. Mojito, Caipirinha, Daiquiri are as popular as cocktails made with Gin & Vodka Arindam asserts, "As far as cocktails are concerned, White Rum is very popular as it makes a lot of classic cocktails. These days the fashion of cocktails is more than straight drinks and hence all the white spirits gets a lot of attraction and White Rum makes a lot of renowned cocktails like mojito / Daiquiri etc. Dark Rum is also in the league for few famous cocktails like Cuba Libre / Planter's

Punch etc." He adds, "White Rum is more popular, in India, as a cocktail drink. It is more commonly used in mixed drinks such as mojitos. Many prefer dark Rum when enjoying mixed drinks due to its smooth and bold flavour."

Other Rum Recipes

Rum is a staple ingredient in many classic cocktails, but it can also be used as a flavourful addition to both savory and sweet recipes, from marinades to pies. Aged Rum is believed to lend caramel notes to dishes, while White Rums can give a pleasing alcohol bite, and spiced Rum is a no-brainer for cakes. Arindam reveals, "A lot of desserts are made with Rum and our Chefs at Grand Mercure Mysore also use Rum in European dishes as well as in Indian for sauces and condiments."

Mahiul states, "Rum is a staple ingredient in many classic cocktails, but it can also be used as a flavourful addition to both savoury and sweet recipes. From marinades to pies. A few of the dishes one may mention are Baba au rhum, Rhum omelet, Sautéed dishes and Caribbean chicken kebabs. These are only a few of the several dishes which use Rum."

Health Option

Rum is also good for the health. Mahiul disclosed, "Rum has various medicinal benefits hence it was consumed when people were sick in earlier days. Rum is the good option for the rainy season because it is often drunk in a limited quantity which can lead to health benefits. Because of their antimicrobial properties, Rum and Brandy, when consumed by someone who is suffering from common cold, can prove to be very soothing."

Rum connoisseurs believe that Rum, with its rich and smooth texture, sweet flavour and unique taste, is the best alcoholic beverage of the rainy season.

Rum Cures Cold: It is believed that Rum not only helps to relieve stress but also stabilizes blood pressure levels. To top it all, Rum gives an instant boost to energy levels

Good for your Heart: Another reason to have Rum is that it can act as a blood thinner and even combat peripheral artery diseases. Well, you can even reduce heart attacks through its consumption.

Helps in Muscle Pain: Well, you can keep that muscle pain away by having some Rum. Moreover, you can even prevent Osteoporosis as Rum helps in increasing the bone mineral density.

But remember, all this is possible only if you consume it in moderation.

Recipes of Rum Cocktails

Mojito

Ingredients

White Rum60 ml,

Mint Leaves10 to 12,

Lime Wedges½ lemon diced,

Simple Syrup30 ml,

Lemon Juice20 ml,

Lemonade

to top up

Cuba Libre

Ingredients:

Dark Rum60 ml,

Cola120 ml,

Ice Cubes6 nos.

Daiquiri:

White Rum60 ml,

Simple Syrup30 ml,

Lime Juice20 ml

Arindam Sarkhel, F&B Manager, Grand Mercure Mysore

Pina Colada

Ingredients:

pineapple (frozen)1 cup

cream of coconut60 ml

Bootz Dark Jamaica Rum60 ml

Instructions:

Blitz all the ingredients in a blender on high until they become creamy and frosty. Serve in a tall glass.

Pushpanjali Banerji, Brand Director, Kyndal Group

Rum punch

Ingredients

Rum150ml

Orange juice175ml

Lime juice75ml

Sugar syrup50ml

Grenadine syrupa dash

Angostura bittersA dash

Angostura bittersA pinch

Orange, to garnish2 slices

Maraschino cherries, to garnish

Method

Pour the juices, Rum, sugar syrup, grenadine and Angostura bitters into a large jug and give it a good stir. Pop into the fridge to chill for 1 hr.

Serve over ice cubes, sprinkle over the nutmeg and garnish with an orange slice and maraschino cherry, speared with a cocktail stick.

Mahiul Islam Saikh, Director of Food & Beverage, Sheraton Grand Bangalore Hotel at Brigade Gateway

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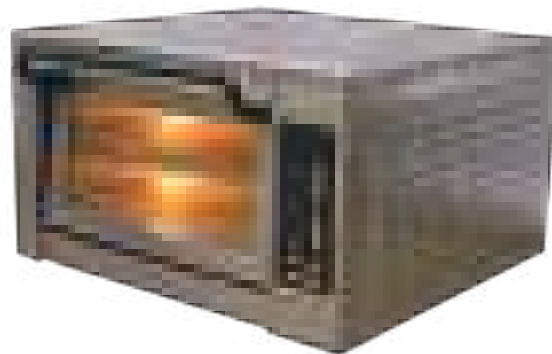
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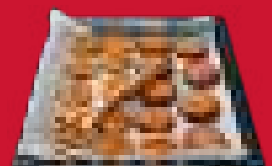


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An entrepreneur planning to enter the food & beverage industry but not sure about the location can do so in a completely different environment. A new country! This may be a little more complex but it can be an extremely rewarding experience. Indian cuisine is, today, extremely popular in several Western countries and provide an opportunity to creative and innovative entrepreneurs to make a mark globally. **Ashok Malkani** examines the hospitality scenario in the international arena and finds that there is a market for the success of an F&B outlet serving Indian cuisine in several countries and well known Indian chefs, besides other business enthusiasts have made a success of their restaurants, which are popular not only with the Indian migrants but also the local populace.

"Up, up and away," says the superhero, Superman, as he zooms away on his mission! Indian cuisine, too is speeding away to satiate the craving for Indian food globally. The US economist, Joel Waldfogel, has, in his paper, 'Dining Out as Cultural Trade' stated that Indian cuisine enjoys its presence across most of the sampled countries, but it is especially popular in United Kingdom, South Korea, Thailand, Japan, Germany, France and US. According to him Indian cuisine is the fourth most popular cuisine in the world.

India has been establishing itself in the culinary world internationally. Several Indian chefs like Sanjeev Kapoor, Ranvir Brar, Vikas Khanna, Shipra Khanna, Atul Kochhar, to name a few, have established F&B outlets globally.

For entrepreneurs who are keen to spread their wings, it may be mentioned that there are opportunities galore.

Rahul Kumar, Chef de cuisine, Marriott International, Bengaluru, states, "Indian cuisine is popular around the globe, with Europe and Southeast Asia gaining in popularity. The most sampled and popular nations include the United Kingdom, South Korea, Thailand, Japan, Germany, France and the United States."

Biswajit Das, Head Chef, Farmaash Rooftop Lounge and Bar, Vimannagar, Pune and Sunny Kumar, Mixologist at Farmaash Rooftop Lounge and Bar, aver, "As per stats from YouGov research, Indian cuisine is now an integral part of most multicuisine restaurants. A recent survey shows that Indian cuisine is among the top ten popular cuisines in the world; with a popularity of 62% across 24 countries. Indian cuisine is particularly popular in Britain (84%), Norway (75%), France and Finland (71%). Nearly three quarter (74%) Australians are fans of Indian cuisine. Even in Middle-Eastern countries, Indian food is a hit, with 76% in Saudi Arabia and 71% in UAE saying they like it."

Popularity among Locals

With Indian locals emigrating all over the world, the acquired taste as well as the availability of Indian food has grown exponentially over the last few decades. However, it is not just the emigrant Indians but even the local populace which appreciate Indian cuisine due to its great flavours and tremendous diversity. There is a huge range of vegetarian as well as non-vegetarian food available at Indian restaurants. As almost all Indians know, the range of choices for Indian food is so wide that you would never have to repeat any dish. There are tons of delicacies to try out, and each brings with it a distinctive taste.

Rahul Kumar reveals, "Indian food is among the world's top ten most popular cuisines. There is an Indian restaurant in practically every country. The cuisine has increased in popularity not just as a result of the rising Indian community in other countries, but also as a result of the appreciation of the cuisine's rich and diverse flavours by the international public."

Biswajit adds, "While Indian Cuisine is loved by locals in all the countries, it is popular in some tourist destinations like



Thailand and Mauritius, due to the high number of Indian tourists."

Spicy?

Spiciness is supposed to be one of the tenets of Indian food. However most of the chefs believe that the credence that Indian food is always hot and spicy is untrue. While spices are used in Indian cooking, they are not what make food spicy. Adding chillies (which makes the dish hot) is a matter of

preference, they aver.

There are several reasons for the popularity of Indian cuisine in the international market. The main reason behind it is the delicious taste incorporated in it due to the use of various spices from the Indian kitchen. It is the spices, the chefs stress, which have made the food tastier. Even the Indian spices are said to be famous in the foreign markets. The Indian restaurants in foreign countries also use these spices in their dishes. The spices include cloves, cardamom, black pepper, coriander seeds, ajwain, saunf, etc. Indian food, according to connoisseurs, is an example of the perfect combination of almost all the essential herbs, as well as spices.

There is, however, a conception that spiciness would make foreign nationals averse to Indian cuisines.

Throwing light on this, Biswajit and Sunny declare, "Slightly modified versions of Indian cuisine is popular amongst foreign nations where Indian cuisine is served. Indian cuisine is a combination of spices that make up most part of the gravies and marination. For the foreign nationals the



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spice level has to be dialed down so that they do not upset their stomach with the sudden intake of hot spices."

Rahul too is of a similar view. He states, "Most offerings are subtle in spices but they do have distinct flavours that in some way can be found in other world cuisines allowing them to connect with the food. The heat levels, however, are adjusted depending on the locale in which the meals are served. Taste and health are linked and Indian cuisines frequently employ "negative food pairing," resulting in a wider spectrum of flavours. To summarize, the flavours are the same regardless of the region the dish is served. However, the spice levels vary depending on the geography."



Biswajit Das



Sunny Kumar



Rahul Kumar

Changing to Local Needs?

Like India, the food here is also diversified. The different climate in the four regions of the country provides each region with its own ingredients which have resulted in different cooking styles. The arrival of foreign nationals has resulted in hybrid cooking methods and evolution of new dishes. Indian cuisine has the most unique flavour combinations that are not seen in many, if any, other cuisine in the world.

Yes, there is an immense variety of Indian dishes. But as mentioned earlier there is usage of spices and herbs which could hamper the sales of restaurateurs starting business in the international market. It may be mentioned that several international brands which have opened outlets in India have adopted their dishes to suit Indian tastes – like McDonald (which has introduced aloo tikki burger in India). So would the Indian entrepreneurs venturing to set F&B outlets overseas have to make changes to the cuisine to satiate the needs of the local populace?

Rahul declares, "Our restaurants provide a wide range of cuisines that may be personalized to the guest's preference. Indian cuisine gives a wide choice in blending meat protein and plant protein and uses of herbs and spices in a very balanced way making it a healthier choice."

He adds, "the change in the cuisine of other nations in India is because Indians like their food fiery owing to geographic influence and dishes may be gently altered to suit one's preferences when ordering Italian, Chinese, or Pan-Asian cuisine. As far as Indian cuisine is concerned it presents a wide arena to experiment, given the abundance of regional spices, and Indian chefs are continuously making an effort of



bringing two cuisines together."

Biswajit claims "Indian palate is varied with different states having different cuisines. So there wouldn't have to be much changes in the preparation of dishes."

Sunny too is of a similar view.

It may be mentioned here, that many of the ingredients used to make typical Indian cuisine aren't actually native to India. Thus there would not have to be drastic changes made to succeed in international markets.

Availability of Indian Cuisine

Gourmet Indian food has crossed the country's borders to find its way to the furthest parts since a long time. Penchant for Indian food in Britain, for instance, can be traced back to the 1800s when the British carried back the cooking practices they adopted while serving the British crown in India. It was in 1809 when Sake Dean Mahomed, a businessman from Bihar and one of the early Indian migrants opened Hindoostane Dinner and Hooka Smoking Club at Portman Square in London to bring the authentic taste of exotic Indian food to the UK. Veeraswamy, another Indian restaurant in London, was inaugurated in 1926 by Edward Palmer, a retired British Indian Army officer. Indian food has come a long way since then in the U.K.

Foreign travellers and migrating Indians have been the best ambassadors of cuisine of the subcontinent. This is reflected in the increase in Indian restaurants globally.

But is the Indian cuisine available only in star hotels or is it available in stand-alone restaurants too.

Biswajit states, "Most Indian Specialty restaurants across the world are stand-alone restaurants." He cites Masala Zone and Veera Swamy in the UK as two examples of stand-alone Indian restaurants.

Sunny adds, "The controversial Chicken Tikka Masala and the Biryani top the list of most favoured dishes. However, different

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parts of the globe have their favorites based on ingredients available to them.

Rahul reveals, "Internationally, 3- and 4- star hotels provide a mix of continental, Asian, and local cuisine. Most nations, however, have freestanding Indian restaurants that specialize in north and south Indian cuisine, while 5- star hotels serve some of the more famous Indian cuisines and bread."

He adds, "Tikka Masala, Rogan Josh, Tandoori Chicken, Butter Chicken, Malai Kofta, Palak Paneer, Chole, Dal Makhani, and Biryani are some of the most popular Indian dishes across the globe and are offered in Indian restaurants throughout the West. Breakfast delicacies from the south of India such as Idli, Dosa and Poori Bhaji are very popular."

Tips for New Entrepreneurs

For entrepreneurs keen to establish F&B outlets overseas, it may be mentioned that good opportunities exist for new and established Indian-based restaurant chains abroad in countries such as Canada and Australia

Indian foods such as Samosas, Rotis, Kebabs, Chicken Tikka, Biryani, Curries, Masala Dosa, Dal Fry, Rogan Ghost, Appam, Stew, Chhole and Goan Shrimp Curry are hugely popular and are now available in restaurants across the UK, USA, Canada, the Middle East, Spain, Sweden, Italy, Japan, Australia and China. According to Michelin starred chef Vikas Khanna, as recently as 2003, there were around 10,000 restaurants serving Indian cuisine in England and Wales alone. The number has gone up since then.

North America is estimated to have over 5,100 India restaurants. This is a clear reflection of the soft-power of Indian cuisine.

Establishing a robust supply chain for authentic Indian spices and other ingredients is also good business.

Indian restaurant chains are exploiting the potential of Indian cuisine in several western countries. According to National Restaurant Association of India (NRAI), with the Indian migrants as a captive customer in the beginning, the Indian companies are testing the waters. NRAI states, "Some domestic [restaurant] companies, after having a successful and stable operation in India, are looking for joint ventures."

From joint ventures to franchisees, Indian food chains are setting up their kitchens in Singapore, West Asia, the U.S., Canada and the U.K., all regions with large Indian populations. "There's a huge opportunity to be tapped there," says Samir Kuckreja, Founder and CEO of Tasanaya Hospitality Pvt. Ltd. and Past Trustee and President of NRAI.

Studying the Market

It is essential for one to follow certain steps before venturing into an unknown domain.



There are a few precautions to be taken, such as:

Find the right location: Is the population around the site fond of Indian food? Is it a popular tourist spot? Will you be able to get the right restaurant equipment, or will you need to ship it? And, above all do you think you will enjoy your time there several years down the line?

Research Local laws: In a new country, it is normal to run into more red tape and paper work than usual. You not only need to file for business paperwork but also any necessary visas and immigration paperwork.

Do Your Market Research: Market research is essential for any business. You have to study local trends and tastes and gain a deep understanding of the competitive space. Starting a new restaurant can be challenging, especially in a new country. When you do the right research and approach the process with an open mind, you can open a new business and thrive in an exciting new country you love.

Finances, Legislation, Taxation & Banking: Every country is governed by different taxation, financing, legislation and banking rules. An accountant and a lawyer who have worked with other restaurants can save you time and money by ensuring that you work in the most efficient manner.

Branding & Marketing: The success of restaurants in overseas markets almost entirely hinges on the effectiveness of their branding and marketing.

Future of Indian Cuisine Globally

When one starts any business venture in a new country the thought uppermost in his



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mind is the future market for the product. So what is the future of Indian cuisine in international market?

Biswajit and Sunny state, "With the number of Indians settling abroad, introducing Indian cuisine to locals residing there and the existing popularity definitely means a push towards gaining more patrons."

Rahul declares, "Indian Chefs are

presenting Indian food with a cosmopolitan touch. Indian cuisine has adapted to local preferences and reached the fine dining show-grounds in most parts of the world. Due to its rich flavours, texture, diversity, and exceptional taste, Indian cuisine has piqued the curiosity of other countries in the worldwide market. Many techniques, ingredients, cooking methods, styles, and

presentation patterns have been borrowed from Indian food by global cuisine. Not only because it is tasty, but also because of the various health benefits and advantages that our Indian spices provide. Indian cuisine has been included in a variety of foreign cooking programs, providing the global food business with a new direction and flavor. The future for Indian cuisine is thus bright." ■

Recipes of some of the dishes popular globally

Chicken Tikka

Ingredients

For Marination

450 Gms Chicken thighs boneless skinless cut into 1.5-2 inch cubes

½ cup yoghurt

¾ tbsp Ginger grated

¾ tbsp garlic minced

1 tbsp Lemon Juice

2 tsp Kashmiri red chilli powder

½ tsp Turmeric Powder

1 tsp Garam masala

1 tsp Coriander Powder

½ tbsp KasooriMethi

1 tsp salt adjust to taste

For Grilling

Marinated Chicken Cubes

1 tbsp Oil

½ cup Red Onion cut into 2-inch cubes, layers separated

½ cup Green Bell Pepper cut into 2-inch cubes

½ cup Red Bell Pepper cut into 2-inch cubes

Method

Take a bowl. Add chicken cubes to it. Then add all the marination ingredients such as yoghurt, ginger, garlic, lemon juice, Kashmiri red chilli powder, turmeric powder, garam masala, coriander powder, Kasurimethi and salt. Give the ingredients a good mix and make sure all the cubes are coated well. Let the chicken cubes rest for 30 minutes.

Once marinated and you are about to grill the cubes, add the onion, and bell pepper cubes to the marinade. Give it a mix.

Thread the chicken and vegetables alternatively on the skewer. Brush it with

some oil. Place the skewers in a grill pan and grill the kebabs for about 7-8 minutes. Turn the skewers occasionally.

Rahul Kumar, Chef De Cuisine at Marriott International Bengaluru

Chicken Tikka Masala

Ingredients

For the chicken marinade

28 oz (800g) boneless and skinless chicken thighs cut into bite-sized pieces

1 cup plain yogurt

1 1/2 tablespoons minced garlic

1 tablespoon ginger

2 teaspoons garam masala

1 teaspoon turmeric

1 teaspoon ground cumin

1 teaspoon Kashmiri chili (or ½ teaspoon ground red chili powder)

1 teaspoon of salt

For the sauce

2 tablespoons butter

2 small onions (or 1 large onion) finely diced

1 ½ tablespoons garlic finely grated

1 tablespoon ginger finely grated

1 ½ teaspoons garam masala

1 ½ teaspoons ground cumin

1 teaspoon turmeric powder

1 teaspoon ground coriander

14 oz (400g) tomato puree (tomato sauce/Passata)

1 teaspoon Kashmiri chili (optional for colour and flavour)

1 teaspoon ground red chili powder (adjust to your taste preference)

1 teaspoon salt

1 1/4 cups of heavy or thickened cream (use evaporated milk for lower

calories)

1 teaspoon brown sugar

1/4 cup water if needed

4 tablespoons Fresh cilantro or coriander to garnish

Method

In a bowl, combine chicken with all of the ingredients for the chicken marinade; let marinate for 10 minutes to an hour (or overnight if time allows).

Heat oil in a large skillet or pot over medium-high heat. When sizzling, add chicken pieces in batches of two or three, making sure not to crowd the pan. Fry until browned for only 3 minutes on each side. Set aside and keep warm. (You will finish cooking the chicken in the sauce.)

Melt the butter in the same pan. Fry the onions until soft (about 3 minutes) while scraping up any browned bits stuck on the bottom of the pan.

Add garlic and ginger and sauté for 1 minute until fragrant, then add garam masala, cumin, turmeric and coriander. Fry for about 20 seconds until fragrant, while stirring occasionally.

Pour in the tomato puree, chili powders and salt. Let simmer for about 10-15 minutes, stirring occasionally until sauce thickens and becomes a deep brown red colour.

Stir the cream and sugar through the sauce. Add the chicken and its juices back into the pan and cook for an additional 8-10 minutes until chicken is cooked through and the sauce is thick and bubbling. Pour in the water to thin out the sauce, if needed.

Garnish with cilantro (coriander) and serve with steamed rice or fresh homemade Naan

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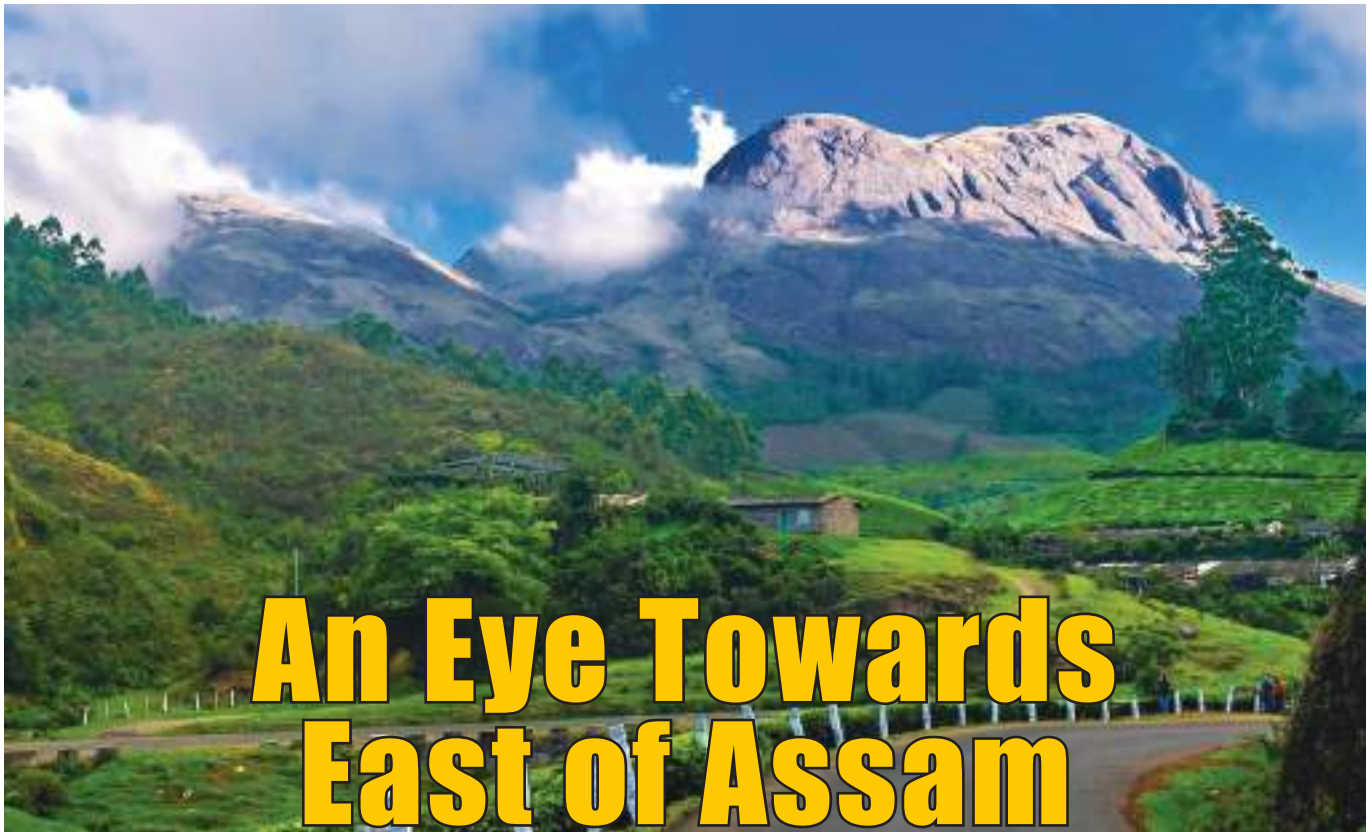


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An Eye Towards East of Assam

and of one-horned Rhinos, home to many wild animals, homeland of hundreds of the most endangered flora and fauna, nestles of wild birds and avifauna, Assam is called the “mother” of all states of Northeast India. Assam, in the Northeast region of India, is a place of mixture of Mongolian-Tibetan, Aryan, and Burmese ethnic origins, with over 100 different ethnic groups and also of 45 spoken languages. Assamese cuisine is a mixture of different indigenous as well as external influence with a lot of regional variations.

Historical Land

Assamese and Bodo are the official languages of the state, is closely related to Bengali. An unbroken record of Assamese literary history is traceable from the 14th century. Linguistically modern Assamese traces its roots to eastern Maghadhan Prakrit, with strong influences from the Tibetan-Burmese and Mon-Khmer languages, which are spoken by ethnic groups in the region. Bodo is a Tibetan Burmese language. Sylheti is the dominant language in the Barak valley. Hindi is other important language in the state.

About two-third of the Assamese are Hindus, and almost quarter is Muslim. A

majority of the Hindus accept Vaisnavism, which is based on the deity Vishnu. The Garo, Khasi, Hajong, Kukies and many other sub-tribes mostly inhabit the hilly regions of the state. The Bodo is the largest minority group in Assam and are concentrated in the northern areas of the mighty Brahmaputra River valley.

Distinctive Food

So while we are talking about the food

habits and their distinctive styles of cooking in Assam, we need to involve all communities that are settled in the state. But here as we cannot distinguish different foods and habits for all the communities, we will try to explore some of the major or common food items of the people of the state.

As a matter of fact, Assamese cuisine is a mixture of different indigenous as well as external influence with a lot of regional



variations. It is also characterised by simple use of ingredients, at times very flavourful and at times very pungent. Fermented food is widely used, giving it a very distinct flavour. Preparations are rarely elaborate. Contrary to popular belief, Assamese cuisine is totally different from Bengali cooking. And if it does so is not authentic Assamese food.

Rice is the staple food for everyone in Assam and their food is mainly based on rice and fish. People in the state consume rice in variety of forms and flavours. Pitha, (local name), a rice based on sweet, is the most popular dish of this state. Assamese cuisine also seems to be all about fish, and more fish. People put less oil and use mustard oil as the medium of cooking. Mustard oil is very popular and used for both deep-frying and cooking. Other vegetables oils are also used. Locally made ghee is used for cooking special occasion foods.

Their age-old tribalism plays a major role particularly in the hilly areas that is why most of the people in the state can say is non-vegetarian. Hilly people or tribal based their foods mainly on boiled food, non-tribal people prefer non-veg. And since



non-tribal people based their foods on chicken and mutton, tribal are prefer pork. Meat is taboo in orthodox families and there are some, who does not eat meat. But it's hard to find anyone who does not eat fish in the changing times and more liberal mind/attitude of the people.

Food Variety

The Assamese eat a huge variety of rice-

based breakfast cereals starting with milk, yoghurt or thick cream - akhoi (puffed rice), chira (chura), muri, komal chaul (a specially processed rice which doesn't require cooking but just an hour's soak in cold water) and hurum to name but a few. Other foods items, like fish tenga, kharoli (made of mustard oil), bedgas (can shoot), fish pitiga (roasted fish) are also widely used. Normally jaggery or sugar is added



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but for those who prefer savoury items, salt can be added.

Then there are the various kinds of pitha that are prepared from rice powder. The Assamese meal starts with a khar, made from any vegetable, vegetable waste or lentils to which khar have been added (although bicarbonate of soda is sometimes substituted). Raw papaya or matimah (urad dal) are the preferred bases for khar.

A meal either morning breakfast or dinner for the tribal is often poita bhat, which is the rice, cooked the previous day and soaked overnight in water. Moguma and Matidal (local product of dal) and garhi and ginger are sometimes using along with rice. A few slices of thekera (Garcinia cowa roxa) are also added for faster fermentation. This is eaten with khar and mustard oil. Khar is basically an alkaline filtrate of ash obtained from burning the dried fibre of a plantain tree. This becomes a mouth-watering meal if a few slices of fish roasted over charcoal are added. It is one of the most soothing meals to start the day with and a balm for any gastric complaints.



The other Assamese meal is tenga, made mostly with fish. It is a sour curry made with vegetables such as tomatoes, bottle gourd, ferns and greens and even potatoes to which something sour such as lemon juice or other local sour fruits are added. This again settles the stomach after a heavy meal. In between the khar and tenga are served the main courses, consisting of kharisa (made from bamboo shoots), the ubiquitous lentils, pitikas (mashed potatoes, brinjals, arum, yam, etc), meat (normally dove, partidge, duck or mutton) and chutneys such as kharoli and kahudi (both made from ground mustard power). There is the fish preparation, either

in the form of a curry or more exotic variations, like roasting the fish over a charcoal fire, or cooked in the embers after being marinated and wrapped in banana leaves. Or can be roasted inside the hollow of a bamboo.

Festive Foods

Certain dishes are cooked on designated, special occasions like Magh Bihu and Bohag Bihu. There is a particular emphasis on food in Magh Bihu, which is celebrated all over the state and other states. The festival marks the completion of harvesting. Partaking of the newly harvested rice is a ritual in all rural and many urban households. The family along with close friends and relatives enjoys a meal of this rice with the usual Assamese preparations.

On the eve of Magh Bihu, community feasts are held in the freshly harvested fields and bonfires are lit. They considered "Sankranti", is a complete vegetarian day for all Assamese. The women of the house prepare a variety of pithas. Sesame seeds, coconut and jaggery are liberally used in the preparation of pithas but there is very little frying and no seasoning whatsoever.

The rice powder used is from a very sticky paddy variety (bora), which is soaked in water and ground while wet. The roasted sesame seeds are ground and mixed with molten jaggery or salt and pepper. Ghila pitha is the only fried variety; the rest are either steamed or roasted. Yet these are delicious.

People do not eat rice on the first day of Magh Bihu, instead consuming luchi-sabji-dal with chira, komal chaul, hurum, and sandah (roasted and powdered rice) with yoghurt or cream. The evening meal is also vegetarian. It is mandatory to eat sweet potatoes, fried yam and sesame on this day. A very special lunch called Maghi Pantha is eaten on the third day.



The meal starts with poita bhat and tel 'kharoli'. Potatoes and brinjals are cooked in the warm ash left over from burning logs or charcoal. These are mashed together after cleaning with a liberal helping of sesame seeds ground with garlic. Fish is roasted over a low fire, deboned and mashed with a paste of ground sesame and garlic. Slices of yam fried in mustard oil and fish curry cooked in ground sesame seeds are an added bonanza. People are also fond of taking fish matidal prepared the previous day and kept in a safe place for next day morning meal.

The other important meal of the Assamese is payas (kheer) made with jaggery, preferably jaggery obtained from date trees. The rice and milk proportions are quite exacting for a good payas and constant stirring during the cooking is a must.

There is the ubiquitous tamul paan without which Assamese hospitality is incomplete. Tamul is basically raw betelnut but, unlike the rest of India, the Assamese people do not like it in the dried supari form. They have a very distinct method of maturing the ripe betel nuts. Lime and dhapat (tobacco leaves) are served with tamul paan for those who prefer it that way.



There are also various types of local wine (bear type) of different communities are also available in Assam. Among them are Hi Attash for Ahom community, Apong (made from rice) for Mising community, Laopani for all communities in the state. Sai bear (from burn/boil rice) is used for VIPs or on special occasion like Ali-I- Liang festival only.

There are a number of floating restaurants on the mighty Brahmaputra. One can enjoy

a fine cruise on the Brahmaputra while eating meals here. These restaurants don't specialise in authentic Assamese cuisine, but against specific advance orders a reasonably decent Assamese meal can be produced. Oh! Yes there is only one Paradise (groups of) hotel, which you can have only, and all indigenous/authentic foods and cuisines items of Assam. Just have a taste if you have the time, you will see how wonderful it is!

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Healthy and Tasty Fruit

Apricots grow in the apricot tree, whose height ranges from 8–12 m (26–39 ft), having trunk of up to 40 cm in diameter. Apricot fruit is a drupe and its similarities to the peach are evident. In fact, the ripe apricot with its hues varying from golden yellow to orange looks similar to a small peach. The unripe apricot is green in colour.

Its size usually varies between 1.5 - 2.5 cm in diameter and its taste can vary from sweet to tart. Apricot can be consumed in both fresh and dried forms. The fruit has a

single 'stone' within its fleshy interiors and within the stony shell is enclosed a single seed. Treating the commercially grown dried apricots with sulphur dioxide gas during processing stage is fairly common. When treated with sulphur dioxide, the colour of apricots turns to deep orange. However, the organic apricots, which are not treated with sulphur vapour, are darker in hues.

Origin and Production

The origins of apricot are wrapped in

enigma, though it is widely believed that these fruits originated in China, some 3000 years ago. Apricots are believed to have arrived in the western world first in Armenia, and from there their usage spread to the rest of the European continent. The scientific name of this fruit is *Prunus armeniaca* (Armenian plum), which perhaps derives from this assumption. The use of apricots in ancient Greece (since the times of Alexander the Great), and in the ancient Persia is also evident. Apricots are believed to have arrived in India during the 2nd



century AD and in the US during the 18th century. In India, apricots are commercially cultivated in Himachal Pradesh, Jammu & Kashmir and Uttar Pradesh. To some extent, apricots are commercially cultivated in north-eastern states too. The Ladakh region of Jammu & Kashmir grows most apricots in the country.

Though the cultivation of apricots is mostly across the continental climate region with cold winters, they can grow in Mediterranean region too, if there is enough cool winter. Dry climate is conducive to the maturation of apricots. These delectable fruits can be grown in altitudes varying between 900-3000 m above mean sea level. The ideal Ph for the soils conducive for the growing of apricots ranges between 6 - 6.8. Deep fertile and well-drained loamy soils are suitable for apricot cultivation. In India, apricots are usually grown from mid hills to high hills. Turkey, Iran, Uzbekistan, and Algeria are among the major producers of apricot in the world.

Application of Apricots

Apricots have extensive application in the food & beverage industry, especially in the bakery industry. Apricot cake, apricot jam and apricot cookies are well-known applications of apricot. Besides using it on bread, apricot jam can have usage as glaze on pastries.

Chocolate ice-cream with apricot sauce can be a delicacy worth savouring. Apricot and white chocolate tiramisu can be a delectable dessert, if prepared well. These delicious fruits can add to the taste and as well as the nutrient quotient of milkshake. Apricot juice is a refreshing delicacy.

Apricot pies and apricot pasta salad can bring more taste to the table. In green salad also the addition of fresh apricots can make a sweet difference. The chicken and vegetable stews can



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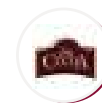
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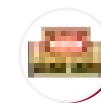
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be endowed with Middle-Eastern culinary character with the addition of dried and diced apricots. Apricots are also used to prepare brandy and liqueur.

Myriad Health Benefits

Apricots are endowed with several health benefits. Naturally ripened apricots are spruced with healthy dose of antioxidants, which are required by the body to facilitate its natural functioning. The healthy dosage of antioxidants in apricots is helpful in reducing the threat of cancer. Apricots have significant amount of the antioxidant called lycopene, which is known to impede the growth of cancerous cells and neutralise the harmful free radicals. It deserves a mention that the impressive presence of antioxidants in apricots not only helps in preventing cancer but also contributes greatly towards maintaining skin health.

This panacea like fruit is a good source of both vitamin A (due to high levels of beta-carotene content) and vitamin C. Vitamin A not only promotes good vision but prevents free radical damage to cells and tissues. The intake of vitamin A is useful for the growth of the cells in the body. And intake of the right quantity of vitamin C, according to an expert, could help in protecting against immune system deficiencies, cardiovascular disease, eye disease, and even skin wrinkling.

Apricots are rich in polyphenolic antioxidants like flavonoids too, and a diet which has the right dosage of flavonoids can reduce the possibility of heart disease. Apricots are also rich in carotenoids and xanthophylls. According to researchers, these nutrients could facilitate in protecting

eyesight from aging-related deterioration. Having two or three servings of apricots per day can facilitate preventing age-related macular degeneration, an eye disorder, which is one of the important reasons behind vision impairment among the geriatric population. Thus consuming apricots daily can be beneficial to one's ophthalmic health in the long-term.

Moreover, dried apricots are a wonderful source of dietary fibre, which is helpful in safeguarding from gastro-intestinal disorders. As a result of their high fibre to volume ratio, dried apricots are also used to get relief from the troubles of constipation. The high amount of soluble fibres in apricots can also keep the threat of heart disease away.

The high fibre content in apricots can facilitate in reducing the LDL or bad cholesterol and in contributing towards enhancement of the HDL or good cholesterol levels in the body. The lowering of LDL can in turn check the threat of cardiovascular diseases. Moreover, the high fibre content in this magic fruit can improve the digestive and excretory systems which in turn contributes towards improving the rate of metabolism. Thus apricots can help one to stay slim and trim. The fact that apricots have low amounts of calories also contributes to the fact its healthy intake would not let one put on unnecessary weight.

Apricots are also rich in potassium, and a healthy dosage of potassium in the

human body is needed to maintain the blood pressure level stable. Thus apricots facilitate in controlling blood pressure. Potassium deficiency can increase the possibility of developing hypertension, which is a common lifestyle disease of our urban lives. Moreover, severe hypertension can introduce the possibility of heart attacks too.

What is more, apricots are rich in copper and low on calories.

Further, the rich iron content in apricots can help in preventing the sneaking of anaemia into one's body system. Consumption of apricots can also help in prevention against inflammation. A



single apricot is endowed with 4-5 gm of catechin, and this phytonutrient has great potential in checking inflammation.

The Indian Story

With the health conscious wave gaining momentum in India, specially due to the effect of pandemic, the Indian food service industry should make use of apricots more proactively to address its growing numbers of health conscious diners, and also make efforts to create awareness about the myriad health benefits of apricots among the people, so that their demand increases in the Indian society.

Presently, India's love affair with apricots can at best be described at a nascent stage, which requires full blooming in the years to come. India's annual apricot production in 2012 was less than 20,000 tonnes, which was dismal. The situation has not improved drastically, over the years. The time has also come when the production of apricots in India and as well as their transition from farm to fork in the Indian breakfast tables become more significant statistic than they are now. For this more financial encouragement to the cultivators of apricots across the country is the need of the hour. ■



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Talking Turkey

Being a bird, turkey has the delicious taste of soft meat. Turkey is fed with a diet of mainly corn and soybean meal along with a supplement of vitamins and minerals. It is a healthy food choice, and rich source of minerals and energy. People believe that turkey has more carbs, whereas turkey has more protein as compare to chicken and duck.

Cooking and eating turkey is associated with festivities like Thanksgiving and Christmas especially in America and many parts of Europe. In India, the fowl finds its way mostly into restaurant menus.

Turkey has nothing to do with India, it has more to do with America, but still few other call it with varied names thus confusing its origin to India. In France it is called 'poulet d'Inde' translated as, chicken from India. The Dutch call it 'kalkoen' i.e. hen from Calicut or Kolkata.

Turkey is popularised by the ancient Aztec and Mayan civilisations. Aztecs honoured wild turkey, and believed it to be a manifestation of Tezcatlipoca, the trickster God. The Mayans also revered and honoured turkeys in similar ways.

Turkey is a gaming bird and traditionally it was hunted to be served on the table for Christmas and Thanksgiving festivities in the West. Even in Europe turkey is not the first choice of meat to be served on these occasions. In America Thanksgiving and Christmas are mostly celebrated between family and the entire bird is cooked whole and served with vegetables and sauces. Turkey is a big bird and now it is also reared on farms rather than only being hunted.

In India, a Southern tradition that has gained national attention in the last few years is deep frying turkey. The trend has increased popularity because the deep-frying

process seals the outside while the interior remains very juicy and the skin develops a crisp texture.

Commercial catering operations offer deep-fried turkey and restaurants feature the golden crisp bird during the holidays. At tailgate parties, outdoor suppers and neighbourhood parties, folks are setting up 40-60 quart pots on concrete, filling the kettles with fresh peanut oil, patting the turkeys dry, putting on long heavy-duty gloves and cooking juicy turkeys

Regarding the nutritional aspect, white meat is more nutritional as compared to red meat but turkey, being a bigger bird as compared to other birds like chicken, guinea fowl, etc., has more fat under its skin. Certain cold cuts like turkey ham, is nutritional.

Quality

One can judge the quality of turkey by



determining the weight of the bird. If the turkey has to be roasted, then the ideal weight can vary from 4-14 kg, but the age should not be more than 15 months. It would be a mature turkey but the skin would be smooth, and the flesh, tender. Recognizing a good turkey is usually felt through its flesh; it should be tender. If the skin is coarse and the flesh is tough then it is an old turkey i.e. over 15 months.

Though Turkey is gaining popularity in some segments of Indian cooking, it is still more popular with foodservice institutions, largely catering to foreign guests or select Indians, exposed to international foods. We Indians prefer our meat to be juicy and enjoy with curries. Even our tandoori meats are soft, moist and juicy, whereas turkey as a meat is not very juicy. It is dry and also a hot meat. Indians also don't prefer to cook & serve whole bird, even chicken. A tandoori chicken is also cut into pieces before it is served.

Most foodservice joints prefer imported turkey since it is far more juicy than Indian option available, which is bonier. Despite the fact that local turkey is reared in some regions



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of North-east and Assam, it is not the preferred meat since it is chewy.

Storage & Handling

When storing fresh whole turkey, remove giblets and refrigerate the whole turkey in a covered container for cooking within 2 days. Frozen whole turkeys can be stored for 1 year; parts for 6 months.

Turkey has to be stored in a deep freezer till a few hours before cooking. Thawing is to be done before using it. Once thawed, treat as fresh and don't refreeze until cooked. Cooked turkey should be placed in a covered container, plastic bag or aluminium foil for up to 4 days in the refrigerator or 3 months in the freezer.

Because product dates are not a guide for safe use of a product, follow these tips for use at top quality:

Purchase the product before the date expires; follow handling recommendations on product. Turkey is kept cold during distribution to retail stores to prevent or

slow the growth of bacteria and to increase its shelf life. The grocery should be the last stop. In the kitchen, immediately put turkey products in a refrigerator that maintains 40°F, or freeze at 0°F. Freezer storage times are for best quality. If frozen continuously, turkey products will be safe indefinitely.

Cooking Turkey

The most common method of cooking is roasting the whole bird with skin. Firstly, salt and pepper is rubbed on the bird in and out. There are certain types of stuffing used to roast the turkey for stronger flavour e.g. bread stuffing, sausage dressing, chestnut dressing, which is used mostly for Christmas preparation.

The Bird is carved out once fully cooked. The breasts and legs are thinly sliced and in a portion; a combination of breast and leg meat is served i.e light meat (breast) and dark meat (leg meat).

Parts of turkey can be used for other preparations, like turkey breasts can be

sliced into scallopinas weighing about 60 gms each and then pan fried and served with Shitake mushrooms and oven roasted shallots. The legs can be stewed or braised, while breasts can be used for cutlets or scallopine. Another method of cooking it is by poaching it commonly known as simmering.

Since turkey is much larger than chicken, it takes longer time to cook. Also, one has to cook turkey slowly so that it gets cooked from inside out. Turkey should be cooked until its internal temperature reaches 165° F.

even when you reheat it. The cooking time for turkey in electric roasters depends on turkey size and cooker size. Remember, no matter what the estimated cooking time, determine doneness based on the turkey's internal temperature.

Stuffing

Turkey is stuffed to enhance its flavour. To save time, chopping and refrigeration part of ingredients could be done a night before roasting. As turkey cooks, the stuffing expands. Stuffing should get well cooked.

Never stuff a bird until you are ready to roast it. Pre-stuffing runs the risk of food poisoning, and of all the parts of the turkey, stuffing is the most easily contaminated. There is no significant difference in quality between a fresh turkey and a frozen one.

In modern culinary styles the stuffing is placed between the meat and the skin. The skin over the breast, legs and thighs are loosened, and the stuffing is gently inserted. This results in a very moist bird and ensures the stuffing to cook through. If there is any leftover stuffing, bake it separately in a baking dish. To save time, make your stuffing in advance and freeze it, then thaw overnight in the refrigerator.





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Curdled Milk

Yogurt that contains live bacterial cultures may help to live longer, and may fortify the immune system. Research studies have shown that increased yogurt consumption, particularly in immuno-compromised populations such as the elderly, may enhance the immune response, which would in turn increase resistance to immune-related diseases.

The origins of yogurt lie in the isolated Caucasus Mountains of Russia, but to-day this milk product has a prominent place in the dairy case of most grocery stores. Yogurt was one of the first foods that were promoted widely because of its possible health benefits. In 1908 E. Metchnikov wrote in his book 'The Prolongation of Life' that the secret to longevity that he found in the Russian mountains was the yogurt that the people were making and eating. Since that time, many people have questioned the scientific validity of this conclusion, but the advent of probiotics has changed that. There is a growing body of evidence that probiotics or foods that contain live bacteria are good for the health.

Ingredients

Although milk of various animals has been used for yogurt production in various parts

of the world, most of the industrialized yogurt production uses cow's milk. Whole milk, partially skimmed milk, skim milk or cream may be used. In order to ensure to make a fine yogurt the milk should have a low bacteria count. It should be free from antibiotics, sanitizing chemicals, mastitis milk, colostrums, and rancid milk. Special care should be given to the milk so that there will not be any contamination by bacteriophages.

Other yogurt ingredients may include other dairy products like concentrated skim milk, non-fat dry milk, whey, lactose. These products are often used to increase the non-fat solids content. Sweeteners like glucose or sucrose, high-intensity sweeteners (e.g. aspartame) and stabilizers as gelatin, carboxymethyl cellulose, locust bean Guar, alginates, carrageen, whey protein concentrate are used to make a good yogurt. For the right flavour artificial flavouring and colours are used.

Yogurt Products

There are two types of plain yogurt:

- Stirred style yogurt
- Set style yogurt

The above description is essentially the manufacturing procedures for stirred style. In

set style, the yogurt is packaged immediately after inoculation with the starter and is incubated in the packages. Few of the other yogurt products include fruit on the bottom style, this yogurt has a fruit mixture layered at the bottom followed by inoculated yogurt, incubation occurs in the sealed cups.

Yogurt has two different kind of taste, which are Soft serve and hard pack frozen yogurt. It also comes as Continental, French, and Swiss style where the yogurt is served stirred with fruit preparation.

Healthy Diet

To reduce the calories in dips and dressings, yogurt can be substituted for mayonnaise or sour cream in equal amounts. For example, substituting low fat yogurt for sour cream in baked goods saves 46 grams of fat per cup. It can be used in place of heavy cream to thicken a variety of sauces.

To keep it from curdling, be sure to add some starch to the yogurt before adding to your sauce. The suggested ratio is 1 tablespoon of flour to 1 cup of yogurt. Yogurt helps to tenderize meats, and makes an excellent marinade, due to its high acidity. It is recommended for use in baked goods, as it helps to keep the food moist while improving its texture.

Selection

Some yogurt manufacturers pasteurize their yogurt products, while others do not. Although the aim of pasteurization is to kill any harmful bacteria, it also kills the beneficial lactic acid bacteria in the yogurt, substantially reducing its health benefits. Therefore, to fully enjoy the benefits of yogurt, look for those that feature “live active cultures” or “living yogurt cultures” on the label.

Check the expiration date on the side of the yogurt container to make sure that it is still fresh. Avoid yogurts that have artificial colours, flavourings or sweeteners. Additionally, while fruit-filled yogurt can be a delicious treat, be aware that oftentimes these yogurt products contain excess sugar. Look for yogurt made from organic milk. It is becoming more widely available in an array of sizes, flavours and varieties.

According to branded manufacturers in India, the milk, which they are using, has not more than three percent of fat content. This is set with special type of starter culture and some fruit flavours.

Storage and Protection

Store yogurt in the refrigerator, always in its original container. If unopened, it will



stay fresh for about one week past the expiration date. Heating yogurt to high temperatures destroys its beneficial bacteria that it contains. To preserve the bacteria, never add yogurt to a boiling or extremely hot mixture. Instead, stir a few tablespoons of the hot food into the yogurt, warming it gradually. Then stir the warmed yogurt back into the hot mixture.

Mixing yogurt in a blender can cause it to break down and become liquefied.

Instead, be sure to gently fold in yogurt when incorporating into most recipes. Avoid using aluminium products when preparing any recipes using yogurt. The acid in the yogurt will react negatively with the aluminium.

Yogurt is a vital food and can be sterilized in the preparation process and then packed in sterilized plastic cups or tubs. Ideally it should be stored at 4° to 6°C for longer shelf value.

Quick Serving

Toss cubes of cooked eggplant with plain yogurt, chopped mint leaves, garlic and cayenne. Add chopped cucumber and dill weed to plain yogurt. Eat this delicious and cooling salad as is or use as an accompaniment to grilled chicken or lamb.

Yogurt parfaits are a visual as well as delicious treat. In a large wine glass, alternate layers of yogurt and your favourite fruits. Yogurt is a great base for salad dressings. Simply place plain yogurt in the blender with enough water to achieve your desired consistency. Add to this your favourite herbs and spices. Mix cold cereal or granola with yogurt for a twist on the traditional cereal and milk breakfast.



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Jamming up

With more and more people showing their preference to go for products that are organic and low on sugar content, there are now new opportunities to start ventures dealing in fruit jams and jellies to cater to the new breed of consumers

Used as the best food enhancer, Jam is a good spread also. The use is so massive that people demand jam on their cake and ice cream. Jam has a very delicious background. Being prepared from fruits makes jam a more reliable food for good health. Jam is a coagulate substance, which is also used as garnishing item.

When the Greeks first prepared jams many centuries ago, little did they know that this spread would one day become an inseparable part of daily breakfast for people around the world. The sweet taste and the blast of fruity flavours that the use of this

spread in a slice of bread or a doughnut or in a sandwich brings to the mouth can delight the young and the old alike.

The Market

Jams and sweet spreads dominate the India spreads market due to increasing demand for organic and healthy products. The search for convenience food, especially in urban areas, has increased the usage of spreads like jams, jellies, marmalades and preserves manifold. Other noteworthy market drivers include increasing health consciousness, stressful and hectic lifestyles of working class population, lack of time to cook traditional meals at home coupled with increasing demand for packaged food, the findings showed.

The research showed that the northern and western regions of the country

cumulatively account for a majority share in India's spreads market on account of increasing awareness for healthy breakfast, rising consumer spending on ready-to-eat food items, and presence of comparatively higher number of tier-I and tier-II cities, which are the major demand generators for spreads in India.

Furthermore, growth in the organised retail and e-commerce has also improved the visibility and availability of these products in the market over the last few years, thereby, increasing the overall awareness about these products among consumers.

A wide variety of jams are available today in the market. Choose from apricot, blackcurrant, raspberry, seedless raspberry or strawberry. Black cherry, apricot, blackcurrant raspberry reduced sugar jams are also available. Jams are used as spread

on toast, bread, crumpets or muffins. This is also used to fill cakes and to make fruit glazes for tarts, cakes and pastries.

Jam is the most commonly used breakfast item all over the world. Its rich colour and taste makes it a favourite of every age group. Made from a combination of whole fruit (for flavour, texture and colour) that is crushed or mashed and sugar (to preserve the fruit) it has become a sweet delight.

Traditionally, jam is used as bread spread but the Indians, especially the kids, like it along side roti, puri or similar products. So, marketers prefer to believe that jam in no way will remain restricted to one time meal and thus the demand would rise further.

The upwardly mobile middle class segment has become the mainstay of jam business along with other upper SECs of the society. With the rise in the per capita income, drastic change in the food habits has been noticed. It's become a regular and convenient spread for breakfast now, especially for the kids. Kids want to have that sweet bite and jam is the best thing available.

Coffee shops of star hotels give an indication about how jam in sachets, pouches, has become important just like sauces for the breakfast table. Similarly, the travel industry is also one vital reason behind the rise in jam consumption through small packs,



literally. It is also evident that outdoor catering in the tourism sector rose over the last few years and so is the consumption of processed foodstuffs.

Preparation and Shelf-Life

Jams can be prepared from any suitable fruit or a combination of several fruits. It can be prepared from both fresh and dehydrated, frozen or fruit juices, fruit pulp, fruit juice concentrate or dry fruit. The fruit pieces or pulp or puree need to be boiled with nutritive sweeteners – namely sugar, dextrose, invert sugar or liquid glucose – to a suitable consistency.

In preparing fruit jams, a gelling agent called “pectin” is generally used. Pectin also helps jams to solidify. While the use of pectin may be unavoidable, it is better to limit its content as much as possible as pectin only substitutes fruit content.

It is not difficult to identify if a mixed-fruit jam is prepared well. If the jam has even consistency without any distinct pieces of fruit, a soft and semi-jellied texture that is easy to spread but has no free liquid, has a bright colour and a good fruit flavour, it is likely to be of good quality.

Often fruits float in the jam, which becomes visible and



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gives an unfinished look to the jam. The reason behind this may be the fruit was not fully ripe, was not thoroughly crushed or ground, was not cooked long enough, or was not properly packed in glasses or jar which makes it float in jam.

It is thus important to adopt appropriate procedures to prevent floating fruit. Floating fruit in jams and jellies can be prevented if the jam or jelly is boiled hard, and then removed from the heat and skimmed and stirred alternately for 5 minutes to help prevent the fruit floating.

The Food Safety and Standards Authority of India (FSSAI) requires that jams should have flavours of the original fruit (s) and should be free from burnt or objectionable flavours and crystalization. It requires that fruit content in jams should not be less than 45 percent, except where fruit is strawberry or raspberry where it should contain not less than 25 percent fruit. Besides fruit content, the quality of the fruits used in preparation of jam is a key determinant of the jam quality.

Storage

Normally, jams need not be stored in a fridge. It is better to keep them in a cool, dry place. Frequent change in temperature can quicken the spoilage of jams. With change in temperature – from cool to warm and vice versa – the moisture in the air tends to condensate inside the packages which helps harmful moulds to grow. One should be able to safely consume jam as long as the quickest expiring ingredient the product is mixed with lasts.

Too little sugar or improper sealing causes fermentation in the jam, which makes the

whole bottle contaminated and harmful for the use. Mold formation is also another problem with the jam it is due to imperfect seal, which has made it possible for mold and air to get into the container so the mold is formed.

Storage in too warm a place or a faulty seal that allows air to leak in allows the jam to darken at the top of the container. Too warm a storage place or too long storage makes the jam to fade. Red fruits such as strawberries and raspberries are especially likely to fade.

It is not difficult to understand when one should be wary of consuming a jam. The first sign of spoilage can be seen in the liquid that forms on the top of the product. The jam then become darker in colour and consistency becomes thicker. As the product deteriorates further, it gives off an unpleasant odour which is then followed by an unpleasant flavour and then mould. Once mould develops, the product must be completely discarded.

What is interesting to note is that jams and jellies have stood the test of the time. People never seem to get enough of these taste enhancers and they seem to be always ready to try out new flavours. The increased acceptance of convenience foods and bakery items has only increased their appeal further.

The Trade

Spreads market in India is surging at a robust pace, as these taste enhancers are gaining popularity across urban as well as rural consumers in India. Further, to promote the benefits and generating awareness about spreads, most of the

leading players are investing heavily in developing marketing strategies and introducing products with new innovations like organic spreads, fruity additives, etc. These moves are expected to translate into continuance of the current growth trend being witnessed in India spreads market, over the next five years.

Processed food industry is no longer on a sticky wicket as products like jam are high on the preference chart. With vast number varieties available for disposal at any grocery store, from pineapple, mango, mixed fruit to strawberry, grape, apricot, etc., the 'jam segment' is enjoying a high growth rate.

The market for jam and other processed products like sauces, purees, etc. has increased tremendously for the last few years or so where jam market holds the major share. The demand for jam has been unprecedented and is predicted to touch higher figures in the coming years.

In retrospect, processing of fruits and vegetables is a very old tradition. From pickling, sun drying and/or making preserves have been in practice in our country and almost in every household irrespective of the region. It should be derived that preferred jam flavours would be always in sync with the kind of fruits available naturally in the region.

Some of the major players in the India spread market are -- Hindustan Unilever Limited, Dr. Oetker India Pvt. Ltd., Dabur India Limited, Mapro Foods Pvt. Ltd., Agro Tech Foods Limited, Britannia Industries, Cremica Food Industries Ltd., Mala's Fruits, Gujarat Cooperative Milk Marketing Federation Ltd., and Patanjali Ayurved Limited.

Quality Products

There is an all round realization at every level that 'quality production with respect to international standard' is the watch-out-phrase for survival now. Consequently, the processing houses, small or big, have started taking steps to improve quality outright from the selection of raw materials to that of other ingredients used for processing jams. Side by side steps have also been taken by them to upgrade the hygienic and sanitary conditions of the workers, plant and machinery so as to ensure quality of the finished product.

There is a much greater emphasis now to invest in research and development and also in product innovation. Food processing industry sees no reason for any jams on the way to progress in jam sector and therefore the production is in fifth gear. ■



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Have Grin with Beer



It is widely known that beer is the most popular alcoholic beverage in the world. In fact, it is the third most popular drink in the world, with only water and tea ahead of this golden coloured frothy drink in this aspect.

The Frothy Beverage

Beer is also one of the oldest prepared beverages in the history of humankind, with its origins dating back to 3500-3100 BC in ancient Iran. The drink has its reference in Mesopotamia and ancient Egypt. Laws regulating beer and beer parlours were there in the Code of Hammurabi of ancient Mesopotamia, which dates back to 1750 BC. Megasthenes, the ancient Greek historian and diplomat, did record the usage of rice beer in India, some two thousand three hundred years earlier.

India had been having beer from rice or millet over millennia, but the European style beer, with which we are familiar today, has a colonial legacy; they were introduced to the country by the British, in the 18th century.

Beer is brewed from cereal grains like malted barley, wheat, maize and rice. Among

these malted barley's usage is the most popular. Most modern beer is generally brewed with hops. The cereal grains endow the drink with its nutritive value.

We can say that beer is an ancient drink whose appeal has continually flowed to our post-modern times. Of course, it tastes great and beer can help develop or pep up the partying spirit. The drink also gives a great time when one is alone. What is more, many health benefits may float in your glass or pint or bottle of beer.

Drink to Your Health

The fact that beer has low calorie and low carbohydrate content and has no fat or cholesterol, contributes towards its health quotient. Beer is not only devoid of cholesterol but intake of beer on a regular basis and in moderate quantities can improve your HDL/LDL ratio. HDL is good cholesterol and LDL is the harmful cholesterol that the human body must avoid.

In 2016, a study by the Pennsylvania State University showed that a pint or two of beer a day could facilitate to reduce the risk of stroke

or developing cardiovascular disease. Beer is loaded with B vitamins, particularly folic acid, which is supposed to facilitate in preventing heart attacks. Beer brewed with hops may also be helpful in preventing dementia.

Moreover, beer consumption helps in reducing the risk of having kidney stone, as beer has high dosages of potassium and magnesium. Beer also helps in the metabolic process. Hops, which are used in brewing beer, have a flavonoid compound named xanthohumol, which is helpful in preventing prostate cancer. In fact, xanthohumol is a powerful antioxidant which impedes cancer-causing enzymes. Studies indicate that moderate consumption of beer also plays role in preventing type-2 diabetes. Beer also contributes towards slowing down the ageing process. It is helpful in tackling anaemia.

However, all these above-mentioned health benefits can be accrued only if beer is consumed in moderation. If beer is consumed in excess, the negative health affects will far outweigh the positive health attributes of beer. But then, consuming anything in excess is bad for health, which includes water too.

Promising Potential

In India, though the beer market is quite small, but the popularity of beer has gained momentum during the recent years. This is largely due to the significant increase in disposable incomes in select but sizeable pockets of urban India during the last decade, and also due to the effect of globalisation, whose maturation has been slowly but surely erasing the long held social taboo associated with alcoholic drink consumption in India. The fact that India's demographics is loaded in favour of youngsters has also perhaps contributed to this healthy and happening trend.

Presently, India has more than 85 large breweries, but the organised beer market in India is ruled by three-four major players. Though in India, the consumers of alcoholic beverages generally prefer stronger alcoholic drinks, like whiskey, over beer, but the consumption of beer has also risen appreciably during the recent years.

However, consumption of beer in India

is still much lower than the global average. But this entails huge potential for growth of the India's beer market.

Despite Lacunae

However, licensing restrictions, high localised taxes and ban on advertising of alcoholic beverages are limiting the potential of growth in beer consumption in India to translate into realities.

Given the sheer size and youthful demographics of the consumer base, India's beer industry could have been expected to have enjoyed a boom period over the past decade. However, beer sales have yet to take off in India as regulatory obstacles – including licensing restrictions, high localised taxes and a nationwide ban on advertising alcoholic drinks – have limited expansion opportunities for multinational brewers. However, despite these impediments India holds significant long-term growth potential as beer-drinking culture is growing in momentum in the country.

Changing cultural attitudes, low base effects and a young, increasingly affluent consumer base will drive beer sales over our forecast period. We highlight growing momentum in the country 's



nascent craft beer industry as further support for our favourable outlook.

Craft Beer and Others

Yes, the craft beer industry is also developing in India, which reflects the growing focus towards quality among consumers in urban India as far as their F&B options go. However, craft beers tend to be higher priced than regular beer brands, which can impede their growth potential in the price-sensitive Indian market.

More and more microbreweries producing craft beer with focus on the quality of ingredients, flavour and brewing technique is the need of the hour in India's beer industry. The micro brewery market in India is expected to grow further. The rise of health conscious people and increasing

global travellers has boosted the business of micro breweries in India.

Overall, a shift towards premiumisation is evident in the present day India's beer market. The invasion of foreign beer brands in the country during the recent years, and also due to the fact there is now a sizeable section of Indian beer drinkers who are opting for high-end beer brands.

Carlsberg's Tuborg and Anheuser-Busch InBev's Budweiser have experienced huge jump in their market share in India. Tuborg, and Haywards of AB InBev are now the second and third largest beer brands in India by volume. The popularity of Bira91 brand of handcrafted beers is manifested by the fact that high-end beers are gaining growing acceptance in the Indian market.

Overall, these are exciting times for the Indian beer market. But in order to harness the potential of India's beer market more effectively and translate it into impressive statistics, awareness about the health benefits of beer should be more proactively disseminated by India's food service industry. At the same time, the taxes on beer imposed by states need to be sharply reduced, so as to make them more affordable throughout the country. ■



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Pest control starts with adopting the best hygiene practices and putting in place other prevention techniques. The problem of pest infestations in eateries is anything but limited, even though only a few cases of restaurants, bars, or pubs get punished for lack of hygiene hog the limelight.

Many restaurants regularly come under the scanner for lack of adequate pest control, even in countries that have reputations of maintaining higher hygiene standards than India. Part of the pest control problem arises because of inadequate understanding of the extent of the problem. Many restaurants owners tend to think that their responsibilities end soon after entering into an agreement with a pest controller. Far from so in reality. They need to keep an eye over the activities of the pest controller and monitor their progress in keeping the pests off the eateries in order to serve safe food to customers and avoid the wrath of food inspectors.

Another issue that can complicate pest control in restaurants is lack of understanding of the problem on the part of

the staff. Therefore, the management should take extra care to give the employees basic training in pest management.

Multiple PM Strategies

A great challenge to keeping the kitchen hygienic comes in the form of pests that can infiltrate almost at their will and have the potential to contaminate the edibles and result in food-borne illnesses. So ubiquitous are the pests that it is practically impossible to keep the kitchens completely free of some types of pests. Therefore, a single strategy to beat the pest menace may often fail. But a combination of different

strategies may at least help control them, if not eliminating them altogether.

And an effective application of multiple pest management strategies requires an understanding of different types of pests on the part of those in charge of the kitchen, be it of bakery, a food processing unit or that of a restaurant. They should also evaluate the economical and safe ways to controlling pests.

In fact, controlling the pest in kitchen requires the cooperation of all the employees involved as each employee can advance the cause of pest control in kitchens and the associated areas. Therefore, the new employees should also be adequately educated about the pest management programme in place at the organisation and how he or she could contribute to that programme. The importance of pest control must also be underlined as food can act as a carrier of diseases caused by pests who have the unique ability to fit in compact spaces and survive in adverse conditions.

The 'many roads' method is necessary in pest control because the pests vary in their shapes, sizes as well as in their



ability to contaminate surroundings. This journey in the kitchen starts with adopting the best hygiene practices and other prevention techniques. But it is not always a straight road and one may have to change course thereafter and eventually opt for mechanical and chemical control methods whenever required.

Common Pests and Their Control

One of the ways that the pests use to enter the kitchen is through the supplies. So it is important to use only reputable supplier for all deliveries and check them before they enter the kitchen. If you notice signs of pest infestation in the shipments, such as gnaw marks on cardboard containers, it is better to refuse them. To avoid infestation on stored food, it is better to place the supplies after delivery as quickly as possible into storage. Moreover, do not forget to keep powdered milk, sweetened beverages and nuts, etc. in refrigerators immediately after opening the packets or use as these food items easily attract pests.

Another important way to prevent pest infestation is to refuse them food, water and a hiding place. For this, quick repairing of any leakage in water taps, cleaning up spilled foods and disposing of garbage

Simple Preventive Steps

- Make sure there are no cracks in the doors or walls. All potential entry points for the pests must be taken care of. Use of silicone caulk to seal cracks and crevices in baseboards, moldings, cupboards, pipes, ducts, sinks, etc. can be useful.
- Garbage should be stored in sealed packets and they should be cleared as frequently as possible. The garbage cans should be clean of food residue quickly.
- Keep ripe fruits in fridge.
- Dishes after the food intake must be cleaned at the earliest or at least they should be submerged in soapy water quickly.
- Any food spills must not be allowed to stay unattended for long and all food and beverage items outside the fridge must be properly stored in sealed containers. Kitchen should be clean and free from cooking grease and oil.
- Blocking all sources of water for pests is very important. Therefore, besides fixing leaky plumbing, one must also see that standing water doesn't accumulate anywhere.
- Make sure that the kitchen is not very damp.
- Screens on all floor drains, windows, and doors could be installed to discourage pests from entering the kitchen.

quickly and correctly is important. Besides keeping garbage containers tightly covered, maintaining a regular sanitisation schedule is very important. As for the recyclables, they should be kept in pest-proof containers away from the building.

To control pest, one must first be able

to identify them. It is important to know which pests harbour kitchens because there are some species of rodents, which are not found in other places otherwise.

Pest Classification

Pests found in kitchens are classified under



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rodents, cockroaches, flies, microorganisms like bacteria in foods stuffs and spiders. All these pests are different from each other in terms of their habits and therefore one single control treatment can hardly be effective.

Rodents

Rodents or simply the house mouse, are amongst the deadliest of pests. They not only contaminate food but also disrupt the basic hygiene of a kitchen. Rats, very easily re-appear once the use of rodenticides is stopped under the impression that the kitchen is free from them. Therefore complacency must not seep in in checking them.

Rats are not difficult to find because of their restless nature and the damage they cause to stored goods. They are fast and agile with a strong olfactory system and tremendous acrobatic skills. All these factors make it difficult for people to catch them. Moreover, they are generally very suspicious by nature and new rodenticides fail against them after using them for few times, as rats do not come near them.

However, applying a good combination of mechanical and chemical control methods, their population can be brought under complete control.

Flies

Flies or houseflies develop in warm moist environment. Their growth is faster near fermenting materials. Garbage, rotting vegetables, moistened dust flour or any place where water accumulates provides a good breeding condition for flies.

A kitchen possesses all the above-mentioned conditions. Therefore it is always under the threat of infiltrating flies. Their rapid rate of reproduction is also a big problem in their control.

Flies affecting kitchens are of more than one variety: Fruit Flies are associated with material that is acidic or sour in taste.



Humane Solution to Pest Menace

Experts at the University of Edinburgh in Britain are investigating how genetic techniques could be applied to help control pest species in a more humane way.

The team is evaluating how a technology called gene drive could be used to spread an infertility gene among rats and mice. The technique could provide a more humane method of controlling vermin population.

A similar approach is already being tested among mosquitoes. The researchers said they were interested in whether it would also work in mammals.

Gene drive is a powerful technique for ensuring that a particular genetic trait is inherited by all descendants.

It means that a gene of interest can spread throughout an entire population within a few generations. The technology makes use of a DNA editing technique called CRISPR/ Cas 9.

Researchers at the University of Edinburgh's Roslin Institute are using mice to evaluate the technology's effectiveness in a contained laboratory environment. They are targeting genes linked to female fertility, to explore how this could be used to curb pest rodent population.

The researchers stressed that additional research to investigate the potential risks associated with gene drive technology would have to be carried out before the approach could ever be applied to the real world.

If their approach is found to be successful, they said it could potentially be applied to help control other pest species, such as rabbits.

Metallic Colored Bottle Flies are found on meat scraps.

In a bakery, flies are found in mixing room, ingredient scaling area, and dishwashing area. Areas where sugar, eggs, lard, grease, milk, etc. are handled should receive particular scrutiny. In cake and pie bakeries (where fruits are used) the fruit line and peeling rooms tend to offer conditions for breeding.

Electric fly screen (Electrocutor) is one of the easiest ways to keep them away while mechanical measures are also effective.

Cockroaches

Cockroaches are most resilient of kitchen pests. Their capacity to survive all kind of chemical and mechanical control is stronger than any other pest. Cockroaches have survived the ice age and they can keep themselves alive in the hottest and most inhospitable environment.

The peculiarity about cockroaches is that unlike any other pest they are shy of light and humans. They rarely come out of their shelter during daytime. They strike after the shutters are down. Cockroaches never make shelters. They easily fit themselves in cracks and crevices in walls and floors.

Chemicals have proven their potential against them but not completely. They maintain their effectiveness only when they are used regularly and are changed before

the cockroaches develop resistance against the chemicals.

Cockroaches have unmatched resistance power and scientists believe they are potential survivors of post nuclear war era. Therefore, when it comes to cockroaches, prevention is the best cure.

It is important to make sure that all food items are sealed along with the cracks, crevices and empty and unused idle gaps in the kitchens. Then only we can hope to counter the cockroach menace in kitchens.

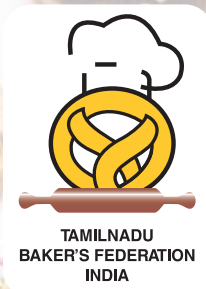
Spiders

Spiders are a different kind of pest. They do not infiltrate until and unless other pests like flies, cockroaches, etc. are present in the kitchen area. Nevertheless, they create situations, which can make a place suitable for their presence, as they are architect of capturing other pests with elan.

Spider's cobwebs can be vacuum-cleaned easily. Spiders such as the Brown Recluse, Black Widow and the Hobo Spider require immediate control efforts. These spiders should be controlled promptly and stringently because their bites could have serious repercussions on us.

Thus it is clear that while pest infestation can cast a death blow to the hygiene of kitchen, a continually well sanitised premise can facilitate in keeping the pests away and help prevent food contamination. ■

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Shiiv Parvesh,
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With an experience of 17 years, Shiiv Parvesh, Executive Chef, heads the food & beverage operations at Indore Marriott, the hotel well known for its outstanding food and Beverage operations. A post graduate from esteemed, Oberoi Center of Learning and Development (OCLD) and inspired by the cooking of his mother, Chef Shiiv Parvesh, a culinary aficionado, has won many accolades for his work.

He began his culinary career in 2004 at The Oberoi, New Delhi. Over the years, he trained and worked in over 23 restaurants and eight hotels of The Oberoi Group as well as in its flight kitchen services. His last stint was with Hyatt Regency Amritsar. He played a key role in the revamping of the hotel's F&B function as it got rebranded from Hyatt Amritsar to Hyatt Regency Amritsar in May 2018. The brand elevation has seen the introduction of Punjab Province, the biggest restaurant in a five-star hotel in the city along with other F&B facilities, with Chef Parvesh playing a key role in their launch.

Chef Shiiv Parvesh believes that a perfect recipe should soothe the soul of the one who tastes it with a beautiful mélange of dishes that are traditional.

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

How do you define yourself?

I am a very happy-go-lucky person. I like to see a smile on everyone's face. At the same time, I am someone who is passionate about my work.

I try to do my work religiously, and through it I try to bring a smile on everyone's face because I feel that good food is the perfect recipe for happiness.

What is your philosophy of cooking?

For me, keeping the basics right is the thumb rule for great cooking. I think big success lies in the smaller details. While going for the spectacular, if your basics don't reach up to the mark, then the final product will fail to impress. On the other hand, if your basics are strong, then as a Chef you can prepare and present even the simplest of dishes in an impressive manner.

What is your area of expertise?

Indian and Western cuisine, new Gastronomical Concept.

Had you not been doing this then what?

If I were not a Chef, then I would have been a doctor.

What is your source of inspiration?

My mother has been my greatest source of inspiration. I owe my passion for cooking to her. She used to make an effort to make the food interesting through her little innovations. From her I got the passion of cooking which motivated me to become a Chef.

What has been the most rewarding moment in your career?

Working as the Executive Chef at Indore Marriott been the most rewarding phase in my career till now. Leading superb and dynamic F&B operations at Marriott Indore has been a great milestone in my career which has helped to explore the best in me.

How has the journey been so far?

When passion stirs your soul, you start looking at challenges as opportunities to grow and prosper. Professional challenges are a part of any industry and I have always tackled them with a positive attitude. Hence, I have never felt burdened by them.

What skills are necessary to be a good chef?

Passion, love for cooking and imagination are a must to be a good Chef.

How do you de-stress yourself?

To de-stress, I either listen to music or go for a long drive.

Favourite Ingredient?

Rice, I love the dynamic properties of this ingredient, numerous variety, fragrance, taste, can be cooked and used in many ways, every country and place has unique variety of rice. Look at one hand, Biryani and on another Khichdi, rice truly commands.

Fav Cuisine?

Indian and Thai Cuisine.

Fav Spice?

Green Cardamom is a versatile spice and enhances the flavour immensely.

Fav Equipment?

Knife, a good chef should be like a knife. Sharp in knowledge, tough like blade, clean in work and accurate with efficiency.

Fav Restaurant/food joint, anywhere in the world.

I believe in having simple and authentic food, I cannot choose one but yes when I am in Delhi, visiting Murthal to have parathas with white butter, Charming ka butter chicken in Amritsar and Tunde ke Galouti kebab in Lucknow remains the favorite one.

I like the simplicity of their chefs too.

Your Fav Diner?

I love to serve all my guests. However, a guest who is a foodie and loves to experiment with food is someone I really enjoy serving. I love it when my guests challenge me to outdo what we are doing to come up with

something different or innovative.

Your favorite Culinary destination?

France, it is the place which has the professional origin of chefs and have maximum number of Michelin star restaurants, pure water and ingredients it excites and inspires me a lot.

The Best Compliment you have received?

"Chef you have the blessing of Goddess of Food "Annapurna Maa". I was overwhelmed by this compliment.

What is your philosophy of work?

I think it is extremely important to respect your work and your workplace. I believe you need to enjoy your work and not take it as a burden. I love my work; I enjoy what I do and give it my best. I work with honesty, sincerity and dedication.

Lessons learnt in the kitchen?

A very important lesson which I learnt pretty early was that nothing comes easy in life, especially when you are in the kitchen. A lot of discipline and planning are required in making kitchens interesting and creative.

Last meal on Earth: What would you choose?

Dal Chawal

10 years from now?

Ten years from now, I see myself as someone leading a well known food & beverage organisation as President – Culinary.

What are your future plans?

My future plans include leading a team of passionate culinary professionals to open new restaurants with unique concepts.

What is the best career advice you would like to give to youngsters aspiring to be chefs?

Go for Chef's position only if you are extremely passionate about cooking. To many, it might seem like an easy, well paid and fun job and also glamorous in certain cases. However, being a Chef is not easy. Along with culinary skills, it requires a lot of hard work and sacrifice. You have to put in long shifts and keep yourself abreast with latest developments in the industry. But if you are passionate about cooking, it is a great profession which can give you lot of pride, glory and joy. So ask yourself and then take the plunge.

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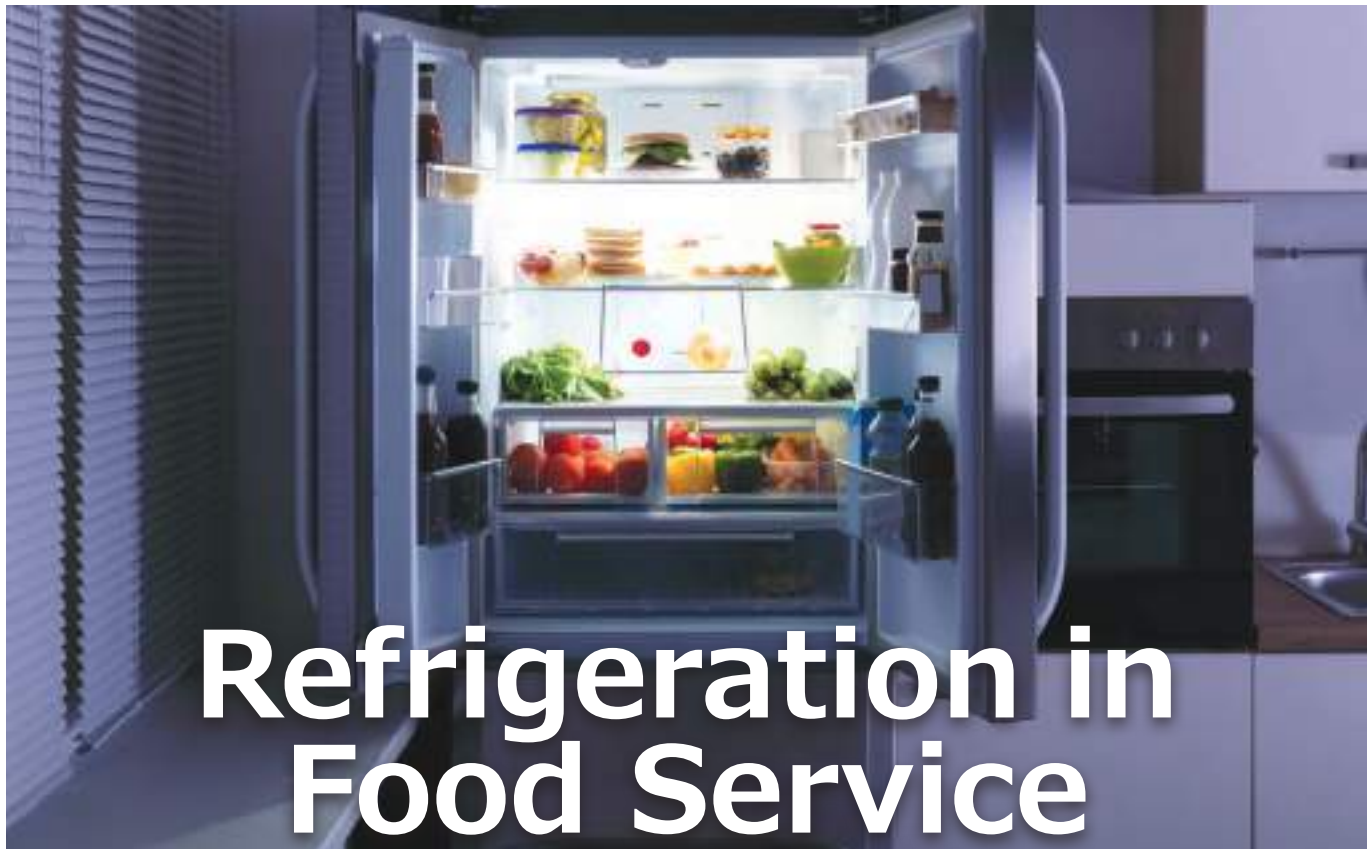
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Refrigeration in Food Service

In food service industry refrigeration is one of the most important commercial equipments. Choosing the right refrigeration products is essential for establishments to ensure not only to have quality storage options but preserve food too. It is essential that the equipment models one select are energy efficient, long-lasting, and a perfect fit for the establishment where it has to be used.

There is an extensive range of restaurant refrigeration equipment including, chest freezers, blast chillers, food prep tables, drop-in units, chest refrigerators, reach in refrigeration, walk-in coolers and freezers, reach-in wine refrigeration, worktop and under counter refrigeration, and more.

Refrigerators have drastically positive impact on the food service departments of the hotel industry, restaurants, pubs and other catering establishments. Practically, food service departments these days cannot do without a refrigerator. It is used to store food and also preserve food. The industry can now save a lot of money from the food that would have been disposed of to the

garbage, thanks to refrigeration solutions.

Nutritionists also recommend that eating healthy foods improves our lives and enable us to live longer. A refrigerator offers the ease and convenience of getting food by helping in lengthening perishable foods' lifespan and still retaining their nutritious contents, which is otherwise impossible.

It also helps in preserving beverages; making beverages cool every time the customers require good service. We all know that a cool desert is soothing. Low temperatures also inhibit bacterial growth hence preventing food decay.

The new makes of refrigerators not only preserve food, but they are also cost-effective, and consume less power. Let us take a look at some of the refrigeration solutions.

Refrigerator

Refrigerator is one of the most commonly used appliances for storing food and beverages. The working principle of a refrigerator is based on refrigeration and evaporation, wherein heat is drawn out from the objects and transferred to the

surrounding atmosphere. A refrigerator cannot cool below -10 degree Fahrenheit. Low refrigerator temperature may slow down the growth of microorganisms, but it may not be effective enough to kill pathogenic or spoilage causing microorganisms. For optimum preservation, maintain the temperature between 34 degree and 40 degree Fahrenheit.

Freezer

Freezer is another commonly used domestic and industrial kitchen appliance that works on the same principle as a refrigerator. However, in freezers, an evaporating or a cooling gas is used to evaporate heat from the object. In addition, a freezer-only unit can store food at temperatures as low as -34 degree Fahrenheit, whereas the minimum temperature that can be achieved in a refrigerator can't go lower than -10 degree Fahrenheit. Most food remains in good quality, if the freezer temperature is set between -10 degree and -20 degree Fahrenheit.

Chiller

A Chiller is used to cool food quickly at



low temperatures, which prevents bacterial growth. As bacteria multiply at temperature between +8°C (46°F) and +68°C (154°F), chiller prevents bacterial growth by reducing the temperature of cooked food from +70°C (158°F) to +3°C (37°F) or below, thereby making the food safe for consumption. Chillers are usually used for commercial purposes, especially in food catering and fast food set ups.

The Science

To understand the fundamentals of refrigeration, few basic definitions should be considered. They are:

A). Heat is a form of energy transferred by virtue of a difference in temperature. Heat exists everywhere to a greater or lesser degree. As a form of energy it can be neither created nor destroyed, although other forms of energy may be converted into heat, and vice versa. It is important to remember that heat energy travels in only one direction; from a warmer to a cooler object, substance, or area.

B). Cold is a relative term referring to the lack of heat in an object, substance, or area. Another definition describes it as the absence of heat, no process yet has been devised of achieving 'absolute zero,' the state in which all heat has been removed from any object, substance, or area. Theoretically this zero point would be 459.69 degrees below zero on the Fahrenheit thermometer scale, or 273.16 degrees below zero on the Celsius thermometer scale.

C). Refrigerants are chemical compounds which are alternately compressed and condensed into a liquid and then permitted to expand into a vapour or gas as they are pumped through the mechanical refrigeration system to cycle.

The refrigeration cycle is based on the long known physical principle that a liquid expanding into a gas extracts heat from the surrounding substance or area. You can test this principle by simply wetting your finger and holding it up. It immediately begins to feel cooler than the others, particularly if exposed to some air movement. That is because the liquid in which you dipped it is evaporating, and as it does, it extracts heat from the skin of the finger and air around it.

Refrigerants evaporate or 'boil' at much lower temperatures than water, which permits them to extract heat at a more rapid rate than the water on your finger.

D). Refrigeration system fundamental components: The job of the refrigeration cycle is to remove unwanted heat from one place and discharge it into another. To accomplish this, the refrigerant is pumped through a closed refrigeration system. If the system was not closed, it would be using up the refrigerant by dissipating it into the surrounding media; because it is closed, the same refrigerant is used over and over again, as it passes through the



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cycle, removing some heat and discharging it. The closed cycle serves other purposes as well; it keeps the refrigerant from becoming contaminated and controls its flow, for it is a liquid in some parts of the cycle and a gas or vapour in other phases of the cycle.

What You Need

If you own a restaurant, you know the importance of refrigeration. It keeps all your meat and produce fresh, resulting in better quality and happy customers. However, if you are looking to upgrade your system or just starting your venture into the restaurant business, you may not have the knowledge needed to purchase the perfect system for your establishment.

Refrigeration is a fundamental component of any restaurant, but many times, owners don't know what type is ideal for their set up. Essentially, there are three types of commercial refrigeration units to consider: reach-in, under-counter, or full-size walk-in. Each offers a bevy of benefits and helps streamline the food preparation process.

Reach-in units are the typical units you may see in a residence; yet commercial ones offer more capacity and features, which allow you to set the perfect temperature for your needs.

Under-counter refrigerators also provide a quick way to access food you need while saving time. Often, these units are placed under food preparation counters and are a flawless way to keep the final touches for prep work, such as condiments or sauces, close at hand.

Finally, a walk-in refrigerator offers ample room for food storage. With this type of unit, you can buy in bulk without spoilage, which often earns you discounts from food wholesalers.

Once you have decided which refrigerators provide the most benefit to your business, you should also consider what sizes you need. Units that are too large tend to waste money, while refrigerators that are too small may not accommodate your needs. There are many different sizes for you to choose from, but many restaurants opt for customised versions if they can't find the perfect one to satisfy their requirements.

For reach-in refrigerators, remember to find one that will fit through the door and where its condenser is located. If the refrigerator is massive, it may not work in your kitchen. In addition, the location of the condenser, either top-mount or bottom-mount, can play a role in convenience, cleaning, and accessibility.



Other Aspects

While the refrigerators mentioned above are the cornerstone of a successful kitchen, don't overlook other aspects of refrigeration. You may need a refrigerated display case for beverages or a bartender's fridge underneath the bar. At first glance, these may seem like high initial expenditures, but they often pay for themselves thanks to the time they save.

Saving Energy

Commercial refrigerators and freezers use lots of energy, operating round the clock to keep perishable products cool. Typical commercial refrigerators consume up to 17,000 kilowatt-hours of electricity while large commercial freezers consume up to 38,000 kilowatt-hours, resulting in high energy bills.

To help businesses save energy and money, there are many ways to reduce energy use of commercial refrigerators and freezers.

Here are just a few tips:

Only turn on anti-sweat heaters when ambient conditions cause condensation on the display doors. Try installing adaptive controls for these devices so they turn on and off automatically when necessary.

Check door gaskets and auto closers to make sure they are in good condition. Warm, humid air can enter refrigeration compartments if these are not working properly, resulting in energy waste and



spoiled food.

Make sure the refrigeration system is clean and dust-free, especially the coils. This can help improve heat transfer within the system.

Besides this make sure the refrigeration system has enough space around it to ensure good airflow over the heat exchange coils. This helps lower the amount of wasted energy.

Install motion sensors for case lighting systems. This will turn lights on and off only when needed.

Install night curtains on open cases to help keep refrigerated air from escaping when standard business hours are over.

Care and Maintenance

Maintaining your commercial refrigeration isn't necessarily a difficult task, as long as you maintain a rigorous upkeep schedule. Each week, you should check the temperature and defrost settings to make sure you don't lose food to spoilage.

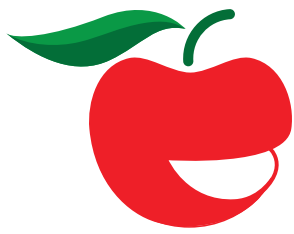
To keep your electric bill down, check to see that employees turn out the lights of the walk-in unit, as leaving the light on increases energy usage and causes the temperature to rise. Finally, you should clean all refrigerators to maintain a high level of food safety.

Every month or two, there are extra steps you can take to ensure the integrity of your refrigeration. This includes cleaning the condenser and evaporator coils, much like you would do on an air-conditioning unit. Once you have completed this, you can check the unit for leaks, as well as oil the fan.

To ensure your unit works efficiently and lasts as long as possible, schedule one or two tune ups a year. During this process, take care of the inspection, cleaning, and maintenance of all your equipment. However, this low-cost tune up pales in comparison to the cost of replacing the refrigerator altogether.

In refrigeration cycle the refrigerant undergo number of changes in its state to produce refrigerating effect. Such changes constitute the refrigeration process. For carrying out the process the system is provided with components and control devices for efficiency of the machine. These controls and components are to be checked and repaired as and when necessary.

There are safety devices like high and low pressure cut outs, motor overload switch, relief valve, oil safety switch, etc. which are also to be taken care of. The valves and safety devices constitute the controls. ■



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always been committed to quality and innovative products, satisfying the needs of its customers in diverse market as India.

'Venus' today enjoy great reputation as a leading brand in India for Cutlery, Chaffers, Platters, Barware, Holloware, Tableware. The company

products has been patronised by leading Chefs and Foodservice professionals, placing their trust in its highly reliable products.

The company first started manufacturing cutlery, and gradually after its success, extended its manufacturing capabilities in other hotelware products, acclaimed domestically and globally. Venus Industry was the first to manufacture roll top chaffing dishes in India in 1992.

Venus is also one of the pioneers in developing the concept of Lafeen dishes. It a very popular, movable dish with 5 sections, used in Banquet halls for self-service of snacks. It also developed more than 60 varieties of cutlery designs. It created a beautiful, captivating, stylish, handcrafted, custom made and intricately designed range of chaffers, tableware, barware & holloware, adding brightness, luxury and bringing elegance to the dining area of major properties.

Innovation is the key to the success of any business. The company has now diversified into developing Banqueting furniture, focusing caterers. It has created a four storied showroom, showcasing complete range of Venus products, offering 360 degree solutions, specially focussed on caterers & banquet halls.

The company has been recognised by Taj group of Hotels as the most preferred vendor. They have been one of the most recognised suppliers to the foodservice industry since six decades.

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The products are delicious, exquisite, healthy and memorable, are offered as - Whole Leaf, Natural, Fresh, Convenient. Chayam currently has an omni-channel presence available online on its own website, Amazon, Flipkart, Big Basket and various other online marketplaces. It also retails through Nature's Basket (pan-india), Modern Bazaar, Dorabjee's and other smaller chains/stores. Chayam also serves various cafés pan-india.

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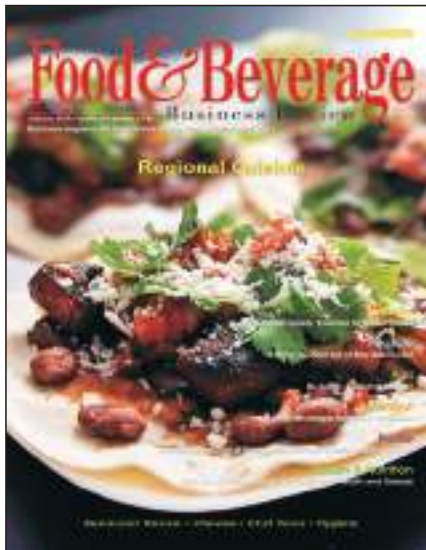
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AgroPure group began its journey in the year 1970 with a complete set up of dal and flour mill under the guidance of Sh.Ghanshyam Dass Goyal. Today AgroPure group of companies is a leading brand of processor, manufacturers and exporters of fine quality pulses and besan. Apart from incredible business strategy the secret behind AgroPure’s remarkable success is the superior standard of quality and well planned supply chain. The team of highly qualified and well experienced staff has helped in maintaining and growing the company in the field of delivering total quality and business development.

The combination of great exposure and complete knowledge about the industry has always guided the company with the needs of the changing market in both domestic and international spheres. AgroPure believes in 100% quality maintenance with extra care and effort towards building and maintaining relationship with customers. The company constantly strives to upgrade the standards with high quality and on schedule delivery of products. The company makes sure that the products pass through stringent quality checks so that only the best ranges of products reach the clients. Because of the much valued expertise gathered in all these years the company has been able to nurture eminent business relationship with customers and retain them for the longest period of time.



GPA Foods P. Ltd.
agropure@agropure.net

COOL SOLUTIONS

Famous Enterprises is a Delhi based company, offering one stop solution for the multiple needs for the refrigeration & kitchen equipments. The company manufactures and supply all types of Deep Freezers, Middleby Celfrost Chest & Showcase Freezer, Stainless Steel Rack, Visi Coolers, Water Cooler and other kitchen equipments.

The products are made of high quality material to ensure strength and a smooth surface. All products have rust resistant body. The freezers and other range of equipment are highly efficient, manufactured by highly skilled workforce using modern machines. The products undergo rigorous testing to ensure strict quality control.

The company is now looking for pan-India distributors to grow its footprint.

Famous Enterprises
sales@famoussenterprises.org



LARGE BENEFITS OF TINY HOMES FOR HOTELS

Loom Crafts is an Indian Steel Building company specialising in designing and manufacturing of Prefabricated Steel Framed Buildings. It has recently tied up with a German company for technical support to manufacture ‘Tiny Home’ in India. The tiny home is a small factory made home, made of steel, mostly built on a road trailer. It can therefore be moved at any time and does not require a permit to build. These homes are available with wheels on a trailer or without the wheels which can be placed directly on pre-casted foundations.

Tiny Homes are best suited for - small Farm Houses on remote locations, Hotels & Resorts, Camping Getaways, Wedding Venues, Retreat Venues, and no Construction Zones. The tiny home concept was born in the United States about twenty years ago.

Tiny home hotels offer a more intimate experience with their environment than traditional hotels for the same price. Tiny home hotels contain homes under 400 square feet. Many tiny home hotels offer features of a traditional hotel: they can sleep 5+ people, have Wi-Fi/ cable, have an outdoor deck/grill, and have a full bathroom/kitchen.

In addition, tiny home hotels can be formed on a smaller level. One of the great things about tiny home hotels is that it’s very easy to expand capacity. As long as there is land and electricity/water available, tiny home hotels can add more units whenever they wish.

The location of tiny home hotel may be a biggest selling point. Many customers decide to stay in a tiny home because they’re looking to disconnect and spend time outdoors. By choosing a location that is close to activities like hiking or swimming, ensures guests have great time while they’re on vacation.

As Tiny Homes are on wheels, thus they don’t need any fixed foundations / plinth, making them possible to be placed on any Construction Restricted Zones. There are no laws to govern the Tiny Homes in India, which means they can be just parked on the land without any on site construction. Be it next to the beach or a river, hills or mountains, jungle retreat, tiny homes are best suited for any location or site.

The team also offers facilitating tools for self-builders. In our little homes, nothing is left to chance. The alliance between comfort, functionality, well-being and eco-responsibility is our priority.

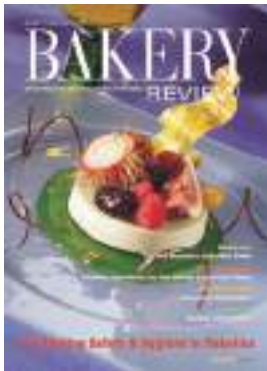
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'Keep learning and challenging yourself to master your Art'

Sukumar Shetty, F&B Manager, Indore Marriott Hotel



With a rich experience within luxury hotels of about 15 years, Sukumar Shetty has adapted robust processes and a great amount of knowledge while working with some of the best hotels in Mumbai & Bengaluru. He started his career in the food & beverage department as a server in The Taj Mahal Palace & Towers, Mumbai and gradually climbed the hierarchy ladder while working with Taj and then with Shangri La. His last assignment before joining Indore Marriott Hotel was with Sheraton Grand Bangalore at Brigade Gateway.

He is a result oriented person and his extensive knowledge about unique F&B concepts has always helped him to deliver results. With an understanding of international trends, event operations & ODCs, Sukumar believes in delivering

quality & consistency.

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

What do you enjoy most about being a Food & Beverage Manager?

I enjoy the opportunity of learning something new every day since our industry is very vast and dynamic. It is my constant endeavour to try to make my associate's work life much better and create an environment where they enjoy working.

Is your job challenging? Can you point out 5 challenges?

I enjoy combating the challenges as:

Introducing and maintaining quality consistency in the product that we introduce for our guest which showcases the Marriott standard.

With new avenues opening retaining quality employees is quite a task in our industry

In today's competitive world introducing new concepts and keeping our guest interested in the product.

COVID has hit a major toll on our industry due to which it becomes very important to bring in changes keeping in mind the financial aspect of it.

No hotel is perfect but the endeavour to constantly work on the guest feedback and deliver to them what they expect ensuring the guest loyalty towards the brand and the hotel.

What kind of pressures have you encountered at work?

Due to the COVID era, there is a pressure on having financial stability for the company,

so there is a constant push month on month to achieve your goals.

As a Food and beverage leader it is my responsibility to introduce product and service which stands up to the brand image.

Can you suggest any tips or insights you exercise to strengthen your team?

Have a strong framework of the processes of your department which helps you to identify the flaws and opportunities to improve or continue on the same.

Know your team members, their strength and weakness so that you can put the right person for the right job.

Have robust training processes to identify and work on the weakness of your team members.

More importantly you need to spend time on the shop floor to understand what their expectations from the company and from you are.

How is your experience at the present job?

Well I have joined this hotel very recently. I'm enjoying every bit of my time in this welcoming city. Indore is very vibrant in nature where people are food enthusiasts and enjoy exploring.

Having worked in Tier 1 cities for almost 15 years the experience of working in Tier 2 cities is quite different. At times it become quite challenging and time bound to introduce new concept with limited quality resources from the local market.

What is the USP of your F&B outlets?

Indore Marriott Hotel has a very dynamic food and beverage offerings catering to different sections of society.

'Indore Kitchen,' our all Day Dining Restaurant offers regional and international cuisine. The buffet offering is one of the largest in the city and talk of the town.

'54 Praangan'-Indian specialty restaurant, an all open alfresco restaurant specializes in kebabs and biryani's. The restaurant is also an ideal place for family as well as romantic dinner.

'One Asia' - The Asian Specialty restaurant offering a wide array from China, Thai and Japanese, is ideal for corporate lunches and social get together.

What is your working philosophy?

Keep your basics right.

Listen - listen to your people, be it your boss or colleagues or suppliers or guest.

Keep challenging yourself.

What is your take on how best to cope with challenges of the pandemic times?

COVID has deep impact of every industry and I believe that it won't go away very soon. Keeping this in mind as a business we need to be patient and constantly evolve around it giving priority to hygiene and sanitization process and constantly look for new opportunities. Relook into your cost aspect.



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