

BAKERY

Business Magazine for Bakery & Confectionery Professionals

REVIEW

Chocolate: The Irresistible Artifact



Business

Bakery Ingredients Market

Feature

Breakfast Trends

Product

Healthy Cake

Ingredient

The Right Flour

Health

Choosing Health with Canola Oil

Hygiene

Chocolate Contamination



SERVING SUGGESTION

We add flavour to your business.

Whether you are a restaurant, a fast-food outlet, a catering service or a bakery serving cuisines from around the world, choose from our range of quality products and get the taste of success.

Mayonnaise | Ketchup, Sauces & Dips | Pizza & Pasta Sauces
Salad Dressings & Emulsions | Mustards | Gravies | Ganache, Fillings & Icings
Fruit & Chocolate Toppings | Sugar Based Syrups | Flavoured Syrups



For business enquiries contact: VRB CONSUMER PRODUCTS PRIVATE LIMITED. Office No. 101, 1st Floor, Pegasus One (Inside IBIS Hotel Complex) Golf Course Road, Sector 53, Gurugram, Haryana 122002 | T: +0124 4653250 | www.veeba.in

Light up your taste buds
this festive season with
crunchier & crispier cookies



Publisher cum Editor

Rajneesh Sharma
rajneeshhammer@gmail.com

Resident Editor

Sharmila Chand (Delhi)
Ashok Malkani (Mumbai)

Layout & Design

Hari Kumar V

Production Assistant

Jyoti Gupta

Advertising Sales

Sumesh Sharma

Director Sales

Sanjay Anand
Mobile: +91 9811136837

Director Operations

Rajat Taneja
Mobile: +91 9810315463

Editorial & Advertising Office:

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

E-mail: info@hammer.co.in

© 2022 Hammer Publishers Pvt. Ltd. No part of the publication may be reproduced, stored in retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without prior written permission of the publisher.

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

Editorial Policy: Editorial emphasis in Bakery Review magazine is on educational & informational material specifically designed to assist those responsible for managing Bakery & Confectionery business. Articles are welcome and will be published on the sole discretion of the editor.

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

Annual subscription rate within India is Rs. 600 and for overseas it is US \$110, for surface mail. Single issue is available for Rs. 100 in India and US \$25 for overseas. Cheques are payable to Hammer Publishers Pvt. Ltd.

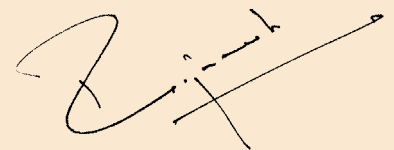
Editorial



This emerging trend of increasing popularity of chocolates in certain segments of India is yet to reach its full bloom, but it is getting evident that this emerging trend would not remain a passing fad. Already, chocolates as gift items are slowly eating into the market for traditional Indian sweets. Cover story talks about how the growth in the Indian chocolate industry would spread sweet ripples in the country's bakery industry, as a modern day bakery cannot be imagined without the extensive application of chocolates.

Demand for baked products continues to rise in India, which further increase the need for more bakery ingredients. The business story elaborates on the future potential of bakery ingredients business. Breakfast is the most important of all meals. A hearty breakfast can greatly facilitate to give a good and cheerful start to the day. Feature story through light on how foodservice industry and food manufacturers are capitalizing on the growing demand for breakfast products among urban populace.

Condiments are the most crucial part of the food today and their role cannot be over emphasized. Story under Focus section elaborates on how they play huge roles in adding value to the quality of dining experience. The pragmatic use of flour in the bakery industry's day-to-day baking options, the overview of the healthy cakes business in India, importance of healthy cooking oil, and other regular features of this issue are also geared to hold your attention between the covers.



BAKERY

REVIEW

INSIDE



- 18 **COVER STORY**
Chocolate: The Irresistible Artifact
- 26 **BUSINESS**
Bakery Ingredients Market
- 32 **FEATURE**
Breakfast Trends
- 36 **FOCUS**
Condiments are Crucial
- 44 **PRODUCT**
Healthy Cake
- 48 **INGREDIENT**
The Right Flour
- 50 **HEALTH**
Choosing Health with Canola Oil
- 52 **HYGIENE**
Chocolate Contamination

DEPARTMENTS

- 04 Event
- 12 News Scan
- 16 Report
- 40 Profile
- 54 Product Preview
- 56 Interview



India Bakery Expo (IBE) 2022



India Bakery Expo (IBE) 2022 was recently held at Chennai Trade Centre, Chennai TN, during 9-11 September, 2022. The 5th edition of the show was organized by TNBF (Tamil Nadu Bakers Federation-India).

The well organised show, visited by the major buyers of the bakery ingredients & equipment, organised under the aegis of prominent partners of TNBF - G.K. Porkai Pandian, IBE Chairman, G. Manivannan, President, Subramaniam, Secretary, R. Ramasamy, Treasurer and all member of TNBF. TNBF announced that the current edition of IBE 2022 was a grand successful event.

IBE 2022 was inaugurated by Mr. Lalvena, IAS, Food Safety Commissioner





ITALIAN QUALITY STANDARD



Build your success with Master Martini Products!

HIGH-QUALITY CHOCOLATE PRODUCTS:



- **Couverture** Chocolate and **Compound** available
- Milk, dark, extra dark and carob **buttons, chips** (8.500/KG, 9.000/KG, 12.000/KG) and **blocks**
- Comprehensive range of products available to suit a variety of applications
- **Sustainable palm oil** and **UTZ** cocoa are sourced to satisfy customer requirements and safeguard the environment
- **Custom made** products available, pending MOQ requirements are met

GET IN TOUCH:

MANUFACTURING UNIT:
Unigra Food Processing Asia Pacific
Sdn Bhd - **MALAYSIA**

+60 7213-3233
info.apac@unigra.com

SALES OFFICE:

Unigra s.r.l - **SINGAPORE**

+65 9650-3574
federico.ricciotti@unigra.com

FIND OUT
more about us
here:

Unigra APAC
www.apac.unigra.com

and Ms. Rhiannon Elms, Senior Agricultural Attache, FAS, USDA, US Consulate, Mumbai. The valedictory function was presented by M.A. Siddique, IAS, B.Tech Electronics and Communications Engineering, Managing Director, Chennai Metro Rail Limited.

As per IBE, the show had 100 percent occupancy from all categories of the exhibitors. The show was visited by over 15000 professionals of the industry, who were pre-registered for the Event. The Exhibition showcased all Bakery related products including Bakery Machines, Ingredients which included, Premixes, Raw Materials & Preservatives, Packaging, RO Water, Display Counters, Cold Room, Ice Cream etc. The exhibition was supported by FSSAI, TIIC, MSME.

First time in IBE history Cake Competition for college students was held for which the Prize money and equipment were distributed to the colleges. The event also for the first time introduced QR code for the smooth entry of the visitors

IBE was supported by leading media companies as media partners. The IBE for the first time did visitor promotion on Suriyan FM throughout TN, Cochin, Bangalore, Thirupathi & Hyderabad for ten days. IBE once thanked all its Exhibitors, Visitors & Co-Bakers who have works day night for the success of India Bakery Expo 2022. TNBF has announced the next edition of the IBE 2024.



mekgida®

FHA HORECA

25-28

OCTOBER 2022

SINGAPORE EXPO

3M2-05

*“Leading Manufacturers
Since 1996”*

*“Looking for distributors in India
and South East Asia region”*



 www.mekgida.com

 0 533 653 02 96
0 532 476 73 55

 ilknur.k@mekgida.com
syedimoin@mekgida.com

 2.OSB 2.CAD. NO:5 YEŞİLYURT
MALATYA / TÜRKİYE



mekgida®

**SCAN
THIS
QR
CODE!**



- COLD GLAZES
- WHIPPED CREAM POWDER
- SUGAR FONDANT
- CREAM PATISSERIE POWDER
- TOPPING SAUCES
- FLAVORED FILLING CREAMS
- FRUIT FILLING CREAMS
- CAKE IMPROVER
- CAKE MIXES
- HAZELNUT COCOA FILLING
- HAZELNUT COCOA SPREAD
- MOUSSE & TIRAMISU
- FOOD COLOURS
- COMPOUND CHOCOLATE
- BREAD IMPROVER
- BREAD MIXES



Italian Flour Companies at Annapoorna

After its successful launch at AAHAR, “Pure Flour from Europe”, the campaign managed by ITALMOPA - the Italian Association of Millers - and co-funded by the European Commission to promote exports of soft wheat flour in India and to raise awareness of their high quality, land in Mumbai at Annapoorna - Anufood, an international trade show which will take place from 14-16 September 2022.

The largest producers such as Agugiaro & Figna and Molino Caputo were present at the show. Tasting of some great pizza, focaccia and bread specially prepared by chefs Davide Civitiello and Riccardo Scaioli held in the demo dedicated area of the show. There was a cooking workshop which took place during the show.

Founded in 1958 and based in Rome, ITALMOPA is the most important industrial flour association in the European Union representing 82 flour milling companies across Italy. The European milling industry ensures the production of high-quality flours starting from the selection of the best grains, a skillful mix of tradition combined with cutting-edge technology while adhering to

stringent quality standards.

The Pure Flour from Europe campaign will span for another two years and will include other consumer and trade events with product demonstrations led by chefs featuring such well-loved Italian foods as pizza, pasta, pastries and breads. There will also be participation in other important trade shows targeting the grocery, foodservice and food manufacturing sectors. They will be in New Delhi for SIAL India 1-3 December 2022. There will also be an educational tour of millers of organic flours and semolina in Italy as well as study visits dedicated to importers, distributors and chefs.

“We see a great opportunity in India to increase the export of soft wheat flours from Italy. More than ever before, home cooks and chefs are demanding premium ingredients that are healthy, nutritious and safe,” says ITALMOPA President Emilio Ferrari. “The flour from our member companies delivers on all these attributes and elevates the quality of almost all culinary creations.”

Italy is the main EU exporting country of wheat flour in India. The campaign, called “Pure Flour from Europe”, aims to raise awareness of

the versatility, high-quality, unadulterated and safe flour. The superior quality and uniqueness of soft wheat flour from Europe and from Italy is perfect for food professionals and chefs, home cooks, and opinion leaders alike. Classic European and Italian recipes as well as local specialties all are at their best when made with “Pure Flour from Europe”.

Italy’s flours ensure food safety and high quality, with an excellent worldwide reputation. Eaten almost daily, in a variety of basic foods, flour provides a low-fat source of nutrients like vitamins, minerals, dietary fibre and vegetable protein, contributing to a balanced diet.

Quality evaluations and safety checks begin with the arrival of the wheat, and continue to the distribution of the flour, controlled and recorded by a computerized traceability system. EU milling has a very stringent body of regulations, carrying out thousands of tests and cross-checks by independent, accredited laboratories. In addition, this process is simple and clean, constantly seeking to improve sustainability by saving energy, reducing air emissions and using by-products.



fssai
LIC. 10018064001601

Hazelnut • Pistachio • Almond • Cashew

Pure Paste • Bread Spread • Praline Paste



Contact for bulk supply & private labeling

WINDSOR CHOCOLATIER

745, Pace City II, Sector 37, Gurugram - 122001, (INDIA), Tel:+91-124-4323970, Fax:+91-124-4323999

Mob no. : +91- 8010-402-025 (Hunting Line), Whatsapp : +91- 8448-990-001

Email : windsor@windsorchocolatier.com, Website : www.windsorchocolatier.com



Asia Fruit Logistica 2022

Asia's premier fresh produce trade show and conference event are back in person on 2-4 November 2022! Asia Fruit Logistica, takes place at the Queen Sirikit National Convention Center in Bangkok together with Asia Fruit Congress.

The global fresh produce business is eagerly anticipating the opportunity to meet up in Asia again at Asia Fruit Logistica, and visitors can look forward to taking in an exciting range of products and services from all over the world.

Exhibitors from around 40 different countries and regions have already signed up to take part. The show brings together leading players from all over the world. Global fresh produce suppliers will be out in force on the show floor, with exhibitors from Asia-Pacific, Europe, America, Middle East and Africa. The exhibitor line-up features many leading companies and brands in the business.

Eighteen exhibiting countries will have national or group pavilions at the show that includes Australia, Belgium, Canada, Chile, China, Ecuador, France, Greece, Italy, Malaysia, New Zealand, Peru, Poland, South Africa, Spain, Turkey, USA and Vietnam.

In addition to the wealth of meeting and

business opportunities at the show, visitors can look forward to the best information and insights. Asia Fruit Congress, Asia's premier fresh produce business conference, takes place on

the expo floor this year together with Asia Fruit Business Forum. For the first time, the congress is free to attend for Asia Fruit Logistica visitors, with sessions taking place



each day on 2-4 November.

Day One of Asia Fruit Congress explores how the 'Asia market is changing', with sessions on market diversification and the future of food retail. Day Two focuses on 'tracking the trade in Asia', with lively discussions on Asia's tropical fruit business and trends in global fruit imports to Asia. Day Three looks at 'the future of supply', featuring

sessions on investment and sustainability.

Asia Fruit Business Forum includes workshops on marketing, logistics and technology. Expert speakers share insights on a range of topics, including the rise of vertical farming, new approaches to tomato marketing and advances in optical sorting and grading technologies.

Virtual Platform

In addition, all visitors will have access to the Asia Fruit Logistica virtual platform. The virtual platform enables exhibitors and visitors to optimally prepare their participation: they can make onsite appointments, chat, and exchange business information with exhibitors online and ahead of time. Appointment booking will be available from September 28.

Additional online-exclusive content and innovative product presentations updating users on the latest industry developments and helping to increase business opportunities will be published during the Asia Fruit Logistica Virtual Focus Day a few weeks prior to the show.

For ticketing and online ticket shop queries, please reach us

Email: tickets@gp-events.com or visit www.asiafruitlogistica.com.

QSR Chain Fat Tiger To Open 200 Offline Outlets

Fat Tiger an Indian home-grown restaurant announced their recent expansion plans. The company in the course of the next 3 years will be increasing its offline presence by launching 200 offline outlets. Brand currently have 50+ outlets in 22 cities. Fat Tiger is a modern restaurant serving internationally acclaimed beverages and skill-fully made momos to India with options for wholesome meals as well. It specialises in 45+ momos, and specially curated beverages.

Addressing the announcement Sahaj Chopra and Sahil Arya, Co- Founders and Directors at Fat Tiger said, "Fat Tiger is a tribute to the Pan Asian cuisine that was developed in India that has been an integral part of India's history. Today this food is an important part of Indian culinary culture and Fat Tiger wants to bring this food in its traditional glory with some modern touches across India in a never been done before QSR format.

We will focus on opening Fat Tiger and

Fat Tiger Mini outlets, which will include a full menu and the mini will have just momos and beverages menu. The variety of outlets that we are planning to open our kiosk (60-100 sq.ft., malls food court, high street 100-400 sq.ft., and cafe concepts from 400 sq.ft. - 700 sq.ft. to 700-1500 sq.ft.). We are



excited to embark on this journey and hope to win love and trust from our customers."

Fat Tiger's hot and cold beverages are a novelty offering, joined by various types of momos, burgers drinks and more. It is the first Indian brand to bring middle class

consumers modern drinks, momos and meals bowls at humble prices. The brand aims to bring happiness to their consumer's life in the most flavourful, sustainable and superior fashion.

Fat Tiger has recently opened its outlets in Bengaluru & Dehradun. The Bengaluru store is spread across an area of 1500 sq. ft. in carpet area and is situated at HSR Layout area, whereas recently inaugurated its second franchise-owned restaurant in Dehradun, spread across an area of 1100 sq. ft. in carpet area, is situated at Rajpur Road, Dehradun in order to attract a large number of youth, families, students, and anyone who enjoys Pan Asian cuisine in various flavours.

Fat Tiger is a modern QSR and Café chain that offers Momo, Burgers, Pizza, Drinks and much more here in the city. The chain brings internationally acclaimed teas, beverages and expertly made momos and much more to India, along with options for nutritious meals.



Delivering Quality Food Products For all of your culinary needs...

Euro Foods are the leading importer and distributor of European food stuffs. Our expansive portfolio with a diversified variety of the best, latest and healthiest ingredients makes us a ONE STOP SHOP for our customer needs. Whether you are a nascent gourmet kitchen, a bakery or an experimental bakery, our products are the perfect springboard to help you sculpt your culinary dreams and masterpiece to perfection.

Distributor Enquiry Solicited



Baking in all its Facets...



The source of grand luxury chocolates



The art of flavour



Quality food products



Fruit purees full of flavours



Frozen delicacies, breads, baking ingredients and pastry decorations.

Authorized Distributors



France's No. 1 butter



For rich & delicious cheesy snacking



Trusted companion for cocoa products



Superior quality range of canned foods



Adding sweetness to life



Euro Foods Private Limited.

Head Office : Delhi: 239-240, DLF Tower, Shivaji Marg, New Delhi - 110015, India
Tel.: +91-11-4557 9574 / 4557 9576
Info@eurofoods.co.in

Branch Office : 401-C, 4th Floor, Hyde Park, Saki Vihar Road
Opp. ANSA industrial estate, Andheri (E), Mumbai - 400 072, INDIA
Tel.: +91-11-4557 9574 / 4557 9576
info@eurofoods.co.in

For Updates Follow us on :



euro_foods_india



eurofoodsindia



euro-foods-india-pvt-ltd



eurofoods.co.in



MANGHARAM
chocolate solutions

Moulding & Tempering Machines



Flaking Machine

Panning Machines



Melting Machines



Chocolate Moulds

Colours



Personalised Chocolate Moulds



Some of our Esteemed Clients



MANGHARAM CHOCOLATE SOLUTIONS
No.14, 1st floor, 1 Park, KIADB 100ft Road, 2nd Phase,
Peenya Industrial Area, Bangalore - 560058
info@makechocolates.com +91 63632 54612



Scan to visit our website,
connect with us via Whatsapp,
view our videos on Youtube,
follow us on Instagram & Facebook



Pizza by the Slice

SoBo entrepreneur, owner of Gateway Brewing co. has launched Pizza Dude delivery kitchen offering Roman style pizzas that one can buy "by the slice & create a mixbox " to sample 12 different types that are on offer. Since each variant is a slice measuring 5 inches by 4 inches, a person can easily try 3 variants in one go versus buying a whole regular round pie. Additionally, just like Pizza Romana Dude's dough is not only slow-fermented but also naturally fermented sourdough! Only flour, water & salt are used.



Pizza Dude offers square pizzas, sold by the slice that are cut from a rectangular piece and baked on a sheet pan. Navin who started experimenting with pizza & other sourdough breads to re-create his experience of Rome said, "In 2019, I was in Rome where I was introduced to pizza Romana, which is made from dough that is slowly fermented over 24 hours. Cut to 2020, there was a lockdown and I had plenty of time to experiment with this style of pizza, and now I'm happy to share it with the people of Mumbai."

Using naturally fermented, pillowy, yet strong sourdough base to hold generous amounts of toppings, the pizza is best enjoyed one slice at a time. This also encourages customers to indulge in several flavours at a time. The menu is designed keeping in mind those with classic and adventurous palettes, with innovation, local and variety being the main drivers of the product.

Unlike others, Pizza Dude's pizzas can be topped after they come out of the oven, and taste great, both hot and cold. The fresh and crisp flavours of each pizza is complemented by the vibrant colours of the fresh produce that is used. The freshness, bursts of flavour, and the lightness of the crust along with the serving size make for an exploratory dining experience that is economical, exciting, quick and on-the-go. Pizza Dude's pizza retains the crust, firmness and texture that is chewy and fulfilling.

Beyond Designs Bistro Undergoes a Revamp

Beyond Designs Bistro is a unique concept restaurant where food meets art, delighting its patrons with experimental fare and artisanal baked goodies. The restaurant has recently undergone a stunning makeover and is now revamped with new interiors along with a new menu.



Highly stylised, yet effortlessly glamorous and elegant, that is the defining aesthetic of the interiors of the Beyond Designs Bistro. The chandelier-studded, art-filled interiors instantly conjure up the charm of bistros straight off the Parisian streets. Irresistibly chic and warm, the Bistro environments offer invitation to dine amidst laidback luxury.

Much like the food served at the Bistro, its interiors portray an experimental edge by blending classical elements with contemporary ethos, serving up an enticingly refined vintage vibe. The design and art-filled environment is very much in tune with the sensibility of the designer couple Sachin and Neha Gupta of Beyond Designs, the owners of the Bistro, who enrich contemporary lifestyle with influences from their extensive travels and love for European design and architecture. The sophisticated blend of styles innovatively brings together indigenous art, antiques, dramatic décor objects, luscious textiles and rich natural materials to weave refreshing interiors.



pavoni
ITALIA



India Distributor & Stockiest for :



STEC HOTELWARES LLP

#1, The Bombay Cotton Mills Estate (Hakoba Compound), 77, Dattaram Lad Marg, Kala Chowki, Mumbai - 400033.
Phones: +91 22 4002 5511 / 22 / 33 / 2370 9141 / 42, Email: sales@stecindia.co.in, Web: www.stecindia.co.in

Dealer's enquiry solicited

STEC
HOTELWARES

1441 Pizzeria's New Outlet in Chembur

Tasty, scrumptious, and an absolute delight, ever since its inception, 1441 Pizzeria has become synonymous with authentic Italian delicacies in India. Loved and devoured by all, the bona fide brand is all set to open its 23rd outlet in Chembur, Mumbai.

Made using bona fide ingredients sourced from Italy itself, the hand-stretched and wood fired pizzas alongside refreshing appetizers, delectable pasta, moreish sides like garlic bread and jalapeno poppers to name a few are no less than a divine treat for the taste buds, and the brand is



delighted to woo the people of Chembur with its yummylicious offerings now.

This new outlet is a span-new addition to Pizzeria's victorious expansion and it's ready to render mouth-watering items across their menu once again. The new branch will also be available for orders on their official website as well as delivery applications.

Devoted to elevating and embarking on new ventures at every step, Krishna Gupta & Vandini Gupta have been a pioneer in taking the ever-evolving food industry by storm. From cloud kitchens, and retailing to brand merchandising they've shown massive growth in all walks and the new branch is another addition to their success.

Sharing his thoughts on 1441 Pizzeria's expansion, Krishna Gupta, Managing Director of 1441 Pizzeria says, "We're exceedingly excited about the launch of our new outlet in Chembur, 1441 Pizzeria is an experience and we want everyone to have it. This is the opening of our 23rd outlet in the country and we are thrilled about it. At the same time, we look forward to opening many more in the nearby cities."

TWT Introduces Clean Label Milk Chocolates

The Whole Truth Foods (TWT), one of India's fastest growing new age packaged foods brand, is launching its customary 100% clean label offering in its largest category yet: milk chocolates. It has launched 100% Clean Label Dark Chocolates, made with as little as 2 ingredients – Cocoa & Dates. A separate bean-to-bar chocolate factory was set up for Dark Chocolates and the same is now being used for Milk Chocolates, which is the preferred form of chocolate for 93% of the country.



Made with Idukki cocoa beans from Kerala, dehydrated 100% Whole Milk and Omani dates, these Milk Chocolates are the free from refined sugar or artificial sweeteners. The chocolates also do not contain other staple ingredients in popular milk chocolate brands: no chocolate compound (a mix of cocoa, hydrogenated vegetable fat & sugar), no palm oil or emulsifiers or stabilizers, no preservatives, no refined sugar or artificial sweeteners and crucially, no artificial chocolate flavour that masks the fact that low proportion and quality of the chocolate was otherwise used.

The TWT chocolate bar also contains a nudge towards mindful consumption in an indulgent category. The bar is shaped with different-sized chunks so one can consume as much or as little as they feel like just then. This clutter-breaking shape with a functional feature stands out in a category with similar form factors for the last few decades.

Speaking about the launch, Shashank Mehta, Founder and CEO, The Whole Truth Foods said, "Today, we have seen that many renowned marketers have neglected to utilise elements that don't decode a perfect chocolate bar in their final products. With only three ingredients—cocoa, dates, and milk—the milk chocolate range is naturally sweetened simply with dates, free of added sugar or artificial sweeteners. Our milk chocolate line will hopefully offer the same experience as our recently announced dark chocolate lines, which we only launched two months ago."

Coffee Shop 'Shamiana' is Back

Shamiana – the first all-day dining restaurant in the country – at Taj Mahal Palace Hotel, Mumbai, is back to being open round-the-clock! Since opening its doors in 1973, the restaurant has been known for its warm, friendly service, delicious comfort food and nostalgic specials – think Burji Pav, Falooda, Fish N Chips, and much more.



Having undergone a major renovation a few years ago, the Shamiana had returned to claim its original spot in the hotel and in the hearts of its patrons. With clean, simple lines and a fresh feeling – the restaurant is the perfect spot for your everyday outing – be it day or night.

After hours at the Shamiana have always held a unique charm; slurping down a cold coffee after a long night out, a midnight craving of some pizzas or simply enjoying some quiet time with a coffee and a book – the Shamiana has something special that hits home. Where better to enjoy that long over-due catch-up with busy friends or fill-up on your favourites after the perfect movie date.

Uncomplicated, nostalgic, special – Shamiana feels like home. And it's now open, round the clock, once again.



Capturing Freshness in everything we "CAN"

Made Specially for everyday cooking needs



Dr. Smith is HoReCa brand extension at Kay Sons Oils Pvt. Ltd., which is dedicated to the growth and success of our customers.

NOW AVAILABLE IN INDIA

For Sales, please contact us at : +91 98134 99999

www.drsmith.in



Available on



Coffee: Beverage Synonymous to Hospitality

By Mishthi Aggarwal

Coffee, an age-old product, bean, and beverage has travelled the world in many forms and is widely consumed. Coffee is different things for different people. A source of income, a beverage, a need, a creation of passion and art, or in some cases a possible carcinogen. Coffee is a beverage brewed from roasted coffee beans that are originally berries harvested from tropical evergreen “Coffea plants” (“coffee / Origin, Types, Uses, History, & Facts”, 2022). Coffee has been closely monitored over the years and has been a subject of a long-lasting debate. Now, research has suggested that coffee in addition to being a source of caffeine, can also be a healthy beverage if consumed adequately and in the right manner. (“Coffee”, 2022)

The coffee industry is constantly evolving and more so with the establishment of local and international research institutes and other organisations that are constantly working to set standards in the industry as well as educate all those who wish to learn more about any aspect pertaining to it. Every major city around the world has numerous cafés, coffee roasters and educated consumers. The industry can now be classified into two distinct areas: commodity and speciality. Commodity coffee is a generic product more widely known as an efficient and bitter beverage that gets caffeine into our systems. Speciality coffee is consumed for pleasure, to delight in its complexity of flavour and to get that caffeine kick. (Hoffmann, 2018)

The SCA or the Speciality Coffee Association is one of the most prominent coffee institutions. It is a non-profit organisation centred around openness, inclusivity, knowledge sharing and building the coffee community. It defines speciality coffee as not just the work of one person



in the lifecycle of the coffee bean but an occurrence where all individuals in the coffee value chain work in harmony and maintain a keen focus on the standards from start to finish. (“What is Specialty Coffee? – Specialty Coffee Association”, 2022).

This goes on to say, a cup of coffee can only be termed “Speciality” when regardless of its varietal, the farmer pours his/heart into growing and harvesting it, the roaster makes sure to buy it at a fair price and



carefully roast and profile it and then finally the barista at the café brews it to perfection serve it with a smile and beautiful art and presentation.

My specialty coffee journey began in the city of Nottingham, United Kingdom. Over countless social encounters, study hours and exam prep, good coffee was always there for me and my friends at the friendly coffee shops in the city. The city not only boasted of its own local coffee roasters but also had freshly roasted coffee from other roasters. All of the coffee was sourced directly from the origin and the multitude of flavour notes, the complexity of the cup and the strength of the aroma left me in awe.

Thereafter, I took it upon myself to become a valued member of the specialty coffee community and participate in bringing the same experience home to my loved ones and more. I started 93 Degrees Coffee Roasters with the aim to spread the love of specialty coffee across India. I realise that it’s very difficult to be successful in the hospitality industry, there’s a lot of competition and then doing it without any experience doesn’t make it any easier.

However, there’s something about coffee captures you and like a magnet keeps you to it. Coffee is a good way to make a living, it has a good social aspect, and a good cup of coffee can make your day. The coffee business is incredibly engaging. It is full of vibrant and progressive people, an inclusive community that is constantly trying to innovate and delivery quality. Every specialty coffee grower, harvester, processor, seller, buyer, packer, promoter roaster, brewer and barista is working towards a common goal: Hospitality.

The author is the founder of 93° Coffee Roasters, taking coffee to the unmapped territories



*Together
we
achieve!*

YOUR PARTNER IN PASTRY

Design creative, tasty, original or classic products ranges

- ▶ Sweet, savoury, clean label, vegan or organic versions
- ▶ Innovative characteristics in terms of recipe, practicality, freshness, texture, taste, baking
- ▶ Tailored ingredients & solutions for an efficient, authentic and diversified offer
- ▶ Depending on your Choice , - BOTH EGGLESS and EGG BASED Solutions are available for the below products

READY TO USE CONCENTRATES

- Cold/hot Custard Cream
- Pastry Sauce
- Aromatic Fillings
- Mousse Fillings
- Sponge Cake
- Cup Cake & Muffins Concentrate
- Waffle / Crepe / Pancake Concentrate

MIXES FOR CLASSIC OR ORIGINAL SPECIALITIES

- Cakes and Muffins
- Cookies and Brownies
- Macaroons
- Chiffon Cake
- Angel Cake
- Pancake and Waffle

TECHNICAL AND SENSORIAL INGREDIENTS

- Cake doughs improvers
- Baking powder
- Toppings and Inclusions
- Egg-free glazes

Subsidiary of the EUROGERM Group



CREATIVE SOLUTIONS AND EXPERTISE
for the Wheat-Flour-Bread-Patisserie sector



Chocolate:

The Irresistible Artifact

“Reminiscent of childhood memories, luxury, sweetness and sensuality, chocolate is more than just a food – it is therapy” said Christelle Le Ru author of ‘Passion Chocolat’.

Chocolate is often referred to as “food of gods”. At least that is the meaning of *Theobroma cacao*, the tree which produces fruit from which chocolate is extracted. Chocolate is not only loved by everyone but it has become a symbol of love and is presented to the one you love, on Valentine’s Day. Chocolate is one of the favourite ingredients for bakery products and desserts. [Ashok Malkani](#) brings to light the many aspects of this delectable and delicious creation.

The approaching festive season, along with other traditions and rituals, is a period of joy, happiness and, of course, sweets. Besides the traditional mithai the sweet tooth also craves for confectionery like cakes and other desserts. Baking, in India is not a traditional Indian cooking technique but it has evolved as a significant trend over the past decade. Today cakes, cookies, brownies and other forms of sweet bakery products are becoming a favourite with almost everyone, irrespective of age or sex.

Baked renditions of sweets are appealing to the calorie conscious generation and providing them an alternative to satisfy their sweet tooth without the guilt of consuming fried food. The generation X and generation Z no longer associates cakes with just birthdays but as baked delicacies to be consumed at all celebrations.

Yes, the ubiquitous dry fruit and mithai boxes have made way for cake jars, brownies, cookies and chocolates for the festive season this year. If city based bakeries are to be believed these confectionery items are replacing the traditional mithai.

Diwali is often celebrated by exchanging an assortment of sweetmeats and savouries. Sweet meat items like besan laddoo, kaju katli, halwa, barfi etc. are exchanged during the festive season. However, these sweetmeats are facing a stiff competition from a range of untraditional bakery sweets which have become the preferred gifting options for this year's festival season.

However the latest trend in bakery and confectionery industry is to pay heed to the consumers' desire for good health.

Nayindra Chetry, Executive Pastry Chef,



The LeelaBhartiya City Bengaluru, disclosed, "Today's demands call for emphasized attention to an individual's wellness and health, hence, consumers today are more conscious about making healthy food and lifestyle choices. Above all, consumers insist on consuming bakery products that have reduced sugar contents. The growing demand for plant-based diets for the bakery industry means not using eggs, butter and cream, yet many consumers prefer that there be no compromise on taste, thus changing trends are giving us the opportunity to be innovative with our recipes and bakery creations.

Since the pandemic, market trends also include enhanced nutrition in baked goods and flavours that boost the immune system, both of which we have incorporated in our bakery at The Leela Bhartiya City Bengaluru.

The worldwide pandemic has caused difficulties in bringing in imported goods to our bakery, hence there is a greater use of local ingredients. We have embraced local produce products and seasonally available ingredients that have the potential to be used creatively in our recipes."

Emerging Popularity of Chocolate

But be it cake or any other bakery sweet, chocolate is the reason for making it extremely popular. Chocolate, it may be mentioned was first, imported in India by the British during colonization. Although the British first introduced cacao to India in 1798, by establishing eight plantations of the Criollo type of cacao in Courtallam (a panchayat town in Tenkasi district of Tamil Nadu), it was not until the British confectionery giant Cadbury broke ground in Wayanad, Kerala in the mid-1960s that cacao cultivation became a serious agricultural activity.

As far as history of chocolate is concerned it goes back to the Aztec people of Mexico and Central America as far back as 450 BC. It was enjoyed by leaders and priests for spiritual rituals. The Mexica



believed that cacao seeds were the gift of Quetzalcoatl, the god of wisdom, and the seeds once had so much value that they were used as a form of currency. Originally it was served as a bitter liquid mixed with spices or corn puree and was considered as an aphrodisiac. Today, such drinks are also known as “Chilate” and are made by locals in the south of Mexico and the north triangle of Central America (El Salvador, Guatemala and Honduras). After its arrival in sixteenth century, sugar was added to it and it became popular throughout society.

The popularity of chocolate continues to this day.

Raghu Rajan, Pastry Chef, Sheraton Grand Hotel Bangalore at Brigade Gateway says, “Chocolate is extremely popular in India, and its demand is still growing. Multiple brands and a variety of chocolates are easily available now in the market, and a trend of bakeries and coffee shops specializing in chocolate desserts is visible in all metropolitan cities of the country.”

Nayindra adds, “Chocolate is the king of all ingredients in the bakery industry. Every year, the production of Cocoa has been growing rapidly with a steady demand in the market. The demand is due to inculcation of chocolate in daily consumption and rise in bakery establishments all across India.”

One may add that the popularity of chocolate in India could also be linked to its affordability. The chocolate market is dominated by global giants Mondelez and Nestlé, which sell local favourites such as Cadbury Dairy Milk and Munch, respectively.

Indian origin Chocolates are chocolates that are Made in India and made from the raw material and ingredients sourced within India.

Key Raw materials like Cacao beans are grown in India and high-quality beans are available in India. These brands source their cocoa beans from different plantations spread all over southern states in India.

Modern Era of Chocolate

Today chocolate is not just cocoa beans. The modern day chocolate can be trace back to 18th century when Joseph Fry perfected his chocolate manufacturing process by adding condensed milk to the mixture, giving it a creamier texture. The development of solid chocolate followed. Danielle Peter introduced the first chocolate bar. The end of the century brought the invention of milk chocolate by Swiss confectioner Henri Nestlé and others. Then John Cadbury

created his own chocolate business, selling cocoa drinks. Chocolate is one of the most popular flavours today.

Nayindra disclosed, “Chocolate is a versatile ingredient and can be used in several forms. Today Chocolate is not only used in European pastries but also in Indian barfi. Chocolate can be used creatively and innovatively in a variety of sweets and desserts for garnishing, dipping sauce, dishes and even in beverages.”

Raghu reveals, “Our Chefs at Sheraton Grand Hotel Bangalore at Brigade Gateway make interesting sweets with Chocolate as the primary ingredient, such as:

- Chocolate Ganache
- Dip Strawberries in Chocolate Ganache
- Chocolate & Caramel Slice
- Chocolate Bark
- Bake Choco Chip Cookies
- Hot Chocolate
- Chocolate Garnishes
- Melt Chocolate & Swirl Through Ice Cream
- Chocolate Fountain”

In the 21st century, chocolate has become one of the most popular treats. And it is also most widely used ingredient in desserts and bakery products, in spite of there being other ingredients like mango, etc.

Nayindra explains, “This is so, because chocolate is a versatile ingredient and can be used in several forms. Today Chocolate is not only used in European pastries but also in Indian barfi. Chocolate can be used creatively and innovatively in a variety of sweets and desserts for garnishing, dipping sauce, dishes and even in beverages.”

He continues, “Chocolate is an ingredient that is most loved amongst individuals. The taste of chocolate is irreplaceable and can be relished anywhere and anytime given how many forms Chocolate can be made available in. Chocolate cake is always preferred starting from kids to adults everybody enjoys it. Our bakery, at The Leela Bhartiya City Bengaluru, is inculcating sugar-free chocolate desserts that are extending the age-group of chocolate lovers to even older age groups and senior citizens.”

Raghu states, “Chocolate is preferred over all other ingredients due to its versatility. Chocolate can be used in savoury, sweet dishes and beverages. Chocolate contains several ingredients that contribute to having a happy state of mind.”

Till recently chocolate was considered



Nayindra Chetry



Raghu Rajan

Affordable Combi Oven Accessories with Impeccable Quality



All SS Accessories of 304 18/8 gaze • All non stick coat is of food grade
Combi standard 1/1 & bakery standard 60x40 size.

Baking Tray & Non-stick Pans



Pizza Tray



Baking Sheet (Multi Purpose)



Baguette Tray



Patato Baker



S.S Pan



Multi Baker



Perforated Baking Sheet

Roasting Trays, Pans, Grills & Skewers



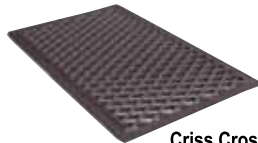
Grill Tray



Griddle Tray



Spare Rib Tray



Criss Cross Tray



Tandoori Skewers



Whole Chicken Roast Tray

Saute, Gravy Cooking, Soft Cooking & Steam



Perforated Pan 2/3



S.S Idli Tray



Combi Fry Pan



Granite Cooking Tray



Perforated Pan 1/1



Teflon Idli Tray



Mini Idli Tray



Bespoke Bakery Equipment



COMBI CRAFT

174, Pocket B-6, 1st Floor, Sector - 8, Rohini, Delhi-110085, Phone: +91 8076513089, 7838980340, 7683028286
E-mail: info.combicrafts@gmail.com



to be a domain of international companies. However, it is now being manufactured in India

Raghu affirms, "As there is an increase in the demand for chocolate consumption, local brands are increasing their manufacturing. However, it is increasing at a very slow pace. Karnataka and Andhra Pradesh are the major producers of chocolate in the country.

The list of some of the well-known chocolate brands: Cadbury, Nestle, Ferrero, Amul, The Hershey Company, Mars, Lindt, Valrhona."

Nayindra opines "Since the pandemic it has been difficult to procure imported ingredients hence we have begun looking at local produce and it's really helping our local manufacturers to push their bar high to match the standards with international brands. In India, Andhra Pradesh is the leading manufacturer of Chocolate. States like Kerala, Karnataka and Tamil Nadu also contribute a big chunk."

Types of Chocolate

Mention chocolate and immediately visions of chocolate bars and sweets using chocolate arise. But the word chocolate encompasses a wide variety – from sweet white chocolate to darkest bittersweet chocolate.

There is a diversified assortment of chocolates.

Nayindra states, "Generally we get three types of chocolates - Dark chocolate, Milk chocolate and White chocolate. As a baker I try to be as innovative as I can when it comes to using chocolate. I see what cocoa percentage is available in a particular chocolate and I differentiate chocolate basis thus. Accordingly, I use the particular chocolate for different desserts and baked goods. Most chocolates include a range of 30% to 70% of cocoa present in chocolate. For baking anything above 53% of cocoa containing chocolate is preferred. For me I love to use 70% of cocoa content chocolate for chocolate lava cake and brownies."

Raghu elaborates, "Some of the chocolates available in the market are: Dark chocolate, White chocolate, Milk chocolate, Bitter chocolate, Sugar-free chocolate, Chocolate bar.

Amongst all, the most used chocolate would be milk chocolate. As it is highly adaptable and can be mixed with multiple other ingredients."

One may further elaborate on different types of chocolate by stating that an "unsweetened" chocolate is known as "bitter" or "baking" chocolate. This is pure chocolate liquor, composed solely of ground cocoa beans. Although it looks and smells



Recipes for Chocolate Delicacies

CHOCOLATE LAVA CAKE

Cooking Time: 7 Minutes

Preparation Time: 10 Minutes

Ingredients:

- 90 grams of Butter
- 90 grams of Dark chocolate
- 2 Eggs
- 25 grams of Castor sugar
- 30 grams of Flour

Method:

- Melt butter and chocolate and keep them aside.
- Mix egg and castor sugar until sugar dissolves.
- Mix both the mixtures and form a batter.
- Mix the flour with the batter.
- Take a mould of the desired shape and pour the mixture.
- Bake at 180 degrees for 7 minutes.

CHOCOLATE FUDGE

Cooking Time: 10 minutes

Preparation Time: 20 minutes

Cookie base ingredients:

- 200 grams of Chocolate cookies
- 70 grams of Butter

Chocolate fudge ingredients:

- 250 grams of Amul cream
- 500 grams of Dark chocolate
- 500 grams of Mixed roasted nuts

Method:

Cookie Base – Crush the chocolate cookies and mix with butter.

Chocolate Fudge – Boil cream add dark chocolate chunks and roasted nuts.

Pour the mixture on the cookie base and set it in the chiller for 3 hours.

Ready to serve.

Raghu Rajan, Pastry Chef, Sheraton Grand Hotel Bangalo

like chocolate, it has a bitter taste and is not meant for consumption on its own.

Dark Chocolate contains chocolate liquor, sugar, cocoa butter, vanilla and lecithin (an emulsifier). There are no milk solids added to dark chocolate. Though sweet dark chocolate does not contain milk it has a high percentage of sugar and is

**SNACKS? JUICES?
CAKES? COOKIES?
HEALTH BARS? MITHAIS?
NAMKEENS? PAAN?**



**THIS SUPERFRUIT IS THE
NEW PARTNER FOR THE
INDIAN FOOD INDUSTRY**



US CRANBERRIES
America's Original Superfruit®

uscranberries.in | info@ss-associates.co.in



THE VERSATILE SUPERFRUIT FOR TODAY'S LIFESTYLE



sweeter than other types of dark chocolate.

Milk chocolate, as the name suggests, not only contains, besides cocoa butter and chocolate liquor, but it also has either condensed milk or dry milk solids

White chocolate has cocoa butter but it does not contain chocolate liquor or any other cocoa products. Thus it does not have a pronounced chocolate taste. It tastes more of vanilla or other added flavourings.

Couverture chocolate is primarily used by bakers or confectioners. This contains a high percentage of cocoa butter (over 30%) and chocolate liquor. This type of chocolate is preferred for tempering and enrobing candies. It comes in dark, milk, and white varieties

One may also make a mention of Gianduja chocolate, which is a European style of chocolate made from chocolate paste and nut paste. Made from either hazelnut or almond paste, this milk or dark chocolate variety is used as a flavouring or as a substitute for milk or dark chocolate

Artisanal Chocolate

When one talks about being vocal for local one cannot hit a sweeter spot than speaking about artisanal chocolate in India.

Artisanal chocolates, following a bean-to-bar process, are made in small batches. More and more chocolatiers are embracing the idea of being involved in creating a chocolate from the beginning until the bars are encased in their gorgeous packaging.

As Nayindra explains, "Artisanal

Chocolate is a leading trend known as Bean to Bar where people are making their own chocolates from cocoa beans rather than depending on big manufacturers for chocolate. Most of the Home bakers and modern pastry shops are making their own chocolates."

Raghu adds, "Artisanal chocolates are handmade chocolates made in small batches. Generally, they have different shapes made naturally by the hand. Artisanal chocolates are rich in the flavors of nuts and berries used, rather than adding sugar externally."

One may mention that some of the popular artisanal brands of chocolates in alphabetical form are:

All Things Chocolate: uses directly traded cacao

Chockrit: has bars and bonbons. It



has no additives like sugar, butter, oil or preservatives.

Choko La: offers chocolates in the form of chocolate minis, chocolate bars, vegan chocolates, bonbons and more.

Darkins: offers handcrafted and vegan chocolates with cocoa sourced directly from the farmers.

Entisi Chocolatier: Mumbai based, it offers four varieties – pistachio praline, hazelnut praline, marzipan, and hazelnut gianduja.

Ether Atelier's: has single-origin chocolates.

La Folie's: has flavours like Maple & Chunky Almond Butter, Smoked Pink Himalayan Salt, Crunchy Cocoa Nib, etc.

Mason & C: is touted as the first bean-to-bar brand in India

Menakao Chocolates: are said to be gluten-free and soy-free

Naviluna: It uses only Indian cacao beans to make its chocolate.

Pascati: uses only sustainably sourced and organic ingredients

Paul And Mike: offers bars made from natural ingredients like fruits, nuts, spices, and cocoa beans.

Soklet: has its own cocoa plantations

Toska: made with offbeat ingredients like ginger and cardamom along with rose petals, saffron, biscuits, berries, dried fruits and nuts

Zevic: uses sugar alternative, stevia.

Future Trends in Chocolate Baking

With several recent offerings from major cocoa processors and chocolate manufacturers, the bakery and confectionery industry is likely to continue to utilize chocolate as one of the major ingredients. So what would be the future trends for 2023?

Nayindra feels, "Chocolate is an ever-green ingredient and has a lot of potential. People are looking for vegan and sugar free chocolates and it will grow further since there is a demand for wellness and health. This gives a good opportunity to chefs to create new lines of products that fit the needs and desires of today's consumers."

Raghu affirms, "Chocolate has innumerable health benefits. There is an increase in the demand for chocolate products that are sugar-free, and without additives but maintain the same taste as regular chocolate. Chocolate consumption on a daily basis has become a part of people's lifestyle habits for consumers and this demand is only increasing." ■

MAKING
EVERYDAY
HEALTHY



HAVE A HANDFUL DAILY TO MAKE EVERYDAY HEALTHY

When it comes to starting a good habit, California walnuts is the right choice with nutrients to support your heart, brain, gut and a healthy immune system. They are an excellent source of plant-based omega-3 ALA and also contain key nutrients like protein and fiber that makes you feel full and energized all day long.

PLANT-BASED OMEGA-3 (2.5G/28G)

PROTEIN (4G/28G)

FIBER (2G/28G)

**For more information, visit <https://bit.ly/3qAuqKH>*

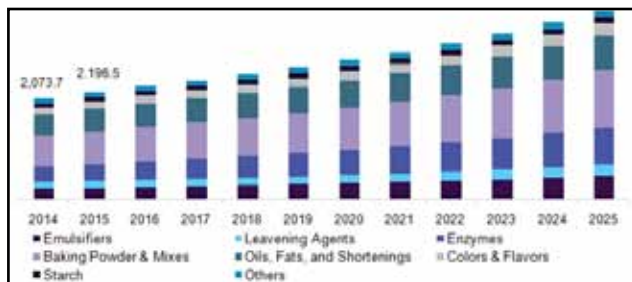
For trade queriers e-mail us: devna@i2iconsulting.biz

goods has shifted from traditional bread consumption to other goods like pancakes, cupcakes, croissants, rolls, etc. Dramatic changes are even being witnessed in the choice of breads making the bakers use innovative ingredients and introducing bread variants like brown and multi-grain breads.

Health issues have become a global phenomenon and this has increased the need for finding food products with lower fat and sodium content. Salt and sugar reduction have become one of the key challenges in the food industry. Biospringer, a French company, dealing in the production of leavening agents for the bakery industry, states that nearly 33% of the consumers in the world have "low salt" as one of the primary criteria when making purchasing patterns.

According to a report published by the World Health Organization (WHO), over 422 million people worldwide have diabetes, particularly in low and middle-income countries. Due to these factors, the demand for bakery products, which are rich in fats and sugar, might reduce significantly. This is likely to cause demand for various baking ingredients which could replace those being used currently.

Baking ingredients market size & share/Global Industry Report, 2025



Courtesy: Grand view research

With customers looking for healthy baked goods, bakers are keen to experiment with new ingredients. Incorporating healthy ingredients have made many manufacturers introduce clean label products, using ingredients which makes them non-GMO and gluten-free. It can be said that change, at present, is the key word in the industry when it comes to ingredients, machines, equipment, et al.

The increase in demand for bakery products, and use of innovative ingredients, has not only resulted in demand for new ingredients but also in items like baking soda, baking powder, cocoa powder and other condiments. Bakery ingredients also comprise of food colouring, baking flours, food extracts, leaveners, salt, sugar, cake premixes, and fondant, among other add-ins, such as chocolate chips and vanilla extract.

According to GlobeNewswire, Indian baking ingredients market size which was valued at \$0.85 billion in 2021 was expected to reach \$1.42 billion by 2029 growing at a CAGR of 6.9% from 2022 to 2029. The PR & News Distribution Network avers that India is one of the strongest growing economies in Asia. The factors including increasing population,

www.noor786110.com

Stand out in the world of **CAKE & CHOCOLATE ART**

Mfrs. & Dealers: Bakery & Confectionery / Cake & Food Decorating Equipments, Tools & Accessories

Manufactures of largest range of different Patterns of big & small Nozzles (Tips) In INDIA. Cake & Food Decorating Piping Bags & Tools, **ALUMINIUM BAKEWARE** & more...

Small Tip | Meringue | N - Series | R - Series

Flair® Distributors for wide range of "Flair & TTM" brand products **TTM®**

FACTORY OUTLET

NEW MAHARASHTRA MECHANICAL WORKS
 66, R. B. Marg, Gala No. 28, Nr. Noor Baug & Opp. Samson Apt. Sandhurst Rd, Mumbai - 09 (India).
 ☎ +91-22-23713807 | 📠 +91-9833685952
 ✉ noor786110@hotmail.com

FOR WHOLESALE / TRADERS ONLY

PREMIUM ENTERPRISES
 📍 Gala No.9, Kohinoor Co-op society, Opp. BMC School, Andheri - Ghatkopar Link Road, Sakinaka, Mumbai-400072.
 ☎ +91 86898 79878

Available at various Departmental, Kitchenware & Bakery Requisite Stores

[Noor Cakes & Food Decorating Equipments](#) | [@noorcakenfood](#)

increasing disposable income, and changing lifestyle has driven growth of the India Baking Ingredients market. An upsurge in biscuits, bread, and fast-moving consumer goods consumption in India is further fueling demand for Baking Ingredients. This will create lucrative growth opportunities for the market.

Some often used Ingredients

Before entering the bakery ingredients market, it is essential for the inexperienced entrepreneur to know about the ingredients that are utilized by the bakery industry. The Indian bakery ingredients market is segmented into Fats and Oils/Shortenings, Baking Cocoa and Chocolate Chips, Leavening Agents, Flours and Starches, Dairy Ingredients, Flour types and other ingredients. For the novice, here is a list of some of them:

Flour: This is one of the most essential items as it can create everything from bread to cookies, pancakes muffins, etc. The all-purpose flour has a light and fluffy texture which comes from being milled to remove wheat germ and bran. There are specialty flours like Whole Wheat (which retains the wheat germ), Whole Grain Flour (which retains the whole a kernel of grains such as wheat, oats, rye, millet, quinoa, barley, or a combination of other grains), Bread Flour (which has more protein and gluten), Cake Flour (with less protein and gluten), and Pastry Flour (with medium protein). Alternative non-wheat flours are milled from other grains like corn, nuts, and seeds.

Leaveners: They cause chemical reaction, filling batters and dough with gas bubbles which make baked goods rise. Some of them are: Baking Soda, Baking Powder and Yeast (which comes in two formats: Active Dry Yeast and Fresh Yeast).

Sugar is made from sugar cane juice or beets. This is the basic granulated sugar. Besides the granulated sugar, the other types of sugar used by bakers are: confectioners' sugar which is finely ground sugar combined with starch. It is used for frosting and icing. Other formats of sugar are Brown Sugar (which is sugar with molasses), Castor Sugar (finely ground sugar often used for making meringues), Sanding Sugar or Decorating Sugar (to give the goods colour as wells crystalline finish). Other sugars are Coarse sugar, Light Brown Sugar, Dark Brown Sugar, Demerara Sugar, Turbinado Sugar,



Muscovado Sugar, et al.

There are also other sweeteners like Date Sugar, Coconut Sugar, Maple Sugar, Honey, Molasses, Maple Syrup, Cane Syrup, and Agave Syrup.

Salt: This is of two types: Granulated Table Salt and Sea Salt.

Dairy Products: Among the dairy products unsalted butter is the default choice for baking. Eggs are also essential in baking. Another important dairy product is milk. It moisturizes the batter. Buttermilk is used to react with leaveners making pancakes and biscuits fluffier. Cream cheese is another dairy product used by the bakery industry. It is used for cheesecakes and making cream cheese frostings.

Oils and Shortenings: Shortening is a solid vegetable fat used by some cooks either to replace butter or in combination with butter to make tender baked goods



like pie crusts.

Extracts and Flavourings: Extracts are concentrated liquids containing the compounds that give the fruit, herb, nut, etc its characteristics taste and scent. Flavourings and Essences serve the same purpose as extracts, but they are more cost-effective and less potent. The seven most popular flavour extracts used by bakers are: Vanilla, Almond, Lemon, Peppermint, Chocolate, Coffee and Coconut.

Spices like Cinnamon, Cloves, Ginger, Nutmeg are often used by bakers. Some of the other spices used by them are Allspice (tastes like a blend of cinnamon, nutmeg and cloves), Aniseed (which has a sweet licorice flavour), Cardamon ((which provides a mild flavour to cakes and pastries), Mace (a dried aril of nutmeg, having a soft nutmeg flavour), Poppy Seed (which has a nut-like sweet flavour), Sesame Seed and Vanilla Bean

Add-ins

Adding extra ingredients to bakery products – like chocolate chips to cookies or brownies – makes them more savoury. There are several types of chocolate chips like mini semi-sweet chocolate chips, milk chocolate chips, bittersweet chocolate chips, white chocolate chips semi-sweet and white chocolate swirl chips. There are also other chips like butterscotch chips, peanut butter chips, peanut butter and milk chocolate chips and almond brickle chips.

Besides chocolate in many forms, other add-ins are: dried fruits (like raisins and cranberries), rolled oats, nuts, jams, jellies and fruit preserved (used mainly for cakes and cookies), matcha powder, coconut.

Among nuts there are: dry roasted unsalted macadamia nuts, raw walnuts, raw pecans, raw almonds, raw peanuts (unsalted), raw pistachios, hazelnuts (with or without skins), raw cashews, honey roasted peanuts, honey roasted macadamia nuts, candied or flavored nuts (walnuts, pecans, peanuts etc.).

Since consumers are becoming more health conscious there has been a tendency to use seeds in bakery products. The table below gives the use of different seeds.

New Developments

The bakery industry in all south Asian countries, particularly in India and China has witnessed a change on several fronts. As far as ingredients are concerned there has been a major shift from the use of plain

Professional Tilt Head Stand Mixer



7.0L PROFESSIONAL TILT HEAD
STAND MIXER
IQ - KMA0168

Features

- 4 Preset programs to avoid any mishandling and overload, Also helps you to make a consistent product every time.
- State of the art technology with mode settings in the display where the machine accurately auto detects the speed required to finish your product only by selecting the right mode.
- 11 speeds for a slow stir for your dough to fast whisking for your cream.
- Tilt head design for easy cleaning and usage.
- Sturdy and durable metal construction with metal gears.
- Modern design with digital display for better convenience.
- Noise level less than 70DB at max speed.
- Advanced cooling system, with extra cooling fan.
- Single power hub for all attachments.

AVAILABLE COLORS



STANDARD ACCESSORIES



DOUGH HOOK



WIRE WHISK



FLAT BEATER



7L STAINLESS
STEEL BOWL



5.0L PROFESSIONAL TILT HEAD
STAND MIXER
IQ - KMA0368

I HOMEZ INDIA TRADING LLP

#1, Bombay Cottons Mills Estate (Hakoba Compound), 77, Dattaram Lad Marg, Kalachowki, Mumbai 400033.

Dealer Enquiries:  support@ihomezindia.co.in

General/Retail Enquiries:  +91 8422887747

Anise Seed	This is used in yeast and quick bread
Caraway Seeds	Normally added to rye and pumpernickel bread
Chia	The antioxidants, minerals, fiber, and omega-3 fatty acids promotes heart health etc. Ground chia seeds is used for cakes, brownies, and less textured baked goods
Flax	This is an excellent source of nutrients
Poppy	Commonly used to decorate the tops of bread.
Pumpkin	added to bread or cookies, these seeds improve heart health, blood sugar levels, fertility and sleep quality
Sesame	Nutrient-dense with several health benefits often found decorating the tops of white bread and rolls
Sunflower	Adding sunflower seeds to bread may help decrease carbs' effect on your blood sugar

flour (maida) to whole wheat, multigrain or fortified flours.

Indians, today, are not satiated merely with satisfying their taste buds but also fulfilling their desire for healthy food products. For the bakeries this has resulted in altering the basic ingredients in almost all their products. An increasing number of bread improvers are already offered as oil-based and water-based ingredients, so that they can be processed automatically. This is one reason why over the last two-three years, developed bakeries have replaced margarine (solid fat) with liquid oils for certain products (in the production of toasted breads, for example).

Product innovation and expansions have become the watchwords for the manufacturers of bakery ingredients. The players are concentrating on introducing new products which are not only organic but also have clean label and low calories. The manufacturers have to comply with the desires of the consumers who are now preferring innovation in terms of flavours and fortification associated with flour, sweeteners, colours, and other additives.

It may be mentioned that flour, water, and leavening agents are the ingredients primarily responsible for the characteristic appearance, texture, and flavour of most bakery products. Oils, eggs, emulsifiers, colours, shortening, and sugar are effective in modifying

these qualities and produce a good-quality product. Global baking ingredient manufacturing companies and retailers have reported a significant increase in the sale of these products. With recent influx of international cafes and bakery chains the demand for bakery ingredients has risen at a fast pace.

It is also essential for a new entrepreneur entering the field to be aware that the Indian bakery industry which is divided into organized and unorganized segments has over 2,000 organised or semi-organised bakeries, and over a Lac unorganised bakeries. He has thus to plan his business accordingly.

At present, the major strategies adopted by bakery ingredient companies are product innovation and expansion. They are focusing



on introduction of organic, clean label and low-calories products. For guidance of the new entrepreneurs it may be mentioned that consumers prefer innovation in terms of flavor and fortification associated with flour, sweeteners, colours and other additives.

Frozen Bakery Products

An opportunity also exists, for the entrepreneur who is just being inducted in the field, in the frozen bakery segment. Growth in the frozen bakery products' market is also boosting the consumption of bakery ingredients. This segment has been seeing a growth in demand internationally

According to Markets and Markets the global frozen bakery market which was valued at \$22.3 billion in 2021 would reach \$ 29.5 billion by 2026, growing at a CAGR of 5.8%. The B2B research firm is of the opinion that frozen bakery products are increasingly becoming an integral part of the daily diet around the world, particularly in European countries.

India is one of the countries responsible, to a large extent, for driving the demand for frozen bakery products market.

Over the past couple of years, there has been a rise in demand for various types of frozen food products, which is attributable to various health benefits associated with these products. Frozen food products are packed with nutrients and have a longer shelf life. This has led to an increase in demand for various types of frozen food products, simultaneously creating growth opportunities for manufacturers in the global frozen bakery products market and, subsequently, in the bakery ingredients market.

However, there are certain regulatory challenges which have to be met. Regulatory bodies have laid down stringent regulations for the production, labeling, and marketing of various baking ingredients products. These regulations and guidelines vary from region to region. The regulations have resulted in additional costs for manufacturing region-specific ingredients. For instance, the usage of colours in baking products is strictly regulated, and each country has its list of permitted colours. But since the new entrepreneur is expected to cater only to India's clients he need not have information about global regulations but merely know about the Indian rules & regulations and adhere to them. ■

ULTIMATE

COMPACT, VERSATILE AND EFFICIENT

Designed to bake and roast a wide variety of foods, they are built to last and capable of continuous duty 24 hours a day. This, together with their user-friendliness and very smart appearance, makes them the ideal solution for restaurants, Bakery, Hotels and front-of-shop applications where safe, efficient, unobtrusive equipment is needed.

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

There is also a Express-Heat function to heat up the oven quickly and a double alarm-clock timer that lets you set the time either manually per bake or automatically for all bakes, at the press of a button.

In this respect, the oven is engineered to do exactly what we promise, enabling you to deliver professional results in every situation where convenience is essential and quality is paramount.

FEATURES

Digital Control panel
Express - Heat function
Stepless top and bottom heat controls
Timer with manual shut-off Alarm
Automatic timer with Alarm
Brushed stainless-steel exterior
Double halogen lighting per chamber
Indicators for thermostat, express heat and service
Strong, well-borne door with ergonomic handle and big window



MULTI PURPOSE COUNTER TOP OVENS



MODULAR DECK OVENS

Hearthstone (Optional)
Steam (Optional)
Proofer (Optional)
Hood (Optional)
Shelf Slide (Optional)
Tray Rack (Optional)
Mobile Oven Stand with bottom shelf (Optional)



Some slice pizza



Marketed & Distributed by

Rans Technocrats (India) Pvt. Ltd.

201, Samrat Bhawan, Ranjeet Nagar Commercial Complex, New Delhi - 110008

Phone.: +91 11 40050619, +91 11 47533191

E-mail: info@ransindia.com, Website: www.ransindia.com



Breakfast Trends

The role of breakfast in our daily routine cannot be overstated. It is perhaps the most important of all meals; a hearty breakfast can greatly facilitate to give a good and cheerful start to the day. However, nowadays many in urban India have busy lifestyles, due to both husband and wife working across nuclear families; due to long working and commuting hours, etc. This gives them very less time to cook elaborate breakfast arrangements.

Influencing Trends

Moreover, as the economy is growing, we see that lots of students, expats and single working professionals are coming to metros and other big cities of the country, in search of their career and aspirations. Many among them do not have the time or the skill or both to cook an elaborate and tasty breakfast.

At the same time, owing to the spread of

television, Internet and a spate of lifestyle diseases, people in urban India these days have become more health conscious on an average; they do exercise, go to gym, and prefer to eat healthy, they prefer food which have less calories and more fibre. With the health consciousness and beauty consciousness being at an all time high in our society, there is a growing need not only for sumptuous breakfast but also for healthy breakfast options.

Then there is a considerable proportion of upwardly mobile young crowd in India, who, thanks to the growing impact of Internet, overseas travel, and television, have developed a global taste for food & beverages. Young executives working in professional organisations who are staying alone in big cities of post-modern India are one of the key market segments for the manufacturers of breakfast market in India.

Particularly, the young brigade of India is eager to try new food products, far away

from traditional heavy and oily food. Their experimental nature and growing health consciousness are probably contributing towards the mushrooming of several sleek cafes across urban India; cafes which are also serving up as breakfast outlets.

Many among these upwardly mobile young professionals and students prefer to have quick and healthy breakfast that meets their desire for taste, convenience and price. They often go to cafés to have quick but healthy bites, supplemented by coffee or tea and fresh fruits or juice.

All these happenings in the socio-economic sphere of urban India during the last decade or so have paved the way for new breakfast trends. People are looking for breakfast options which are healthy, tasty, fast to prepare or still better, ready-to-eat, and are convenient to have on the go. Breakfast options which cater to any of the above parameters are expected to be a success, and breakfast options which

satisfy all these four parameters are sure to be a success, in India's growing breakfast market.

The new-age breakfast trends are reflected in the replacement of aloo paratha with dollops of butter, and of chole bhatura from our breakfast tables with wholegrain breads, idlis, sandwiches, healthy cereals and fruit juices. The healthy breakfast trend has already begun to gather momentum in urban India...

Breakfast is considered as one of the most important meals. And breakfast has become or is becoming an essential part of coffee shops in urban India. At resort, guests are generally on holiday, and as such they dine at leisure. But spending good amount of time in breakfast does not mean they are eating heavy. People are now increasingly getting health conscious and are seeking filling food but are strictly avoiding oily stuff.

Traditional north Indian food like parantha and puri are not being consumed as much these days, in Indian breakfasts, as it used to be in the earlier times. Nowadays we are seeing more and more people in India consuming raw fruits, juices, skimmed milk, sprouts, muesli and cornflakes in breakfast. Also breakfasting crowd often ask for nuts, yoghurt and honey. Request for normal tea has gone down and people are seen ordering green tea and coffee without milk in breakfasts.

Breakfast Cafes & Bakeries

At present, India's breakfast market in the realm of food service industry is dominated by street vendors and small South Indian restaurants. However, India has seen the emergence of sleek outlets which are acting as specialised breakfast providers that cater to office-goers who increasingly are having little time to make and have a sit down breakfast at home.

With this change in the consumer preferences among the consumers in India, which is more prominent in metros, in other tier-I cities, and also in tier-II cities of India, many outlets in the country nowadays are not only offering breakfast menu, but some of them are also bringing in innovations in their breakfast menus almost every alternate day.

If the above-mentioned socio-economic trends continue to gather momentum, which they are expected to do, we can also expect to see some dedicated or specialised sleek outlets in India in the near future, which would serve only breakfasts.

Bakeries can introduce special breakfast combos for quick meal or take away. Bakeries can be major hub for growth in breakfast market as they are already positioned in this category as suppliers of basic products like bread, buns, sandwiches, patties, burgers, pizzas, rolls and wraps (both sweet & savoury). Bakery cafes can be 24x7 joints not only for quick bites but also for any time snacks and breakfast.

In-store bakeries at airports, railway stations, shopping malls, groceries stores etc. are the in thing, offering quick and completely healthy meals for travelers & office goers.

Baked Options

Besides breakfast cereals like cornflakes, oats and muesli, there are other products which have great potential to become very popular in India's breakfast market, in the near future. In this regard, our bakery and confectionery industry is playing



TROPILITE FOODS PVT. LTD.
 +91 7049400400 | foodservice@davans.com, customercare@davans.com | www.davans.com



a crucial role.

The potential towards the growth in popularity of sandwich is also quite high in urban India, where lifestyle changes have caused much time crunch, thus necessitating the need for quick, affordable and nutritious meal without many hassles, among huge multitudes of our urban population.

Egg sandwiches and sandwiches with meat alternatives are also favourites, as they contain protein. One of the advantages of sandwiches with lots of fillings is that they can satiate hunger without taking much of your time. They can easily be a great breakfast option in a busy morning.

Going by the trend, we can see that more and more healthy sandwich options are expected to find prominence in India's fast evolving breakfast market of the near future. Lately breakfast in India is also having the inclusion of waffles and pancakes on tables.

In fact, few things compare to starting your day with a warm crispy waffle, doused in maple syrup and butter. And if it is supplemented by pancakes it is still better. For those who haven't got much of an idea of what a waffle looks like, one may clarify that usually waffles are square in shape and are made in a particular manner. For the uninitiated it may be mentioned that a waffle is a leavened batter or dough cooked between two plates, patterned to give a characteristic size, shape and surface impression. There are many variations of waffles based on the type of waffle iron and recipe used.

Market of Breakfast Cereals

The breakfast market in India's food service industry is likely to grow as consumers are already seen demanding greater choice and convenience in their breakfast options. Many multinational players and as well as large domestic food companies are competing for a share of the fast evolving breakfast category in India's food retail industry, which includes oats, cornflakes, muesli, idli, dalia and upma among others.

No wonder, amidst all these, the breakfast cereals market in India looks promising. According to 'India Breakfast Cereal Market Outlook, 2022', India's breakfast cereal market is growing with more than 17 percent CAGR since the past five years.

According to Euromonitor International, The popularity of oats has risen among Indian consumers and has now evolved



to the level of traditional flavours such as masala and vegetable. Sweet-flavoured breakfast cereals, e.g. chocolate, strawberry and honey, are enjoyed by all age groups; however, savoury flavours are popular among teenagers and older consumers.

The breakfast cereals market can be broadly divided into two categories viz. hot cereals and ready-to-eat (RTE) cereals. Hot cereals include products like oats, oat bran, wheat bran and porridge whereas ready-to-eat (RTE) cold cereals include cornflakes, wheat flakes, choco flakes, muesli, etc. There are a range of brands in India's breakfast cereals market appealing separately to kids and adults.

According to the report, Kellogg's India retained the lead in breakfast cereals. The company has products available in all categories of breakfast cereals and it launches new products every year. Having had a presence in India for many years, the company has a good brand-recall level and has established a good distribution network, with its products being available across the nation.

Besides Kellogg's India, PepsiCo India and Bagrry's, are among the other important players in the organised breakfast cereals market in the country. In the past, Nestle India also introduced its breakfast cereal brand, NesPlus in to the Indian market. According to Nestle India's website, NesPlus is enriched with the goodness of four nutritious grains – wheat, jowar, oats and rice, Vitamin D, calcium and B-vitamins.

Very Indian and Healthy

However, along with these global products, more and more properties can also include healthy Indian food like vegetable dalia, appam, poha, idli in their offerings to attract the growing numbers of breakfast crowd in India, who are health conscious, taste conscious and are also time conscious at the same time. The market is also ripe for more players to invade the India's retail breakfast market with idli, dosa, and upma mix in ready-to-cook form.

One can get a feel that there is a sizeable market for sleek breakfast cafes serving idli, dosa, appam and other healthy south Indian delicacies with coffee, tea and other hot beverages. These cafes can give many of the busy office goers and students a tasty and refreshing start to the morning. Enterprising food service players can easily absorb this market demand into lucrative profits.



IBCA
New Delhi

INSTITUTE OF BAKERY AND CULINARY ARTS

**ADMISSION
OPEN**

BATCH STARTS : 10th OCTOBER 2022



AT NEW CAMPUS

Create Your Bright Future With us

OFFERING

DIPLOMA IN BAKERY & PASTRY ARTS

DIPLOMA IN CULINARY ARTS

CERTIFICATE COURSE IN BAKERY AND CULINARY ARTS

Online Registration Available

www.chefibpa.com



+91 9643469329

+91 9667199803

Our New Address :

C-6 & 7 Ground Floor, New Krishna Park, Vikaspuri

Near Janakpuri West Metro Station-110018

Email: chefibpa@gmail.com



Condiments are Crucial



The role of condiments in the food service industry cannot be over emphasised. Though their definition may vary, with some definitions of condiments even including herbs and spices in the ambit of condiments, but about their importance there is hardly any dispute. Though condiments in themselves are seldom partaken, but they play huge roles in adding value to the quality of dining experience. Mustard, tomato ketchup and mayonnaise are some of the important condiments which are playing a significant role in our food service industry.

The condiments add to the taste of the food, often in crucial ways. Condiments can be added prior to serving, or during cooking. They can also be had while having food. The example of the first is a sandwich made

with ketchup or mustard where ketchup and mustard serve as condiments. Barbecue sauce and soy sauce are examples of usage of condiments during cooking process. The apt example of the usage of condiment during eating is the use of sauce while having omelette during breakfast.

Nowadays, globally the quality of condiments has become an expression of the quality of a food service operator. We are finding that with changing lifestyles, and with increase in income levels in select but sizeable pockets of middle class India there has been a big increase in consumption of condiments and growth of the food services sector in the country. This market environment helps in familiarising customers about new types of products in the realm of condiments and is helping innovative

companies to introduce new condiments in the market.

Growth in Demand

According to a research, The Indian condiments market stood at \$638.96 million in 2018 and is projected to grow at a CAGR of over 5% in 2023. Anticipated growth in the market can be attributed to increasing cross-cultural interaction, inclination towards consumption of western food & cuisines and growing number of modern retail outlets offering price and convenience advantages to the customers.

No wonder the Indian condiments market is showing impressive growth. The Indian ketchup market has increased exponentially during the last few years. The Indian ketchup and sauce market is dominated by tomato ketchup and tomato sauces. Mustard sauce is also gaining quick popularity. New flavours like mustard and barbeques are widely accepted across nation and marketers are experimenting with the product sizes and convenience packing to increase penetration.

The deep penetration of international dishes like pastas and other noodles has boosted the regular consumption of sauces and ketchups across all ages. And this trend is only expected to gather momentum in the years to come. In fact, the entire condiments segment is slated for a bright future in the Indian food service industry. In the next few years, the Indian middle classes would rely on food service industry in a very big way. With nuclear families on the rise coupled with fast-paced lifestyles, people in India are expected to rely more on appetising snacking options in QSRs and other eating out outlets, in the years to come. This in turn would give a fillip to the condiments business in the country, as it is difficult to

ASIA PASTRY FORUM 2022

BY ACADEMY OF PASTRY & CULINARY ARTS MALAYSIA

THE FINEST & BIGGEST
PASTRY EVENT OF THE YEAR

4th - 15th NOVEMBER 2022



JEAN FRANCOIS ARNAUD
MOP



MARTIN LIPPO
Molecular Cuisine Chef



CHRISTOPHE MOREL
Master Chocolatier



WEI LOON TAN
World Pastry Champion



ALAIN CHARTIER
MOP Glacier



PAUL OCCHIPINTI
MOP Chocolatier



EMMANUELLE FORCONE
World Pastry Champion



RICHARD HAWKE
International Pastry
Consultant



SEBASTIEN CHEVALLIER
MOP Baker



VINCENT GUERLAIS
Artisan Chocolatier



LAWRENCE CHEONG JUN BO
Co-founder & Director
of C3 Lab



AURELIEN TROTTIER
Master Pastry Chef



JOAQUIN SORIANO
Head Chef & Co-founder
of CJSJ



+91 8287901993
+91 7042600151



Director@apcamalaysia.com
Navpreet@apcachefonline.com



conceive a delicious burger or a pizza or even a samosa without the appropriate condiment to complement it.

This is the demand side of the story. There is a supply side of the story too. Another reason for the growth of the condiments business in the country could be accounted by the impressive processed fruits and vegetables market in India, which is also very buoyant. The key categories under processed F&V include jams, jellies, juices, sauces and ketchups.

Especially the demand for processed tomato products like tomato paste, tomato puree, tomato ketchup and tomato sauces is expected to considerably enhance in the country due to the changing eating habits of younger consumers with increasing disposable incomes.

However, it would be simplistic to assume that the growth in the condiments business in India would be largely propelled by tomato ketchup. The sandwich market in urban India is expected to expand very fast which in turn indicates a better scenario for the mayonnaise and mustard sales in the country, in the near future.

Local Preferences

But new entrants in the food service industry should bear in mind that not every condiment is suitable for every kind of food. Condiments should be intelligently matched with the dishes served.

Besides that the condiments' usage by the food service establishments in India should take into account of the local preferences. Condiment has to complement the product and also the local preferences to become a success with the guests, especially in India. The corporate honcho feels that despite the waves of globalisation,

local cuisine-based food service is expected to do very well in the Indian market and this entails that it would be pragmatic for the condiments manufacturer in India to tailor and market many of their condiment products according to varied local preferences. If we produce condiments while keeping the local preferences in mind, the market for condiments in India is expected to only grow.

The sauces and condiments industry is going through a period of major shifts in consumer preferences. In fact, consumers' evolving choice has influenced sauces and condiments production and consumption at all stages of the value chain. Now, people are increasingly health-conscious and more interested in functional foods with additional health benefits.

Product and Innovation

Presently, the quality of tomato ketchup is a matter of concern with carrot and pumpkin adulteration being rampant. Still a great number of operators in the unorganised food service sector in the country largely depend on homemade ketchups & sauces, where standardisation in quality is always a



suspect. However, compromise in ketchup quality is not only limited to the unorganised food service sector in India.

But the food service outlets, especially the high-end food service outlets & QSR's in the country must realise that the quality of condiments are expected to play an even more important role in the Indian food service business, as the consumers are getting more and more discerning.

As the market for condiments business in India gets hotter, more and more players are expected to enter the segment. This will give the discerning segment of Indian consumers (whose numbers are increasing) more choices in terms of condiments and many of them are unlikely to settle for inferior quality of condiments. Thus quality and innovation will be key factors to create a long-term business in the Indian condiments market.

Moreover, increased focus on R&D activities in the food industry has brought various developments in food quality and innovations in products such as sugar-free and gluten free condiments which is stimulating the trend of healthy living. This factor is expected to provide ample opportunities for the condiments market by 2024. Additionally, emergence of diet sauces and other condiments is also expected to fuel growth in the market. Furthermore, increasing standards of living, changing lifestyle and rising demand for sophisticated taste in meal are emerging trends in the industry.

Quality Matters

A marked upward shift in the quality of condiments can facilitate in enhancing restaurants' & QSR's business. The difference in price between a high quality condiment and an average quality condiment may not be much, but the difference in the restaurant's revenues that the marked difference in the quality of condiments can accrue significantly in the long-run, especially if viewed in the context of the fast evolving Indian food service industry.

Moreover, purchasing high quality tomato ketchup is expected to save money for the buyer in the long-run (though having high quality tomato ketchup may apparently seem to be a slightly costly proposition in the immediate future) as consumers tend to feel satiated by using a much smaller quantity of high quality tomato rich ketchup than what they would be needing if the ketchup is diluted in terms of its infusion of tomatoes. ■



Food ingredients Asia

➤ **Online & In-Person**

13 June until 31 October 2022

From Anywhere

🌐 online.fiasia.com

7-9 September 2022

JIExpo, Jakarta **Indonesia**

🌐 www.fiasia.com

5-7 October 2022

QSNCC, Bangkok **Thailand**

🌐 www.fiasia.com/thailand

Co-located with:

**Vitafoods
Asia**



**Access to the entire
Southeast Asian food
ingredients industry**

Organised by:



informamarkets



“Baking is a stress-relieving way of self-expression”

Gaurav Kukreja, Managing Director & Chief Tasting Officer, ‘Dough and Cream’



“Baking Moments of Joy is not just a tagline; we feel lucky to be a part of other people’s joyful moments & we craft our delicacies with love for them,” says Gaurav Kukreja, the Managing Director and Chief Tasting Officer at ‘Dough & Cream’.

The history behind Dough & Cream’s beginnings is interesting. In order to keep the parking space that his family’s grocery store was going to lose to an approaching well-known Coffeehouse Chain, ‘Dough & Cream’ was founded. Since then, ‘Dough & Cream’ has established itself as a brand to be reckoned with in terms of quality, consistency, variety, and originality as a result of this lucrative survival strategy. In a span of four years, the company has established 10 sites.

In an exclusive interview with [Sharmila Chand](#), he talks about his company and its philosophy.

What is the USP of your brand and range of your offerings?

The ‘Dough & Cream’ Bakery Cafe has stood for top-notch food, exceptional service, and warm hospitality for the past four years. Cost and quality are two of our USPs. We provide a large variety of beverages, desserts, and meals from many cuisines. Being a family-run business that primarily serves all types of diners is our key differentiator.

What has helped you the most in image building of your brand?

We put love and enthusiasm into everything we create. Our tagline, “Baking Moments of Joy,” reflects this. Knowing what to expect before visiting ‘Dough and Cream’, gives customers confidence. The brand’s guiding principle is to give every customer individual attention while also putting the best, most reasonably priced items on the table and satisfying our

customers.

We go above and above, and provide customers with amazing experiences aids in fostering enduring client loyalty. Undoubtedly, word-of-mouth from our devoted customers helped us grow our name and presence in the community. These are the company’s defining characteristics, and since the company’s founding, our founder and directors have ingrained them in all members of our steering committee and staff.

Forging a favorable brand image for customers, in our opinion, requires a strong business culture and brand character.

What inspired you to launch this brand?

In order to share our passion for food, we founded ‘Dough and Cream’, a venture that has provided us with much joy, success and inspiration to work harder. This inspiration fuels it is past time for us to consider

fresh approaches to serving our people and providing them with exceptional dining experiences.

When we learned that a new coffee chain would take over the parking space next to our family’s grocery shop, we decided to open our own bakery café. We made the choice with the support of our passion for baking and cooking, and we seized the chance by starting ‘Dough and Cream’. Our company’s reputation for providing quality, dependability, variety, and creativity has grown swiftly. The brand has since quickly grown to 10 locations in only four years. And this is only the beginning.

What is your work philosophy?

To keep all clients happy, the objective is to attempt to establish a good atmosphere that is integrated and trustworthy. In order for internal workers to deliver the greatest experience to clients, this also entails locating the best raw materials from outside



FHA
HoReCa

25 TO 28
OCT 2022
SINGAPORE EXPO

MEET THE WORLD'S LEADING FOODSERVICE & HOSPITALITY EVENT IN ASIA

A Mega Event Attracting Hospitality Professionals from Around the World

> **800**

exhibitors from 30+
countries and regions

> **50,000sqm**

of exhibition space

> **10**

group pavilions

> **20**

FREE Seminars by
over 20 speakers

Exhibit Profile



BAKERY &
PASTRY



FOODSERVICE &
HOSPITALITY EQUIPMENT



GELATO



HOSPITALITY STYLE



HOSPITALITY
TECHNOLOGY



SPECIALTY
COFFEE & TEA



CLEANING &
SANITATION

NEW

Feature Areas



Hospitality 4.0



HOSPITALITY
START-UP VILLAGE

Key Events and Competitions



ASIAN
Gelato
CUP



ISSA PAVILION
FHA-HoReCa

FHA
CULINARY CHALLENGE

REGISTER NOW



**SEE YOU IN
OCT 2022**

www.fhaHoReCa.com

Organiser



Digital Event



Join us on



Food&HotelAsia
#FHA



suppliers and improving working conditions for them.

Our faith in God has been very beneficial to us and has given us a great deal of confidence. We are surrounded by happiness as a result of our work culture, which involves giving customers delicious and high-quality goods. Customer satisfaction is our foremost priority; thus we consistently focus on providing exemplary customer service.

What do you enjoy most about being in this business?

It's enjoyable to be surrounded by food, a bakery, and experience various cuisines. Moreover, we are happy when our customers are happy with the finished product and when we receive positive comments from them. Baking is a stress-relieving way of self-expression. Sharing meals with people promotes a unique sense of community and connection. The majority of bakeries have a unique item that draws customers in, and the need to diversify has always maintained this industry's urge to grow strong.

What do you dislike the most?

The one thing that personally upsets me the most is that during festivals, when everyone is out having fun with their families, our members work nonstop to make customers happy. It's an extremely tedious work that requires daily supervision,

training, and quality checks because consistency is crucial and nothing can be automated. It's also an industry that relies heavily on human efforts.

If you could change one thing about your position or business, what would it be?

I like what I do, however it would be wonderful to communicate with clients more and hear their feedback. There is nothing in particular that I would change, but I do believe that more information about what is put on people's plates, such as the ingredients, is something that the general public and the business community as a whole need to be aware of.

Of course, there will always be difficulties in the food and beverage industry, but how you handle them will determine your success or failure. Our top recommendations are to routinely assess your procedures to ensure that they run without a hitch and to invest in high-quality technology to position your bakery for success.

What kind of pressures have you encountered at work?

COVID-19 was extremely difficult for all of us and affected everyone very hard. The wages, expenses, and rent for our sector were all put on hold. Additionally, it was quite challenging during COVID-19 due to the sharp rise in raw material prices,

which was partly brought on by the rise in end goods.

The uncertainty of the situation had produced strain, but I am also fortunate to have a solid team that supports me. Better order management systems will do more tasks in addition to managing our orders.

What are your future plans to expand your brand?

We intend to open 25 new locations as part of our growth strategy in the Delhi NCR. Additionally, we will start shipping our cakes and confections throughout Delhi and the Delhi NCR once our website is operational.

Considering giving more & more nutritional values for our breads, pastries, and sweets as customers' attention to their health is increasing. In an effort to expand and become well-known household name, 'Dough & Cream' is putting out all of its effort.

Anything else you would like to talk about your brand?

'Dough and Cream' is our child, which we have raised over time, and the neighborhood adores it. We have established ourselves as local favorites. "Baking with moments of joy" is what we stand for. We give everyone enjoyment and we make memories.

With a classic selection of cold coffee, salads, pizza, pasta, momos, and many more dishes that are among the most popular, Dough and Cream assures to provide the most authentic flavour on the plate.

In both convenience stores and foodservice, the bakery will continue to play a significant part in the burgeoning food-to-go market. The strength with increasing of artisan or specialty breads is driving growth. Products like dough will continue to perform exceptionally well in this area.

Tell us about your journey so far?

I can't speak highly enough of myself, but I can say that thanks to my financial background and many years of spiritual practice, I've learned to be calm and disciplined. I place a lot of value on consistency and efficiency, and I always try to create a joyful environment for everyone.

We strive for excellence and build unforgettable dining experiences and memories for customers with our brand because we are passionate about what we do and are inspired by the smiles we see all around. ■

THE ITALIAN WAY TO LIVE DOLCE

SIGEP

THE DOLCE WORLD EXPO

21-25 JANUARY 2023
RIMINI EXPO CENTRE
ITALY

44TH International Trade Show of Artisan Gelato,
Pastry, Bakery and the Coffee World.



sigep.it

ORGANIZED BY

**ITALIAN
EXHIBITION
GROUP**
Providing the future

SIMULTANEOUSLY WITH

**ABtech
expo**
BAKERY AND TECHNOLOGIES

IN COLLABORATION WITH



CONTACT
FOR INFO
& FREE TICKETS:

Lotus Exhibitions
and Marketing Services (LEMS)
Rajiv Malohtra
rajiv.malohtra@lotusexhibitions.com



Healthy Cake

In these health conscious times, a bakery is likely to get better revenues from its cakes, if they are spruced with healthy ingredients and if they use minimum of potentially harmful ingredients for health. Heavy cream topped cakes are fast losing popularity. Fruit cakes instead of regular sponge cakes, are catching on. Nowadays, one can find that water melon slices are being used instead of sponge layers in cakes.

Urban India's growing interest towards healthy eating can also be reflected in their evolved choices of bakery products. The rising popularity of multi-grain breads, whole grain breads and sugar free desserts in India endorses this trend. In fact, this shift in preference towards healthy bakery products has induced many bakeries to change their offerings to more healthy

ones. For cakes and pastries, whipped creams on top are no longer the trend.



Lighter frostings like cream cheese/ yogurt are increasingly substituting full fat cream. Instead of whipped cream blobs for garnish, fruits are increasingly making a wonderful, healthy garnish for desserts.

Without cakes the fascinating story of modern bakery industry cannot begin and nor can it end. Cake has a rich history and seems to have a promising future ahead in this fast-paced age where people are having less and less time to cook elaborate meals. The popularity of cakes spans a huge time period and geography. Even ancient Greeks used to have cheesecakes made of goat's milk, and the Indian consumers of the twenty-first century and beyond are expected to have a long love affair with the cakes. In fact, both cakes and pastries are expected to gain popularity in India.

It is a commonly known fact that cakes are an integral part of weddings and birthday celebrations in the western world, and are also used in birthdays and other celebrations across a plethora of Indian households. In fact, over the centuries, cake has become the dessert of choice at ceremonial occasions. Cakes can also be great tea time snacks and can be effective in catering to in between hunger pangs between two major meals.

There are a huge variety of cakes. There are cakes with yeast infusions, cheese cakes, sponge cakes, butter cakes, fruit cakes...and now there are designer cakes.

Nowadays, customised cakes with innovative themes and decorations and novel ingredients are getting popular among the upper echelons of urban India, especially in metropolitan India.



Healthy Combinations

Besides the designer cakes where the imagination of the cake makers and the customers are creatively reflected in the form of customised and often innovative edible concepts, another important trend that is caking in urban India is the

growing popularity of healthy cakes. It is not surprising considering the rampant presence of lifestyle diseases in urban India and also to counteract it, the growing health consciousness across the present day urban Indian society.

For healthy cakes, the proportion of oil in cakes should be slightly less, and instead of only refined wheat flour, combination of

wheat flour, oat flour and refined wheat flour should be used to enhance the health quotient. While making cakes margarine and saturated fats like butter should be avoided wherever possible as these are high cholesterol ingredients, replace them by healthy oils like olive oil or canola oil, as both these oils have high content of monounsaturated fatty acids, which are

MEAT TENDERIZER
SQUARE & ROUND

Remington
KNIVES

+91-9810023928 remingtonsteelarts@yahoo.com
+91-9910017678 www.remingtonsteelarts.com

PIZZA CUTTER

<p>PARING & TURNING KNIVES</p>	<p>CHEF'S KNIVES WIDE</p>	<p>DECORATING KNIVES</p>	<p>BUTCHER'S KNIVES NARROW</p>	<p>VEGETABLE KNIVES</p>
<p>BUTCHER'S KNIVES WIDE</p>	<p>PIZZA CUTTING KNIVES</p>	<p>BONE CUTTING CHOPPER 850 GMS</p> <p>CHOPPER 350 GMS</p>	<p>PIZZA CUTTING KNIVES SERRATED HANDLES</p>	<p>FILLET KNIVES</p>
<p>BREAD KNIVES SHARP POINTED & ROUND TIP</p>	<p>DE-BONING KNIVES</p>	<p>BREAD KNIVES STRAIGHT TIP</p>	<p>BOLSTER CHEF'S KNIVES</p>	<p>BUTCHER'S KNIVES BROAD</p>

DETAILED CATALOGUE CAN BE DOWNLOADED FROM OUR WEBSITE : WWW.CHEFSKNIVES.CO.IN

* ALL THE KNIVES SHOWN ABOVE AS WELL AS LISTED IN OUR CATALOGUE ARE AVAILABLE IN ALL COLOR CODED HANDLES



very healthy for the heart. These oils also have a high content of Vitamin E. In cake making, the use of whole wheat flour and also multi-grain flours are gaining currency. Chefs now believe in using jaggery instead of sugar in cakes.

It is about time more and more bakeries in the country have ragi cakes and multi-grain flour cakes in their repertoire, which can give their baked offerings a healthier edge.

As far as other ingredients go, the healthy cakes should also have the infusion of natural sweeteners like honey and fruit juice. The bakeries can opt for sugarless cakes, and if that is not feasible in marketing terms, they can at least reduce the sugar content in cakes. Cakes' health quotient can be enhanced by decreasing their sugar content and replacing sugar with fruit juice and honey as much as possible. The proportion of sugar in cakes should be lesser as compared to fruit juices and honey. For example, apple sauce and prune puree can be better substitutes for margarine in cakes. Using fat free milk or coconut milk in cakes instead of whole milk can also contribute towards the health factor in cakes.

The renowned doctor advocates using fruit juice and honey in sugarless cakes, instead of sugar free tablets. This would

not only check the frightening menace of diabetes in India, but can also enhance the nutritional content of the cakes. Ideally healthy cakes should minimise the effect of potentially harmful ingredients, and be spruced with nutritional ingredients at the same time.

Infuse Fruits and Vegetables

Lowering the cream content in cakes and sprucing the cakes with fresh fruits and nuts instead can also be a healthy option. Infusing fruits and vegetables in cakes enhances their health quotient. Bakers should prefer making carrot cakes, apple cakes, lemon coconut cakes, whole wheat lemon cakes, dates and walnut wheat cakes among many other healthy ingredient spruced cakes.

Prepare chocolate cakes with beetroot as the base, which not only makes these cakes healthy, but the colour of beetroot easily gels with the colour of chocolate, which in turn adds to the aesthetic appeal of these cakes. Moreover, this way the children love eating chocolate cake without realising that they are also consuming healthy beetroot with it.

Avoid Colour and Preservatives

Most chefs are now averse towards using of artificial colours and preservatives in

cakes, which rightly believes to have the potential to compromise the health of cakes. If you use fruits and vegetables in cakes, their natural colour could easily give the cakes the much needed aesthetic appeal, and no artificial colour would be necessary. Similarly, by having buttermilk as one of the ingredients in cakes one can enhance the shelf life of the cakes to some extent, even without the influence of preservatives.

Of course, artificial sweeteners, artificial colouring agents and artificial emulsifiers should be avoided as much as possible in cake making, if you want to have your cake and health too. The use of emulsifying agents in bakeries should be according to prescribed regulations.

Substituting artificial flavouring with cinnamon and natural vanilla can also be helpful towards making the cakes healthy.

Organic cake is another option which the Indian bakery industry could explore more proactively. However, these cakes



are likely to gain popularity only among the relatively affluent consumers, as obviously they would be priced markedly higher because of the organic ingredients. Organic cakes in India do have a niche market but it will take quite some time to have these cakes attract mainstream popularity in the country.

However, though healthy cakes are gaining currency in India, but the trend deserves more market momentum. More proactiveness from the Indian food service industry in general and bakery industry in India in particular are needed in this direction. Only then healthy cakes would graduate from a welcome exception to a standard norm in the Indian foodservice industry, in the near future. ■



Food ingredients Vietnam

Featuring



Your Gateway to Vietnam's food and beverages ingredients industry

12-14 October, 2022

Saigon Exhibition & Convention Center (SECC)

Ho Chi Minh City, Vietnam

Scan to register



Fi Vietnam highlights:

Network with
100+ F&B
ingredients exhibitors
in Vietnam & region



Meet
5000+
professional
industrial visitors



Business Matching



Beverage ingredients
(Bi) theater



Technical Seminars



Spotlight Products
Showcase



International
Conferences



www.fi-vietnam.com



sujjarluck.p@informa.com

Organised by:





The Right Flour

In a country like India, being healthy is nothing but a luxury for the majority. The talks about eating healthy have therefore become pronounced only within a small percentage, but nevertheless a sizeable size of our population, who are fast getting prosperous enough to afford this luxury. However, with the economy growing steadily, and with it the awareness about global eating trends percolating among the masses, the love for healthy foods is expected to spread among even larger sections of our population in the coming days, months or years.

At the same time, not many are willing to compromise on the taste quotient of the bakery items either. So baking a healthy, and yet tasty and appealing product is the greatest challenge that the bakeries in India are facing, especially the small neighbourhood bakeries. Having the right flour in possession, which provides strength and structure to the bakery items, and preparing the dough in the proper way can help the bakeries meet the challenges thrown by our times in a great way.

Wheat Grain

Getting the crispy cookies, mouth watering cakes, and other delectable bakery items that can create butterflies in the stomachs require different blends of the major parts of the wheat grain in the flour. A wheat grain primarily contains three major parts

– endosperm, bran, and the wheat's germ. The oil rich germ is also a repository of vitamins. The starch and the protein of the wheat which transforms itself into gluten at the time of kneading are stored in the endosperm. In the preparation of breads, the starch in the flours helps the yeast to ferment by producing sugars, and provides a framework for the gluten to get bonded.

The bran, which is the outer layer of the grain, is the source of dietary fibre and dietary minerals. The reason behind the increasing popularity of whole wheat breads and other whole wheat bakery products lies in the impacts that all the parts of the whole wheat grain have for the health of

the people. On the other hand, the plain flour, which contains mainly the endosperm, does not provide the benefits of bran and the germ of the whole wheat grain.

Factors influencing Flour & Dough

Understanding the water absorption capacity of the flour is very important for the baker as addition of too much water makes the dough too sticky to work. On the other hand, addition of too little water can make the product hard and the rise very low. According to a FAO (Food and Agriculture Organization of the United Nations) report, wheat flours meant for preparing breads should ideally absorb water up to 60-65 percent of the flour weight and for baking biscuits the flour should absorb 55 percent water of the flour weight.

For the purpose of bread making, it is better to purchase flour made from hard wheat, which does have higher level of water absorption capacity, and moderate level of protein content. Wheat flours with such qualities are generally called 'strong' wheat. Strong wheat is regarded as ideal for making breads as people want the breads hard enough to slice and soft enough to chew. For most other products small bakeries can use 'weak' soft wheat flour where the dough extends more. The weak wheat flour has lower gluten content.

Flour characteristics can be controlled



both by providing variations in the grinding techniques and blending different components of the grains during the manufacturing of the flour. But small neighborhood bakeries often lack the facilities to conduct an extensive flour analysis and therefore they generally have to rely on the information provided by the miller.

Protein

However, it should be kept in mind that only high protein content in the flour does not necessarily improve the quality of the product. On the other hand, the low protein content and poor protein quality results in sub-standard bakery items. In the preparation of breads, the preferred protein content generally ranges between 11-13 percent. However, in the preparation of biscuits, the ideal protein content in the flour is regarded to be in the range of 15-16 percent.

Flour Improvers

It is a common knowledge now that the baking properties of the flour do not get properly developed if it is used soon after grinding as it does not get adequate oxidation. Flour improvers therefore provide oxidants. The oxygen is produced when the flour improver is mixed with water, and energy is added during kneading. However, too much oxidation can make the dough too stiff to bake.

Dough Conditioner

To enhance the dough qualities like texture and elasticity, a lot many bakeries take help of the dough conditioners which are readily available in the market in paste or powder form. The primary job of a dough conditioner is to increase yeast activity and strengthen gluten. The use of dough conditioners makes the crumb structure of the bakery items finer. It deserves here a mention that dough conditioners should be used in small quantities and adequate trials are needed to be done before finalising on the dough conditioner. The dough conditioners play a very important role, especially in the mechanical mixing and kneading.

Starch

For churning out products of their choice, the bakers can also inject variation in the nature of the starch in order to control starch gelatinization or the swelling of starch. The report further states that the starch in the dough starts swelling when the temperature reaches above 56°C and it swells more with further heating. But as the

temperature continues to rise, the starch granules burst. For controlling the swelling of the starch, the bakers may add some ingredients which prevents breakdown of starch. The starch also swells more when the added water is insufficient or the starch does not absorb water.

Enzyme

Another important factor that the baker needs to find out is the level of enzyme activity in the flour as presence of excess enzymes can produce more sugar and make the dough sticky. The moisture content in the flour is also very important as too much moisture in the flour can cause insect infestation, rancidity, and mould development at the time of storage. To avoid such complications, the moisture content in the flour shouldn't exceed 14 percent.

Yeast



Determining the yeast activity on the dough is also important as yeast reacts to the natural sugar present in the flour and produce carbon dioxide gas, which is necessary for raising the dough at the time of production. To keep the yeast active, the dough should be kept in a cool dry place. The yeast activity in the dough can be easily understood by looking at the time that a ball of dough takes to float on the surface of water. Generally, the yeast used in the dough is one percent of the flour weight.

Salt

Salt is another important ingredient that plays a very important role in the production of bakery items. Besides strengthening the gluten, salt provides flavour and controls yeast activity and loaf volume. The level of added salt in the dough generally ranges

between 1.8 - 2.2 percent of flour weight.

Fat

The use of fat, although not absolutely essential, can improve the capacity of the dough to retain gas and can improve the appearance of the crumb of the bread and improve its flavour, softness, moistness, and texture. However, one should be careful about not adding any rancid fat. In order to avoid making the dough too sticky, it is important to ensure that the melting temperature of the fat is above the dough temperature.

Sugar

Addition of extra sugar in the dough can help increase gas production and crust colour, besides sweetening the bread or such other bakery items.

Organic Flour

With the popularity of organic foods

increasing steadily among the health conscious people, a few bakers are also opting for organic flour for preparing their products. The craze for organic foods is especially strong in the health conscious people who are not shying away to pay double the money for a loaf of bread made from organic wheat flour. However, while procuring organic flour, one needs to ensure that the miller supplies flour of consistent quality.

Thus it is clear that baking is not a simple task. For the preparation of different bakery items, the baker often needs different qualities of flour. However, for home cooking, people often use all-purpose flour which can be used for baking cookies, cakes, quick breads, biscuits and such other items. ■

Choosing Health with Canola Oil

In these health conscious times, the growing importance of healthy cooking oil cannot be overlooked by the F&B industry. The health benefits of olive oil have garnered much media attention in the recent times. Like olive oil, canola oil is another healthy cooking option that has started adorning space in domestic and commercial kitchen shelves of India with increasing regularity.

Canola oil can act as a health facilitator in Indian domestic and commercial kitchens, and its importance in India in the backdrop of increasing incidence of chronic diseases in Indian cities cannot be undermined. It is no wonder that the imports of canola oil by India have reached triple in last decade or so.

Canola oil, light yellow in colour with a neutral taste, is very low in saturated fats. 100 gm of canola oil provides 884 calories, thereby making it high energy oil. Its high ratio of more mono-unsaturated fatty acids to saturated fatty acids makes it healthy oil for consumption.

Canola oil is a vegetable oil for use in salads and for cooking. This healthy oil contains 55 percent of the monounsaturated fatty acid, 25 percent linoleic acid and 10 percent alpha-linolenate (polyunsaturated fatty acid or PUFA), and has only 4 percent of the saturated fatty acids (SFAs). Simple dietary changes such as switching over to the consumption of canola oil can lead to multiple health benefits by way of preventing the incidences of type 2 diabetes, cardiovascular diseases and obesity.

If one looks in totality, canola oil is the best oil in terms of fat content. No other oil offers this unique combination of fats. Some of the reasons why canola oil is regarded as one of the healthiest oils in the world because it has:

- Lowest content of saturated fat or 'bad' fat amongst all cooking oils.
- Very high content of Monounsaturated



Fatty Acid (MUFA), which plays a role in reducing bad cholesterol. High MUFA facilitates to prevent heart disease, high blood pressure, diabetes and brain haemorrhage.

- Very high levels of Omega-3 Polyunsaturated Fatty Acid (PUFA), which plays a preventive role in heart disease and stroke.

- Beneficial 2:1 content ratio of Omega-6 PUFA to Omega-3 to balance excessive Omega-6 intake in normal, everyday diet.

- Plentiful supply of Vitamin E antioxidants, which reduces the risk of heart disease, cancer and memory loss.

The Basics on Canola

Canola oil is made from canola seed. Canola oil is pressed from tiny canola seeds produced by beautiful yellow flowering plants of the Brassica family.

Canada is the biggest single producer of canola. Canola is grown primarily in Western Canada, Australia and USA.

Primarily it is grown in the regions of Western Canada, with some acreage being planted in Ontario and the Pacific Northwest, North Central and South-eastern United States.

Each canola plant grows anywhere from 1m (3 feet) to 2m (6 feet) tall and produces yellow flowers which, in turn, produce seed pods. These seed pods are about one-fifth the size of pea pods and contain about twenty tiny round black or brownish-yellow seeds. Each canola seed has approximately 40 percent oil. The seeds are crushed to obtain canola oil for human consumption and the remainder is processed into a high protein livestock feed.

Here it deserves a mention that canola was bred naturally from its parent rapeseed in the early 1970s. However, canola is not rapeseed –their nutritional profiles are quite different.

The Canola Advantage

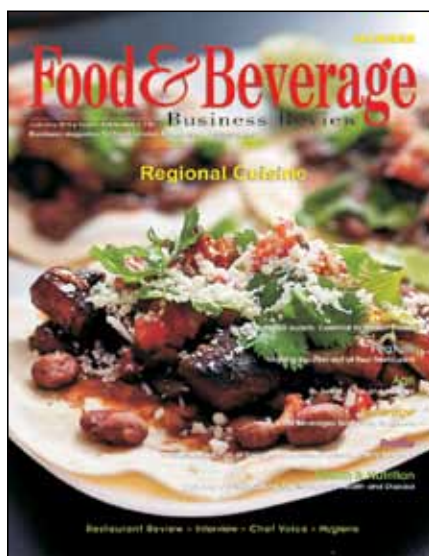
For high heat applications like those involving sautéing, grilling, wok cooking and deep fat frying, oil with a high smoke point is very beneficial. Canola oil has smoke points of 396-414°F. Moreover, if you don't want the ingredients in your recipe to be overshadowed, then choosing mild tasting oils such as canola oil will be a better option.

Baking with canola oil has health advantages as well. By using canola oil in place of melted hard fat, butter, shortening, lard or brick margarine, you are replacing fats higher in saturated fatty acids and trans-fats with a far more healthy option.

Moreover, by using canola oil for baking, the total fat called for in a given recipe should be reduced by 20 percent. The application of canola oil also tends to make the baked good softer and more moist. So by using canola oil in bakery products we are not only using healthier oil, we are also reducing the total quantity of fat in our breads and desserts.

Discover an intelligent ally for your business

A line-up of magazines providing comprehensive information on fast changing marketplace



Food & Beverage Business Review - a bi-monthly magazine covering the entire gamut of activities that define the institutional F&B business - from "Farm to Fork", right from Agricultural Produce, Meat Products to Dairy, Processed Food to Bakery, Alcoholic & Non-Alcoholic Beverage, Kitchen equipment & F&B supplies, Cuisine, Marketing, HRD. The magazine goes behind the scenes to give the F&B professional information, news and features. The objective of the magazine is to develop institutional marketing synergy between Food and Food Service Industry.



Hotel Business Review - the first and only bi-monthly magazine exclusively for Indian hotel business. The magazine provides information to professionals seeking innovative strategies along with new ideas, opportunities and current issues that affect their organisation. This includes strategies in managing successful hotel operations, knowledge of purchasing, leadership style and management. The magazine provides exclusive editorial content to assist Corporate Management, Projects & Facility Planning and top-end Operational Management in maximizing their business.



Bakery Review - a bi-monthly magazine provides the latest information to the professionals seeking knowledge of the fast changing Indian Bakery & Confectionery industry. The magazine offers in-depth information on the issues that largely affect the bakery business in India. 'Bakery Review' explores the new growth areas and latest developments in the baking industry. The magazine focus on the trends and developments in the Commercial & Retail Bakeries and Foodservice industry along with allied industries like Milling, Dairy, Snack food industries.

Subscribe Now & write to us at

Hammer Publishers Pvt. Ltd.

206, Samrat Bhawan, Ranjeet Nagar Commercial Complex, New Delhi-110008

Phone: 91-11- 45084903, 45093486

E-mail: info@hammer.co.in

www.hammer.co.in

Chocolate Contamination



Dr. Saurabh Arora

Chocolates are regarded among the world's most popular snack food products. They are enjoyed by the young and also the not so young. Increasing disposable incomes during the last decade-and-a-half and due to greater global awareness towards international food & beverage trends have perhaps brought about impressive increases in chocolate consumption in India, during the recent years.

In India, chocolates nowadays are also popular as gifts, especially on festive occasions. Chocolates hold a special place in the celebrations as they are not only eaten but are gifted to a whole lot of friends and relatives. Corporates have special chocolate packages made to gift to employees, associates and clients, especially for the festive seasons.

Infrastructure Lacuna

However, not everyone is aware that chocolates can be contaminated or adulterated just as easily as other food stuff. In fact, adulteration in chocolates has a long history and chocolates have been adulterated by unscrupulous manufacturers for centuries.

India has a few chocolate manufacturers but a lot of chocolate products in India are

imported. Imported chocolates most often are intolerant to India's heat and with insufficient cold storage infrastructure in the country, they tend to often melt and deteriorate which could then become a source of microbiological contamination, if not stored in the right temperature.

Contamination in Homemade Chocolates
In urban India, nowadays a lot of people are making chocolate products at their homes, as a home-based industry. These chocolates are particularly favoured during the festive seasons. While homemade chocolates are very popular in some cities, their production might not be regulated unlike chocolates made by leading chocolate manufacturers. It is not easy to determine if those making chocolate products at home have the license to make these products. Since they come under the unorganised sector there is also no way to determine if they are following the hygiene requirements as laid down in the FSSAI regulations.

The home-made chocolate products in India could easily be subject to bacterial contamination like salmonella, unless the raw materials like skim milk powder, milk, eggs, cocoa, etc. have been adequately heat-treated, pasteurized and handled to keep them free from bacterial contamination.

Lead and Cadmium Contamination

Chocolate contamination can also result from heavy metals such as lead and/or cadmium. Scientific studies indicate that lead present in the air can be absorbed by the cocoa plant. Cocoa is the main source of chocolate and chocolate products.

Even small quantities of lead can lead to serious health problems. Especially children under the age of six are vulnerable to lead poisoning, which can seriously compromise on their mental and physical development.

Cadmium contamination can also be a serious health hazard as it can have cardiovascular effects, and can bring renal damage, developmental defects in foetus, as well as cause skeletal lesions.

Iron Contamination and Mould

Since cocoa is the main ingredient in chocolate it has been a subject of study. Cocoa when dried loses its volume by about half. Therefore unscrupulous chocolate manufacturers mix cocoa shell powder, hazelnut shell powder or soya flour into cocoa powder to add bulk. This leads to adulteration of cocoa.

An unintentional contaminant in cocoa comes from iron. Modern cocoa processing can cause this iron contamination. Though

the iron is removed with the help of magnet separators yet iron can remain in the cocoa powder which contaminates products made from cocoa, including cocoa powder and chocolates.

Sometimes cocoa beans can become mouldy during fermentation or due to incorrect drying and storage in humid conditions because fungi can grow on them. The cocoa beans can also be infested by pests which can lead to microbiological contamination and these get processed into the chocolates.

Unscrupulous Infusions

Many unscrupulous businessmen also use inferior quality sugar and cocoa for making chocolates; sometimes they use starch during the manufacture of chocolates. Moreover, many of them often add minerals to increase the bulk and weight of the final chocolate product, which also amounts to intentional adulteration. Besides, sometimes non-permitted artificial colouring is used to impart an attractive colour to the chocolates and chocolate products, which can cause serious health consequences.

According to FSSAI standards, chocolates are not permitted to contain any vegetable oil and fats except cocoa butter. Though Codex permits 5 percent vegetable fat in chocolates but a lot of chocolate manufacturers allegedly add more than 20 percent vegetable fat in chocolates. FSSAI has published a proposed draft that will regulate sugar, salt and fat content in food products which would be applicable to beverages as well as confectionery items like chocolates to prevent health hazards like obesity among children.

Pest Menace

Other ways of contamination of chocolates and chocolate products can arise from carelessness or due to lack of hygienic



practices during manufacturing, packaging and storage of chocolates or chocolate products.. In each of these stages, contamination can occur through insect body parts, rodent hair or through rodent droppings. Cocoa beans, nuts and other ingredients in chocolate products can be contaminated by insects, rodents, and mycotoxins unless stored properly. Therefore, pest control is extremely essential for preventing chocolate contamination.

Personal Hygiene and Other Issues

Personal hygiene is also a major issue in the production of chocolate products, especially since many chocolate products are finished by hand-dipping. Besides, if the machinery used in the manufacturing of chocolate products are not cleaned and washed thoroughly and are not sanitised, then it could lead to infestation by insects or to microbial contamination in chocolates.

These above-mentioned modes of contamination can lead to serious health consequences. Therefore, stringent quality control measures need to be in place during the entire process from cultivation of beans to manufacture into chocolates and chocolate products, and also in their packaging and storage.

It is now quite clear that chocolates can also be contaminated which can pose a threat to our health. Since, young children consume large quantities of chocolates and chocolate products, their health can be compromised as a result of intake of contaminated chocolates. Therefore, chocolate manufacturers should take utmost care in maintaining high standards of quality in their production, packaging and storage, and adhere to the standards and regulations. This can facilitate the consumers to get safe chocolates and chocolate products. ■



AGAR AGAR

Agar Agar is a complex hydrocolloid extracted from red seaweeds commonly used as gelling, stabilizing and thickening agent. It is 100% substitute for Gelatin (manufactured from animal bones and skin). It produces clear colourless, odourless and natural gels without the support of other colloids has long been



exploited by the food industry, as a stabilizing and gelling agent. It is widely used in bakery, confectionery,

dairy products, desserts, beverage, canned meat etc. Marine Hydrocolloids established in 1982, is the India's largest manufacturer and exporter of Agar Agar food grade (Powder & Strips), and also offers spreadable Agar Agar branded as Wondergel, Carragenan and Alginates. They offer different grades of these products to cater to the Food, Bakery & Confectionery and Dairy industry. Since last four decades equipped them with the know-how that has constantly kept them innovate to meet the demands of the changing nature of the consumption.

Marine Hydrocolloids
Info@meron.com

COMPOUND PRODUCTS

L.K. Van Leer came to America from Holland, and started the Van Leer Chocolate Corporation. Right from the beginning he was dedicated to being an industry leader. He thrived to make the finest offerings and provide the best service.



Barry Callebaut has used the finest ingredients to craft a range of high quality Van Leer compounds. The brand offers range of compound products crafted with the finesse, flavours and versatility baker need for creation in bakery, pastry and confectionery offerings, all made in one manufacturing unit in India. Van Leer provide the rich flavour of

European heritage made with Indian craftsmanship. Confectioners, Chocolatiers, Master Bakers, and Pastry Chefs choose Van Leer brand because of its perfect finesse and superior taste and texture.

Barry Callebaut India Pvt. Ltd.
salesindia@barry-callebaut.com

DIWALI DIYA MOULD

Mangharam Chocolate Solutions had the unique and exciting opportunity to collaborate with Chocolate World, Belgium, to create a Diwali mould for Indian customers. Knowing the Indian market quite well, Mangharam conceptualised a beautiful 3D Diya with a stylised flame with the perfect amount of volume for gifting needs. Moksha Mangharam has been recognised for the above creation in the Chocolate World Chef Signature Moulds catalogue - the first Indian to receive this great honour. The flame and diya can be coloured separately to really bring the chocolate to life! The use of Mangharam metallic colours is highly recommended to make it a radiant diya and flame combination!



A whole range of wonderful moulds just like these await you at the Mangharam showroom and website makechocolates.com. They provide Total Chocolate Solutions - whether you're looking for simple machines like melters or more complex ones for tempering and panning; whether you're in the market for chocolate and cream soluble powder colours or interested in coloured cocoa butter, Mangharams fulfil all your needs. They even offer novel personalised chocolate moulds - why say anything when a chocolate speaks a thousand words!

Mangharam Chocolate Solutions
info@makechocolates.com

CHEF'S CHOICE

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

Remington knives are appreciated due to its sharp, long lasting edges, user-friendly shapes and sizes and wide range that it offers.



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

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

Remington Steel Arts
remingtonsteelarts@yahoo.com

HAMMER

Hotels & Institutions

Supplies • Service • Equipment
BUYER'S GUIDE

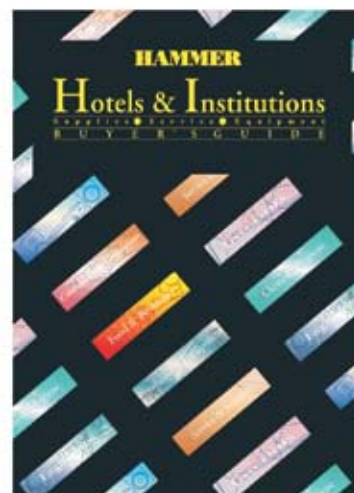
Hotel & Institution Buyers' Guide is the most comprehensive source of information, for the hospitality professionals in India to be well equipped. It provides the complete database of manufacturers and suppliers interested in supplying to Hotels, Restaurants and Caterers.

It is the only 'Editorial Driven' guide for the buyers, professional consultants & contractors to upgrade their knowledge, needed at the critical moment when they are ready to buy or specify.

The only source helps you reaching the unknown & 'Upcoming New Projects' markets, in the most economical manner.

Targeted Circulation

The buyers guide reaches the critical decision makers in more than **10,000** Hotel, Restaurants, Foodservice & Catering institutions in **417** cities across India, referred by over **40,000** industry professionals.



- ◆ 40,000 Hospitality Professionals
- ◆ 417 Cities across India
- ◆ 1 Preferred Buyer's Guide



Booking opens for 2023 Edition

Email : rajathammer@gmail.com
 Web : www.hammer.co.in
 Phone : +91-11-45093486, 45084903

Food & Beverage
 Business Review
Business Review Magazine for Food and Beverage
www.fbrmag.com

HOTEL
 Business Review
Business Review Magazine for Hotel Industry
www.hbrmag.com

BAKERY
 REVIEW
Business Review Magazine for Bakery Industry
www.bakerymag.com

ADVERTISER'S INDEX

COMPANY	PAGE NO.
COMBI CRAFT	21
EURO FOODS PVT. LTD.	11
EUROGERM INGRIDIA PVT. LTD.	17
FHA HORECA	41
FOOD INGREDIENTS THAILAND	39
FOOD INGREDIENTS VIETNAM	47
FRIGORIFICO ALLANA PRIVATE LTD.	01
HYFUN FOOD SOLUTIONS	BIC
I2I CONSULTING	25
I HOMEZ INDIA TRADING LLP.	29
INSTITUTE OF BAKERY & CULINARY ARTS (IBCA)	35
KAY SONS OILS PVT. LTD.	15
MANGHARAM CHOCOLATE SOLUTIONS	12
MEKGIDA	07
PASTRY STUDIO PVT. LTD.	37
PREMIUM ENTERPRISES	27
RANS TECHNOCRATS INDIA PVT. LTD.	31
REMINGTON STEEL ARTS	45
RICH PRODUCTS & SOLUTION PRIVATE LIMITED	BC
SIGEP 2023	43
SS ASSOCIATE	23
STEC HOTELWARE LLP	13
TROPILITE FOODS PVT. LTD.	33
UNIGRA SRL	05
VRB CONSUMER PRODUCTS PVT. LTD.	FIC
WINDSOR CHOCOLATIER	09



Truly Versatile & Creative!

Emmanuel Hamon, French International Pastry Chef /Chocolatier, SMOOR Bangalore

Emmanuel Hamon, French International Pastry Chef/Chocolatier is a consultant for SMOOR Chocolates, a Bangalore-based luxury chocolate brand that crafts the ultimate indulgence experiences with couverture chocolates. Since his first trip to India in 2017, Chef Emmanuel has experimented with Indian spices too. He has a very lengthy history of baking and producing cakes. A passionate traveler, he travels to many nations to collaborate with businesses and chefs to explore the potential of baking goods while assisting them in learning new skills and recipes. He has a keen interest in the market growth potential of Asia and India. The opportunity of the evolving tastes in various regions is what excites him hence, he is always on the lookout to collaborate with establishments across the globe and showcase his skills as a traveler cum baker with his creations that synergise taste, textures, flavours and authenticity. In an exclusive interview with **Sharmila Chand**, he talks about his work philosophy and more....

What are the current hot trends in Indian Bakery industry?

Low sugar or sugar free desserts are getting increasingly popular. Also diners prefer homemade style recipes with local ingredients and high on healthy quotient.

How did you become a Pastry Chef?

I don't know how and why but the first time I told my parents that I wanted to be a pastry chef was when I was 8 years old, maybe because I always loved eating cakes in my childhood. I was also creative as a child and was very fond of drawing. Bakery is the work of Art thus in some ways the two traits of mine that I enjoyed the most seemed to fit perfectly well in my career path of becoming a pastry chef!

What is your working philosophy?

My philosophy is to balance the various flavours and textures – some of them may seem great on paper or when we are ideating, but it may not work out when you actually make it.

I believe in certain set rules for cooking. A chef must taste the food that he makes, it is very important. Also new recipes should be tried multiple times before adding on them on the menu, it's important to get it right each time before one finalises the recipes. And finally, I also like to ideate. Inspiration can come from many sources. Sometimes the ingredient itself seems to call out to you, inviting you to experiment. So it's not a set approach or philosophy, it could change from time to time.

What is in demand these days in Bakery?

Fresh fruit with minimal additions is becoming trendy in cakes & deserts. Simple fruit jellies that aren't fussed around much with and to use as filling in chocolates and cakes are taking off.

The use of pralines is growing – pralines are nuts with caramelised sugar that are powdered and topped for crunch and flavour is on the rise. There is usage of different nuts – from peanuts, sesame, walnut and coffee, coriander & almond- many such unique blends that add texture and varied flavour profile are on the rise.

Your favourite tool?

Petite palette coude – a French word for the spatula used for chocolate. But I use for everything – from tempering chocolate, spread sauces, to cut and pick a cake slice while making it.

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

Tempering chocolate – is the most challenging aspect of working with chocolate.

Next is understanding the ingredients you are using – sometimes each ingredient has certain chemical compounds in them and not everyone using it knows or understands it. That's important so that you know when two ingredients are mixed or baked at high temperatures, what is the kind of chemical reaction that will take place.

What do you like about your job?

First is the creativity that the job entails. You are making new recipes and new products so lot of innovation, it's not like doing the same boring job again and again.

What is your strength as a bakery chef?

Ideation is what I like the most. Also, my curiosity. I am constantly looking and asking questions – that helps in curating new dishes.

What you passionate about besides baking?

I love driving and travelling and meeting new people, discovering new cultures.

How do you like to de-stress?

Play drums .

What is your Mantra for success?

You fall and try, try again and again and again.

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

Chocolate – no doubt. I love the taste and it can be in so many shapes, sizes and textures / structures.

It's also an ingredient that does not always behave the same way so that also adds to the fun of working with it.

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

Gianluca Fusto from Milan, Italy. He is a young chef who does things very well and innovatively.

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

Baguette with mayonnaise and sausages (merguez sausages) – it's one of my favourite life pleasures and always makes me feel good.

INSPIRING YOUR FOOD CREATION



Creative Visualisation

NO ADDED PRESERVATIVES

100% VEG

Corporate Office: 1107, Time Square Arcade 1, Opp. Rambaug, Nr. Ravija Plaza, Thaltej-Shilaj Road, Thaltej, Ahmedabad- 380059, Gujarat, India. +91-79-29707776 | info@hyfunfoods.com

Follow us on:  HyFun Food Solutions  hyfunfoodsolutions  HyFun Foods



Niagara Farms Gold

Whip Topping

The goodness of dairy-blend in a wholesome dessert



SCAN to know more



For more details, contact: Toll Free No.: 1800 266 9221 | Email: Indiacc@rich.com

Follow us:    /richsindia | Website: www.richs.in