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BAKERY REVIEW

Business Magazine for Bakery & Confectionery Professionals

Sweets for the Season

Business
Rising Popularity of Coffee Shops

Feature
Aromatic Plants in Desserts

Product
Just Doughnuts

Equipment
Mixing Intelligence with Dough

Packaging
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BAKERY REVIEW

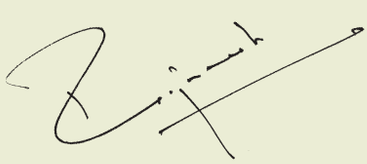
Editorial

The innovation in food business as per current trends is mostly attributed to, among other factors, people becoming more health & diet conscious. During the current festive season it was quite visible that consumers preferred bakery products like cup cakes, cookies, biscuits and chocolates over sweets or mithais as gifting option. The cover story finds the various reasons for this shift in preference for bakery products over sweetmeats.

Consumption of coffee and growth in café business is because of the popularity of cafés among Millenials and Gen-Zs who love coffee and prefer to spend time at cafes. Also the other reasons for popularity of coffee houses are rapid urbanization, corporate culture and global lifestyle. Business story examines the reasons for the growing popularity of cafes and tries to enlighten entrepreneurs seeking to venture into café business.

Herbs in desserts add not only beauty as garnish but also they change the dynamics of the dessert and the after taste. Feature story explore the growing interest of food connoisseurs in aromatic plants.

The popularity of doughnuts has increased its presence in India's bakery shops, and also its varieties. Product section in this issue discusses the growth trend of doughnuts in India. Equipment plays a very critical role in bakery production. This section talks about the advancement in dough kneading technology to enhance the productivity and economics. Packaging section elaborates on the factors to be taken into consideration for packaging of bakery products.



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FHA HoReCa 25 – 28 OCT 2022 SINGAPORE EXPO

FHA-HoReCa 2022

FHA-HoReCa 2022 closed to a resounding success after four exciting days of B2B exchange among the hotel-restaurant-café industry players. The tradeshow is a testament to the strength of the HoReCa industry which is rebounding strongly in Singapore and the region in the wake of the Covid-19 pandemic. This year's edition saw a total of 34,533 attendees from 85 countries and regions with 34% from overseas and 66% local visitors.

The FHA-HoReCa launched a brand-new experience zone, Hospitality 4.0, highlighting innovative solutions in three distinct areas – restaurant, kitchen, and hotels – as well as offered a four-day conference programme that was well attended by over 700 industry professionals with over 50 international thought-leaders discussing the future of hospitality. The zone also incorporated a start-up village and hosted the inaugural Hotel Innovation Challenge Asia (HICA)2022, where eight hospitality solutions were shortlisted from over 100 submissions to address the industry's pertinent challenges.

FHA-HoReCa, Asia's leading foodservice and hospitality event returned in the physical tradeshow after four years of hiatus. FHA-HoReCa 2022 happened from 25 – 28 October, is Asia's most comprehensive international trade show which covers five key segments – Hospitality Technology; Foodservice & Hospitality Equipment; Hospitality Style; Bakery, Pastry & Gelato and Speciality Coffee & Tea in a single platform. There were over 800+ exhibitors from 30+ countries and regions, including international pavilions from China, Italy, France, Germany and Spain.

This year, there was a brand-new experience zone: Hospitality 4.0 which featured a series of key events:

Hospitality Start-Up Village – A showcase that highlighted the new capabilities powered by technology for front-of-house (restaurant 4.0), hotel (hotel 4.0) and back-of-house operations (kitchen 4.0).

Hotel Innovation Challenge Asia (HICA) – Featuring eight hospitality solutions addressing the industry's pertinent challenges, shortlisted from over 100 submissions.

Four-day conference program with over 50 international thought-leaders discussed the future of hospitality. Notable speakers at Hospitality 4.0 situated in Hall 2 included - Ahmed Disokey, Group Vice President, IT, AccorInvest; Marcel NA Holman, Vice President, Hotel Operations, Pan Pacific Hotels Group; Kwee Wei-Lin, President, Singapore Hotel Association (SHA); Ian Wilson, Regional Head of Hospitality, The Line (NEOM); and Nicholas Cocks, Founder & Director, Velocity Ventures and more.

In association with the World Association of Chefs' Societies (WorldChefs), supported by the Singapore Chefs' Association (SCA) and regional chefs' associations, the FHA Culinary Challenge (FCC) was the arena for culinary talents from around the world to displaying their gastronomic skills and accredited by a panel of internationally acclaimed judges recognised by WorldChefs.

FCC – Patisserie Categories featured Practical Cake Decoration alongside other dessert and pastry activities.

Other competitions on the agenda that aimed to enrich the expo experience range from pastry to dessert and coffee were:

Asian Gelato Cup (AGC) - Biennial event supported by the Singapore Pastry Alliance, Gelato e Cultura S.r.l., and Italian Exhibition Group Expo S.p.a. Seeking to heighten the tradition of artisan gelato regionally by developing the professional skills of the gelato, dessert, and pastry chefs in the region. Top performing teams will represent Asia in the prestigious Gelato World Cup 2024, held in Rimini, Italy.

Asian Pastry Cup - Chefs competed and exhibited their dessert-making skills, presenting the most ambitious and complex works of pastry art. Aims to build an ever-growing community of chefs dedicated to moving the culinary profession forward. Top 3 performing teams of Asian Pastry Cup will represent Asian Coupe du Monde de la Pâtisserie (Pastry World Cup) 2023 in Lyon, France.

ASEAN Barista Team Championship - Designed to reproduce the pressure of what happens behind espresso bars around the world. Baristas as a team delivered three things that matter to coffee customers; fast service and excellent presentation whilst maintaining quality and accuracy.

FHA-HoReCa brought together the most extensive line-up of the world's leading foodservice and hospitality suppliers through 5 specialised sectors – Bakery, Pastry & Gelato; Foodservice & Hospitality Equipment; Hospitality Style; Hospitality Technology and Speciality Coffee & Tea. Majority of exhibitors participating in FHA-HoReCa were renowned manufacturers and brands hailing from over 30 countries and regions.

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Chef Summit & Chef Awards by ICF

Indian Culinary Forum (ICF) organized the 10th Chef Summit along with the 19th Annual Chef Awards, on 14th October 2022 at Hotel Pride Plaza, Aerocity, New Delhi. K.B Kachru, Chairman Emeritus, and Principal Advisor, Radisson Hotel Group, South was the Chief Guest for the day-long summit. Renowned names from the Hospitality industry presented their points of view at the Summit.

Commenting on the summit, Chef Davinder Kumar, President Indian Culinary Forum said, "An investment in knowledge pays the best interest! Over the years, I have learned that knowledge is of no value unless you put it into practice. Always consider the 5 factors which determine your success i.e. Attitude, Skill,

Knowledge, Excellence, & Drive or Dream. It was the tenth edition of the summit, which witnessed the participation of the stalwarts of the Indian hospitality sector resulting in knowledge building and thought leadership. The Indian Culinary Forum keeping with its pursuit of excelling ended the tenth Chef Summit with the promise of coming back bigger and better next year."

The Awards

The Indian Culinary Forum (ICF) also honoured some of the best chefs as a part of the celebration of International Chefs Day. The award winners were felicitated by the chief guest of the evening Arvind Singh, Secretary of the Ministry of Tourism.

Seventeen outstanding culinary artists were awarded in multiple categories, including the lifetime achievement award, golden chef of the year, silver chef of the year, and others, at the glittering ceremony in the presence of over 400 industry professionals, young chefs, and youngsters looking to make a career in the industry.

In the build-up to the Chef Awards, a four-day culinary competition was organised at the Institute of Bakery & Culinary Arts in Delhi and the Banarsidas Chandiwala Institute of Hotel Management and Catering Technology, Delhi. Over 150 chefs from all over India competed in 11 categories in the competition.

Eleven of the 17 award winners were chosen through this competition and the rest six were selected by an esteemed jury. World Association of Cooks Societies (WCAS) certified Dayashankar Sharma chaired the award jury, chef Sireesh Saxena was the organising secretary of the awards function.

The Winners of the 19th Annual Chef Awards

Lifetime Achievement Award:	Chef Virender S Datta
Golden Hat:	Chef Vineet Manocha
Silver Hat:	Chef Bharat Alagh
Pastry Chef of the Year:	Chef Deep Mohan S. Bajaj
Master Chef Fruit & Vegetable Carving:	Chef Carving Karthick
Food Writer Award:	Sumit Jha
Master Chef of the Year:	Chef Anuj Mathur
Master Chef Kebabs:	Chef Hasan Ali
Master Chef Intl. Confectionery Award:	Chef Izhar Ahmad
Master Chef Indian Sweets Award:	Chef Dalbir Singh
Master Chef South/East/West Indian Cuisine:	Chef Ravinder Singh
Master Chef International Cuisine Award:	Chef Varun Chauhan
Master Chef North Indian Cuisine Award:	Chef Praveen Kumar
Master Chef Oriental Cuisine Award:	Chef Mangal Gautam
Master Chef Baker Award:	Chef Raju Kumar
Student Chef of the Year (Male):	Sohail Saifi
Student Chef of the Year (Female):	Radhika Goel

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India Wins Medals at World Skills Competition 2022

Tourism and Hospitality Skill Council (THSC) is delighted to announce that this year's Silver Medal in the Patisserie & Confectionery Skill at World Skills Competition 2022, that was held in Switzerland was won by our very talented competitor - Nandita Saxena. Also, Bronze Medal was won by Anushree Srinivasan who brought glory by winning in Hotel Reception Skill. Prathem Sharma won Medallion of excellence in Bakery skill.

All competitors were selected through a rigorous process of selection put in place by National Skill Development Corporation (NSDC), starting from district level to the India Skills 2022- National Competition. They were trained with intensive coaching by experts to further strengthen their skills to showcase their talent. Skills development being the primary focus area of the government, India has high hopes that other participants will also bring home laurels and make India proud with their achievements.

Rajan Bahadur, CEO, THSC says, "On behalf of our Board and Team THSC, I would like to congratulate Silver Medalist in the Patisserie & Confectionery skills- Nandita Saxena. This achievement is a culmination of dedication and long hours of hard work, both by Competitor's and Expert's Chef Vinesh Jonny. Anushree's winning Bronze Medal in Hotel Reception skill was the beginning of winning spree, under the guidance of expert Aagman Baury. Equally proud of Prathem Sharma who was awarded the Medallion of Excellence in Bakery Skill and was relentlessly mentored by Chef Avin Thaliath. It's indeed, a proud moment for all of us, our Board Members and Team THSC."

Chef Vivek Saggar, Head skill Competitions says, "On behalf of team THSC, I would like to congratulate all the winners on their fantastic performance at World Skills 2022. The way to success is always difficult and hard work always reaps results. Their dedication and perseverance eventually paid off".

Fat Tiger Opens its New Outlet

Quick Restaurant Chain Fat Tiger has recently inaugurated its fourth franchise-owned restaurant in Hyderabad. The store is spread across an area of 250sq. ft. in carpet area. The city previously boosts three outlets of the brand namely in Banjara Hills, Sainikpuri and also in Kundan Bagh, Begumpet, Hyderabad.

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.

As a part of their recent expansion plans, they have added this outlet to its pre-existing 50+ outlets in 22 cities, strengthening its already strong presence across the country. The brand is also planning to open 200 more offline outlets in the forthcoming 30-36 months.

Sahaj Chopra and Sahil Arya, Co-Founders and Directors of Fat Tiger, stated in response to the announcement, "We are happy to open consecutive stores in the city of Hyderabad. We are excited to welcome new customer feedbacks and to witness their experiences relating to our servings. We were previously welcomed with full hearts in the city. We hope our new store enjoys same love and trust from our customers. We promise to bring both enjoyment and a delectable food experience to our patrons with the opening of our new outlet in the heart of Hyderabad. We are thrilled and enthused to proclaim our rapid expansion into the Indian QSR sector, as well as the fact that people surely will enjoy our food, ambience, and emphasis on the quality of ingredients used in our cooking."

Keventers Onboards Jubilant as Minority Partner

Keventers, the milkshake, and ice cream brand has announced an equity investment from Jubilant Bhartia Group, in Super Milk Products Private Limited (SMPPL), which operates the brand globally. Jubilant has been inducted as a minority partner in SMPPL.

Tracing its roots back to 1925, Keventers is best known for providing its milkshakes and beverages in glass bottles, which have also become collectibles among its diverse consumer base. The Company also recently launched its gourmet ice cream range under the brand "Keventers Ice Cream", which reflects a step forward towards diversifying its dessert portfolio.

SMPPL will deploy the fresh capital primarily towards the opening of new stores and expanding its footprint pan India and globally, while also foraying into alternate channels such as D2C, FMCG, and cloud kitchens. The investment is expected to help accelerate the brand's plan to open over 300 stores in the next 3-4 years with the additional aim to grow the ice cream business which has shown tremendous growth since the pandemic.

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Tata Starbucks Celebrates 10th Anniversary

Tata Starbucks Private Limited celebrated its 10th anniversary with the opening of the first Starbucks Reserve® store in India, Starbucks Reserve® Fort in Mumbai. A testament to Starbucks` long-term commitment to elevate the coffee experience in one of the brand's key growth markets globally, the debut of the Starbucks Reserve® store also commemorates the strong connections the brand has built with customers over the past decade.

A 50/50 joint venture between Starbucks Coffee Company and Tata Consumer Products Ltd., Tata Starbucks now operates more than 300 stores in 36 cities catering to more than 330,000 customers in India every week. This year, Tata Starbucks marked its largest store expansion in a single year with its entry into 14 new cities.

"India is one of Starbucks fastest-growing markets and we're proud to open our first Starbucks Reserve store in Mumbai, where our Starbucks journey began a decade ago," said Michael Conway, group president, International and Channel Development, joining partners for the opening of the Starbucks Reserve Fort Mumbai store.

He further adds, "Since entering India, our green apron partners continue to deliver the iconic Starbucks experience across the market. We look forward to serving more customers and communities through different store formats, digital acceleration, and product innovation as we continue to grow in India."

Sushant Dash, CEO, Tata Starbusks, said, "For 10 years, Starbucks has been elevating coffee craftsmanship and bringing unique experiences to our customers in India. We value the strong connections we have with our customers and will continue to innovate and develop to enhance India's coffee culture."

He added, "Starbucks Reserve is a selection of the rarest, most extraordinary coffees Starbucks has to offer."

Diabexy Launches the Sugar Control Atta

Diabexy, a company that manufactures low glycemic load food products for diabetic people has launched "Diabexy Sugar Control Atta" to help them fight diabetes and also manage their blood sugar levels. Diabexy is on a mission to eradicate diabetes from India like polio. After several years of research and trial Diabexy has developed an atta made with nuts and seeds, without grain for the management and prevention of diabetes. This atta will successfully meet their nutrient needs, along with sugar management for all age groups.

Diabexy sugar control atta contains abundant amounts of protein, dietary fiber, and Energy Value. It may be the greatest solution for those with conditions including insulin resistance, diabetes, obesity, high blood pressure, arthritis, heart disease, intestinal disorders, cancer, obesity, skin issues, sexual weakness, and general weakness.

Lokendra Tomar, Diet Educator & Founder, Diabexy, "We sought to bridge the gap between the taste and health advantage of diabetic-friendly food products, which is why we launched diabexy atta in India. we have done several years of hard work to maintain the balance between taste and the health of diabetic patients. There are many people, who are gluten intolerant, and for them, we have introduced gluten free diabexy atta. So now they can follow gluten-free low-carb lifestyles. People believe that eating multigrain atta is low carb but please understand that all grains are high in carbs hence using multigrain for a diabetic person is of little use. Diabexy Atta is available on Amazon worth Rs. 469 per kg.

Founded in 2020, the company manufactures low glycemic load food products like Atta, Cookies, Sweets, etc. for diabetic people to manage their blood sugar levels. Diabexy also runs a very low-cost diabetes reversal clinic, Revertiz, where a team of medical doctors, dieticians, and fitness trainers help diabetics manage or reverse diabetes. Diabexy also runs short certification courses to help train healthcare professionals so that they can improve their skills and help their clients manage diabetes with the help of the right eating habits.

Coffeeza Launches Coffee Capsule Blends

Gourmet coffee brand Coffeeza, which is the leading brand of coffee capsules and machines in India had switched from plastic to recyclable aluminum coffee capsules (compatible with Nespresso* original line machines) earlier this year, after setting up their own manufacturing facility. The Aluminium capsule range included their most loved blends Classico, Cremoso, Intenso and Forte which are crafted using premium grade Indian coffee.

They recently launched 3 exciting flavoured coffee capsules: Vanilla, Caramel and Hazelnut. Their signature medium roasted Arabica coffee is beautifully paired with these popular flavours to create the most exquisite blends. The brand has also added a very premium South-Indian speciality coffee called Mysore Nuggets to their range. Only 2% of

AAA graded Indian Arabica beans have the size and flawless symmetrical shape of Mysore Nuggets, making this blend extremely special. All these capsule blends will soon be available in their ground coffee format as well, and will be available in different grind sizes to suit a variety of brewing equipment.

Coffeeza's Finero Next Machine is one of the best capsule espresso machines in the market, and is now available in a limited-edited Red. This compact and vibrant machine variant is sure to add a splash of colour to your homes. Coffee lovers can completely upgrade their coffee corner and indulge in magical café-like coffee experiences every day with Coffeeza. With a lot more interesting blends and flavours in the pipeline, coffee enthusiasts will be spoilt for choices.

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Fabelle Exquisite Chocolates Unveils Fabelle Finesse

Fabelle Exquisite Chocolates, the home-grown luxury chocolate brand from ITC Ltd., acclaimed for creating unparalleled chocolate experiences, introduces Fabelle Finesse – the world's finest chocolate, crafted in India. Fabelle has come together with Chef Adriano Zumbo, an acclaimed Australian pâtissier and TV presenter to unveil the world's finest chocolate, delivering an unparalleled smoothness and melt-in-the-mouth experience.

The smoothness of a chocolate is the fundamental sensory attribute that elevates consumer experience. A breakthrough technological innovation by ITC Ltd. has made it possible for Fabelle to create chocolates as fine as seven microns. The pioneering technology is a result of months of research done by ITC Life Sciences and Technology Centre (ITC LSTC) and close collaboration with Fabelle Master Chocolatiers, crafting an exquisite chocolate in India that rivals the best in the world. In a cutting-edge neurological testing method conducted by Neurons Inc, consumers found Fabelle Finesse to be significantly smoother than benchmarks and the sheer delight of consumption even helped consumers in alleviating stress in the test conditions. Fabelle Finesse has been created using cocoa sourced from Ghana & Colombia. Each bite envelops the rich aroma, delectable smooth texture and rich cocoa flavours – in milk and dark variants.

The chocolate has been crafted using a revolutionary technology – The Cocoa Finesser. This technology helps in reducing the size of chocolate particles to a new benchmark level, that is not possible to achieve in the conventional refining process alone. The equipment operates at pressures which exceed that at the deepest trenches on planet Earth help in creating a chocolate that has unrivalled smoothness, amazing melt-in-your-mouth chocolate experience unleashing a heavenly experience.

Anuj Rustagi - Chief Operating Officer - Chocolates, Confectionary and Coffee, Foods Division, ITC Ltd. said, "At Fabelle, it is our constant endeavour to craft products that are best in the World. We are pleased to introduce the result of our innovative chocolate processing technology to the world, manifest in Fabelle Finesse, which gives an unmatched sensorial delight for chocolate connoisseurs. Fabelle Finesse is an artisanal masterpiece crafted with love, passion and pride that brings this innovation to market. I am sure our Fabelle Master Chocolatiers will continue to create even more delightful chocolate creations with Fabelle Finesse. This launch highlights ITC's commitment to cutting edge innovations in order to create world class Indian brands."

Sharing his experience Mr. Adriano Zumbo, said, "I am both exhilarated and excited to be present here with Fabelle Chocolates on such an ambitious project. I was completely intrigued by the technology that ITC Ltd. has been able to build through their relentless enthusiasm, in a bid to provide the world with a superlative luxury chocolate experience. It has been an enriching journey for me to work with Fabelle Master Chocolatiers, who possess the knowledge and understand intricacies of the art of chocolate making. I wish Fabelle Chocolates a very successful innings in its commitment to provide consumers world-class chocolates."

"Judging from the quality of the chocolate I have tasted, I am happy to challenge any chocolate-maker in the world to come up with a better quality of chocolate in terms of the fineness," he added.

With this launch, Fabelle Chocolates recreates an iconic moment of global recognition for a home growth Indian brand leveraging R&D done in India.

Fabelle Exquisite Chocolates was launched in 2016 with the pursuit to craft the finest luxury chocolate experiences in India rivalling the best in the world. Crafted with the world's best single origin cacaos, exotic ingredients and the in-house expertise of Fabelle Master Chocolatiers, the range brings alive the ultimate luxury chocolate experience. Today, the brand operates 13 flagship luxury chocolate boutiques across Indian metros, premium retail outlets and is available digitally through leading E-commerce websites.

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Sweets for the Season

It is the festive season. Time to present and consume sweets! Diwali the festival that reminds one of victory of good over evil, right over wrong, also witnesses the exchange of sweetmeats among the happy celebrants. However, sweets or mithais are slowly being replaced by bakery products like cup cakes, cookies, biscuits, chocolates, et al. Ashok Malkani finds that there are various reasons for this. The shift in preference for bakery products over sweetmeats, could be attributed to, among other factors, people becoming more diet conscious. The trend definitely seems to be towards gifting of bakery products.

The festival season is not just time for celebration but an occasion to savour delicacies. Yes, Diwali is not just fireworks and lights but also time to offer sweets and also to relish them. Diwali is that magical time of the year that brings memories of bright colours, sparkling fireworks and, of course, an assortment of sweets in all shapes and sizes. But why are sweets distributed during the season. The most obvious reason is because they are delicious to eat. However, Diwali is actually celebrated, according to Hindu mythology, to commemorate the return of Lord Rama with his wife Sita and brother Laxman after a period of 14 years in exile. This was after a legendary victory of Rama's army over demon king Ravana. As per another popular tradition, in Dvapara Yuga period, Lord Krishna, an avatar of the Hindu God Vishnu, killed the demon Narakasura, who was the evil king of Pragiyotishapura, near present day Assam and released 16,000 girls held captive by Narakasura. Metaphorically it symbolizes the dawn of happiness after a long period of despair. It is the triumph of good over evil, right over wrong, light over darkness.

The Diwali festival may also be considered as a fusion of harvest festivals in ancient India. It is mentioned in Sanskrit texts such as the Padma Purana and the Skanda Purana both of which were completed in the second half of the 1st millennium CE (Common Era).

Looking at the history of Deepawali, one finds that King Harsha referred to Deepavali in the 7th century Sanskrit play Nagananda. This was the day when lamps were lit and newly engaged brides and grooms received gifts.

Diwali has also been described by numerous travelers from outside India. In his 11th century memoir on India, the Persian traveler and historian Al Biruni wrote of Deepavali being celebrated by Hindus on the day of the New Moon in the month of Kartika (October). The Venetian merchant and traveler, Niccolo de' Conti who visited India in the 15th century too spoke about it.

Diwali, it may be stated is, according to Hindu mythology, the triumph of lightness which attributes to the display of festive lights on the occasion. Diwali means different things to the country's various populations. Originally a Hindu festival celebrating Lord Krishna's defeat of the demon Narakasura, over the centuries it has come to be celebrated by Jains (who

commemorate the spiritual awakening of Lord Mahavira) as well as Sikhs (who honor the day that Guru Hargobind Ji was freed from imprisonment). But no matter who is observing Diwali, the holiday celebrates the triumph of good over evil.

But why distribute sweets on this joyous occasion?

Chef Jerson Fernandes, Director of Culinary, Novotel Mumbai Juhu Beach, disclosed, "Diwali is a festival of lights, which is meant to brighten up people's lives with warmth, happiness and prosperity. As a sign of love, gratitude, warm wishes and good fortunes, sweets are exchanged to enlighten the festive mood and vibes. Sweets are distributed as sign of love, gratitude and friendship during the festive season. Sweets symbolize blessings, good wishes and good luck for the years to come."

It may be added that there is an old tradition of considering sweets to be pure and an offering to the gods. Sweets are considered as a small gesture of greeting people, family and friends with the joy of celebrating the festival.

Sweets are called by numerous names in the country. The common name is Mithai or Mishta.

Mithai or Sweetmeats

In the diverse languages of the Indian subcontinent, sweets are called by numerous names, one common name being Mithai. In English they are often called as sweetmeats.

Chef Jerson Fernandes

Chef Jerson states "Sweet meats actually mean sweet foods. In the past, any sweet delicacy – candy, a piece of fruit coated with sugar, etc. was called sweetmeat. The word 'meat' in 'sweetmeat' has nothing to do with animal flesh. In Old English, the word 'mete', from which we get the modern 'meat', meant 'food'."

He continues, "Most of the Indian sweets are Mawa/Khoya based which is derived from Milk and hence most sweets comprise of Milk or other dairy product like mava, khoya et al. Milk, it may be mentioned, is extremely rich in texture and easily absorbs any flavor making it a versatile key ingredient for most sweets. Also, milk plays a significant role in Indian customs and traditions."

History of Sweetmeats

The love affair of Indians with sugar is rooted in a 2,500-year-old history of its production. Mithai (sweetmeat) has spawned a kaleidoscope of delectable treats in all shapes and textures, temperatures and viscosities.

Chef Jerson states, "The origin of sweets in the Indian subcontinent has been traced to at least 500 BCE (Before Common Era) when, records suggest, both raw sugar (gur, vellam, jaggery) and refined sugar (sarkara) were being produced. By 300 BCE, kingdom officials in India were acknowledging five kinds of sugar in official documents. Mithai comes from mithas, meaning "sweet." The root of "sugar" is from the Sanskrit word sharkara, and even "candy" (originally khanda) is derived from this ancient dialect. Just as French dessert and Italian dolce house a myriad of tidbits laden with sucrose and fat, so too does the wondrous world of mithai."

Ancient Sanskrit literature also mentions feasts and offerings of mithas (sweet). Mention of sweet cake is also made in the Rigveda.

Milk in Mithai

Mithai is put in the category of Indian milk desserts. Yes milk is the most loved ingredient for desserts. Milk , or other dairy products are majorly used for making an array of Indian sweets or mithai.

Chef Jerson avers, "Most of the Indian sweets are Mawa/Khoya based which is derived from Milk and hence most sweets comprise of Milk. Moreover, milk is extremely rich in texture and easily absorbs any flavour making it a versatile key ingredient for most sweets. Also, milk plays a significant role in Indian customs and traditions."

It may be mentioned that milk is an excellent source of calcium and other essential nutrients.

Different variety of mithais are a cross between snack, dessert and confectionery.

Difference between mithai and other desserts

Since it can be classsified as a dessert so how does mithai differ from candies and desserts you may find in other countries?

Chef Jefferson states, "Indian sweets

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are integral to every Indian tradition or celebration because of the versatility of ingredients used in making them. Most ingredients like Milk, Ghee, Saffron, Cardamom, which are commonly found in Indian sweets, have traditional importance of their own in most Indian cultures and customs."

Gifting Bakery Products

Today, people are opting for other gifting items in place of sweetmeats and bakery products like cakes, cookies, doughnuts biscuits and pastries are gaining ground. One of the reasons, besides wanting to set a new trend, is the fear of the sweetmeats being adulterated. During the Diwali season there are, often, reports in newspapers of sweetmeat shops being raided, by food safety officers, for selling adulterated sweets.

Apex industry body, Associated Chambers of Commerce and Industry of India (ASSOCHAM), is reported to have advised consumers, some time back, to switch over to bakery products as there is fear of the sweetmeats (mithais) being adulterated due to the rampant demand for these sweets.

Yes, during Diwali, mithais and fruit boxes are slowly being replaced by cakes, brownies, cookies, chocolates, et al.

Chef Jefferson avers, "Healthy bakery products which are low in sugar and fat are trending in the gifting world. Both savory and sweet delicacies like healthy nutria bars, sugar free cakes, pies, cookies and shortbreads etc are trending. Dark chocolate delicacies have also gained a lot of popularity off late."

He adds, "This inclination of the populace of gifting bakery products is likely to be the future trend. The Sky is the limit for innovation and creativity when it comes to baked products."

New concepts have indeed become a fancy with bakers. A Pune chocolatier, Jaya Mangtani, has carved a niche for herself by introducing phatakas (fireworks) made of chocolate as gifting options for Diwali. She believes that the chance to customize the offering is another reason for the popularity of these products

She is of the opinion that since people, nowadays, are very conscious about their diets and often ask for dark chocolates, the ability to customize the taste of these

products by restricting sugar content boosts the sale of these "untraditional sweets" as she calls them.

Home bakers, chefs at popular restaurant and eatery chains are found busy cooking up a storm during this festive season. A home baker from Mumbai, Janki Paingy, discloses that cupcakes are normally in high demand during the festive season. She asserts that demand for bakery products has been an upward trend for the last many years. She adds that one of the reasons is that cakes and chocolates have longer shelf life than sweetmeats.

Opportunities for bakers

From New Year's and Holi in the first half of the year to Diwali and Christmas in the later half, bakeries can tap into several opportunities to grow their businesses.

Offering unique recipes and themes catering to specific festivals is the hot new trend in baking. Whether it is love themed cakes for valentine's day or fusion desserts for Diwali, Bakeries can explore their creativity to stand out.

However, the mark of a successful bakery business is the ability to identify opportunities beyond the obvious. ■

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Recipes for bakery items for gifting

Kaffir Lime infused baked cheese cake with fresh exotic fruits

Ingredients

For the Biscuit Base

Nutrichoice biscuit	220 gms
Unsalted butter	140 gms

For cheese cake mixture

Refined flour	35 gms
Castor Sugar	350 gms
Sour Cream	150gms
Cream Cheese	450gms
Vanilla essence	1/2 tspn
Eggs	4 nos
Kaffir Lemon Zest	1 no

For the Garnish

Fruit jelly	150gms
Fresh fruits	300 gms
Tempered Chocolate	50 gms

Method

1) Break biscuits and blitz it in a food processor adding softened butter little by little until it forms a sand like crumbly texture.

2) Pour the crumbly biscuit mix in the cake tin lined with butter and press it hard against the base and the walls of the tin tilll it sticks well.

3) Blend the cream cheese in a beater until soft and add flour until combined. Add Kaffir lime zest, Vanilla, sour cream and sugar and mix well.

4) Add eggs one by one and continue beating in between till it is combined well. Do not overbeat to incorporate air.

5) Pour the mixture into the biscuit mixture lined cake pan and bake at 325F for 1 hour.

6) The cake is ready when it forms a golden brown crust without any crack and must slightly jiggle when the pan is shaken.

7) Allow it to cool at room temp for 1 hr and then 3-4 hrs in a refrigerator until firm and non jiggly.

8) Demould it onto a tray or plate, cut, coat with kaffir lime fruit coulis topped with freshly cut exotic fruits, edible flowers and chocolate garnishes of desires shape and size.

Chef's Tip- Preheat oven to 325 F before baking and use eggs which are at room temperature only for best results.

Chef Jerson Fernandes, Director of Culinary, Novotel Mumbai Juhu Beach

Fudgy Chocolate Brownies

Ingredients

Dark chocolate, coarsely chopped	1 cup (175gm)
Butter	½ cup (113gm)
Caster sugar	1 cup (200gm)
All purpose flour	½ cup (60gm)
Baking powder	1 tsp (4gm)
Cocoa powder	3 tbsp (23gm)
Greek yogurt	1 cup (285gm)
Crushed walnuts	½ cup (63gm)

Method

1) Butter an 8" square pan and pre-heat your oven to 180C.

2) In a saucepan set over low heat, melt butter and chocolate. Let it cool.

3) Combine sugar and Greek yogurt. Add the cooled chocolate mixture.

4) Add in the flour, cocoa powder and baking powder. Fold in the walnuts

5)Transfer the batter to the baking dish.

6) Bake at 180C for 30 minutes-35 minutes. Let the brownies cool completely before you try and cut them.

Shivesh Bhatia, food blogger from Delhi

Eggless Chocolate Cupcakes

Ingredients

all purpose flour	1.5 cups (192 grams)
granulated white sugar	1 cup (210 grams)
unsweetened cocoa powder	1/2 cup (48 grams)
baking soda	1 teaspoon
salt	1/4 teaspoon
milk	1 cup (8 oz)
white vinegar	1 tablespoon
canola oil or any flavorless oil	1/2 cup
vanilla extract	1 teaspoon
water optional, if needed	2 tablespoons

Chocolate Buttercream

salted butter	1/2 cup (1 stick or 113 grams),
powdered sugar	2 cups (248 grams)
vanilla extract	1 teaspoon
unsweetened cocoa powder	1/4 cup (24 grams)
milk or heavy cream	2 tablespoons

Method

Chocolate Cupcakes

1. In a large bowl, sift together flour and cocoa powder.

2. Add sugar, baking soda, salt and whisk to combine all dry ingredients together.

3. Add 1 cup milk to a cup and then add 1 tablespoon white vinegar to it. Let it sit for 5-10 minutes. You can also use 1 cup buttermilk in place if you have that on hand.

4. After 10 minutes, add oil and vanilla extract to the milk-vinegar liquid. Stir to combine.

5. Add the wet ingredients to dry, mix till the ingredients are just combined.

6. Add 2 tablespoons of water at this point if the batter seems too thick. This is optional, I did add it to my batter. Remember to not over-mix the batter.

7. Fill the prepared cupcake liners 1/2 full with the cupcake batter.

8. Bake at 350 for 15-17 minutes or till a toothpick inserted in the center comes out clean.

9. Remove from oven, transfer to a wire rack and let the cupcakes cool completely.

Chocolate Buttercream Frosting

1. Using the paddle attachment of your stand mixer or using your hand mixer, beat the butter on medium speed for 2 minutes till creamy.

2. speed to low and add powdered sugar, cocoa powder, vanilla extract and milk/cream.

3. Once all the ingredients are combined, increase mixer speed to high and beat for 2 minutes till frosting looks creamy.

4. Transfer frosting to piping bag and frost the cooled cupcakes.

Manali of 'Cook With Manali' blog

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Rising Popularity of Coffee Shops

Coffee consumption and trend is undergoing a rapid change resulting in the rise in growth of café chains. Several individual coffee shops have also proved popular. The popularity of cafes has been on the rise due to various reasons. India has become a popular destination for several coffee chains due to the increasing demand from the populace. This, in turn, has encouraged several entrepreneurs to venture into this field. Ashok Malkani examines the reasons for the growing popularity of cafes and tries to enlighten an enterprising businessman seeking to venture into this field on the pros and cons of café business.

India is now the 10th fastest growing market for specialist coffee and tea retail chains, globally. According to a report by market researcher, Euromonitor International, the café chain market, led by Cafe Coffee Day and Tata Starbucks, is also one of the fastest growing categories in the consumer food service industry, and is expected to touch Rs 4,540 crore by 2023 in value sales.

The Globe Newswire in its report "India Café Market By Segment (International and Domestic), By Service (In Dine and Take Way), By Product Offering (Coffee, Tea, Other Beverages, Snacks and Others), Competition, Forecast & Opportunities, 2024" states that the Indian coffee cafe market is expected to register growth at a CAGR of over 12% during 2019-2024.

One of the main reasons which can be attributed to the popularity of cafés is the fact that Millenials and Gen-Zs love coffee and cafes. There has been an increasing demand from young population with rising disposable income. Some of the other reasons for popularity of coffee houses are rapid urbanization, corporate culture and global lifestyle. Moreover, rising number of double income households, more global exposure, increasing innovation and media penetration is further fueling growth in the Indian café market.

International Café Brands

India's increasing demand for cafés has prompted several international brands to venture into India. In this connection it may be mentioned that when International chains set shop in a new city or country, it's with the firm intention of being the most popular coffee spot within miles. Thus when Starbucks Corporation partnered with the Tata Group in 2012 to launch the first Starbucks outlet in Mumbai, this was certainly the case. At that time competition was limited only to a handful of international brands like Costa Coffee, Lavazza and Gloria Jean's. Ten years have elapsed since then and things have

changed. Besides several popular Indian brands, many other International chains are determined to carve a notch for themselves in India. Costa Coffee announced an extension to its Indian franchise partnership with Devyani International Limited in November last year.

Early this year Canadian QSR chain Tim Hortons announced plans to open between 250 and 300 stores across India over the next five years. It has since then already launched two stores in New Delhi. In a press release the Canadian coffee chain said the Select Citywalk Mall (Saket) and DLF Cyberhub stores offered a locally inspired menu, including chole kulcha flatbread, chicken makhani ravioli pasta, and paneer tikka wraps, alongside its familiar coffee offer.

Navin Gurnaney, CEO, Tim Hortons India, has stated that further stores would follow in the state of Punjab "in the coming months", and that the launch reaffirmed the Canadian coffee chain's commitment to open "hundreds of stores" in India over the next ten years.

In June, the UK-based food-to-go and coffee chain, Pret A Manger announced a franchise agreement with Reliance Brands Limited to open up to 100 stores in the country within the next five years.

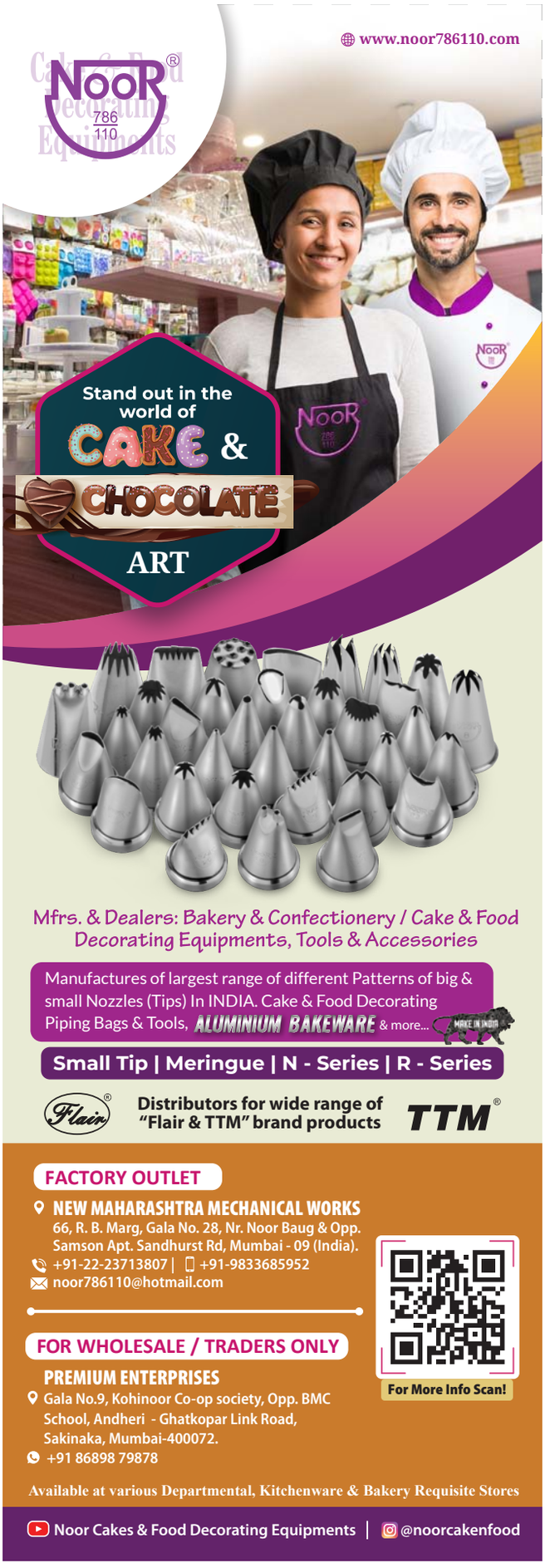
The Rationale behind the Growth

The rapid rise in the popularity can be attributed to several factors. One of them is that these cafés serve the need for luxury and comfort that the young generation desires.

The rising middle class, high levels of income and influence of western economies are other reasons for this trend. Conducive sitting spaces with wifi make it an alluring place.

Shaan Gidwani, Founder and Managing Director, Acapella Hospitality, states, "In the recent past, there has been a visible uptick in the demand for dining options. A demographic shift and a rise in disposable income in urban areas have benefited not just cafes, but the F&B industry in general. There has also been a significant amount of pent-up demand due to the pandemic, which has allowed cafes to rebound with force."

Freny Fernandes, Founder and Head Chef at Monèr Bistro and Dessert Bar disclosed, "Cafes have become quite popular not just in metro cities but also in tier-2 and tier-3 cities. A lot of people that work from home would rather work out of a cafe just for a change in surrounding as well as the ease of having food/coffee/WiFi. A lot of young adults and college students also want a space where they can sit with their



friends or partners for long hours and the cafe setting is perfect for that rather than a restaurant"

Sagar Neve, Partner at KMC in South Mumbai says, "One of the flagship products of a cafe is coffee, and as the demand for coffee or rather artisanal coffees is increasing the result is a demand for café. Cafes are also in demand simply due to their nature of operations. You don't feel obliged to sit down and order food at a café. Cafes are turning out to be more community spaces where you are meeting people. With the increase of work-from-distance culture the idea of sitting in a non-office space to carry out daily office work is increasing, and that also enables people to be in their home town and not necessarily be in an urban area for the same. Hence the demand for cafe modules is also increasing in Tier 1 and tier 2 cities."

Popularity Rationale

According to a TechSci Research report, the popularity of cafés is also growing due to the changing work patterns of business executives who visit these coffee houses as these outlets offer services like free Wi-Fi, entertainment zones, etc. So is the WiFi the reason for popularity of coffee houses and do people sit for a long duration at these places?

Freny disclosed, "People do prefer to work out of cafes or have meetings there. Having a WiFi system is a must for a cafe. Most cafes that have WiFi where people sit for long hours also have higher price points for their general items that people are willing to pay for since they're paying also for the convenience."

Sagar states, "We have heard, groups of people with similar interests visiting a café. There are a lot of employees from different organisations who come to work from these outlets. This is mainly to break the daily monotony of the work and work atmosphere."

Shaan declares, "We do get a lot of individuals who work out of our outlet, Loci and Toot, but the bulk of our daytime consumers spend less than 90 minutes at the outlet. We have a high turnaround and takeaway for our desserts, artisanal bread. Coffee is also a strong contributor to our revenue."

Prospective Visitors

One of the major reasons for the growth in café market is believed to be the increasing

Freny Fernandes

demand from young population. So what is the age group who are frequent visitors?

Freny declares, "At our outlet, Monèr Bistro and Dessert Bar, 18-30 is the general age group, that is our frequent customers."

Shaan says "At Loci and Toot and Cafe Panama, we cater to a wide spectrum of consumers that include young adults, families, students, friend groups, business professionals, etc. The bulk of our consumers are between the ages of 20 and 45."

Sagar states, "It is upto the individual on the age group he/she wants to target and the location of the café. For us, at KMC, we are looking out for a crowd with creative interest, so we get visitors of a really vast age group; but to bracket it, our frequent visitors are those aged 30 to 45."

Café Menu

Preparing the menu for a café is dicey. The more customers you serve the more diverse will be their preference. That is why it is crucial that the menu options are

Sagar Neve

made keeping the preference of the most frequent customers at the café.

Freny's advice is to list different kinds of coffees, croissants and other baked goods, sandwiches, and rolls. She adds, "The items listed on the menu should not be very pricey and they should be easy to eat."

Sagar believes that demand is shifting from a regular café food set-up to new comfort food. He avers, "People don't look for run-of-the-mill products but tend to find comfort in new experimentative dishes which solve the purpose of a quick meal."

Shaan states "Our outlet, Loci and Toot is an all-day cafe and bar that specializes in fresh Mediterranean and Italian Cuisine along with craft cocktails. Our handmade pasta, salads, Moroccan Flatbreads as well as artisanal bread and spreads are our top-selling items.

He adds, "At Cafe Panama, which is an upscale casual resto-bar, we specialize in a diversified selection of Latin American dishes. Some of our best-selling items include our Artisanal Coffee, Agave Based Cocktails, Cuban Sandwich, Tacos, Jerk Chicken and our Tres Leches!"

Starting a Café

As per a report of the National Restaurant Association of India (NRAI) the organised Indian Café market was worth more than $8 million, and this is expected to only grow further. Thus for an enterprising entrepreneur starting a coffee house is liable to be a prospective venture. But should he/she start a café on his/her own or is it advisable to be a franchisee of a well known café?

Shaan states, "This is an ongoing debate that won't lead you to one clear answer. Both paths have their perks as well as challenges. There's always scope to start a fresh, cool brand that captures market shares and provides a new experience, whereas operating an existing product with a strong brand recall saves a lot of effort into the brand-building process."

Sagar says, "If you have the knowledge and R&D perspective to have something unique in your café, it is advisable to build on the concept and open your own. The franchise comes with a lot of pros and cons, it helps in getting a captive audience, no R&D, and structural flow. But at times you are dependent on the franchise owner for a lot of day-to-day operations"

Freny is, however positive in her response. She avers, "As a chef who's

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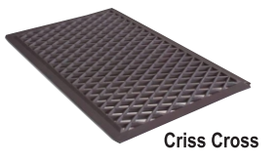
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opened her own place, Monèr Bistro and Bar, I would also push people to go for opening their own place rather than a franchisee because it has authenticity and that's what's lacking in the industry in India. I believe that any restaurant/cafe owned and run by chefs has a lot of soul and heart put into it and people really connect with that rather than a copycat model that has been standardized."

Essentials of Starting a Café

Coffee shop business is believed to be a lucrative business with high profit margins and an attractive proposition for an entrepreneur. But the enterprising entrepreneur has to indulge in certain groundwork if he/she has to succeed.

So what are the essentials for starting a coffee shop?

There are several points to be considered for opening a coffee shop. Some of the man points are location, business plan, marketing & promotion besides investment budget and requirements of authorities for opening the outlet and the cost of operation.

Location is an important aspect for starting the business. The success or failure of business would largely depend on this. One has to assure oneself of adequate footfall at the place. Thus a busy market or shopping area would be ideal. A place near educational institutes or a business area would be suitable. Accessibility is another necessity for the success of a coffee shop.

Budgeting is also extremely important. Understanding the economics of owning a coffee shop is a vital step in making your dream a reality. Most importantly, you need to take into account the initial, fixed, and variable costs as well as the ergonomics of the business.

Shaan Gidwani

Marketing and promotion are important for any business. It is more so, for a coffee shop. Marketing a coffee shop can include everything from digital advertising campaigns to direct mailers. Promotional activities could include not only sharing pictures of the coffee shop but also menu items.

For promotion of the café one can indulge in the following activities:

• Handing out flyers or leaflets in the street.

• Offering incentives to visit like a freebie or a discount

• Rewarding customers with a loyalty card

• Asking for honest feedback from your customers.

• Hosting and promoting special events

• Updating your menu with new choices

But the question of promoting business arises only if the authorities permit you to open the café for which you need licenses. Licenses and Registration is extremely essential for starting a café. The list of licenses which they have to be compliant with are:

1. Business registration: different registration has to be obtained for sole proprietorship, partnership, LLP

2. FSSAI license: This ensures that the food and beverages on offer are safe and hygienic

3. Health Trade license: It is issued by the respective municipal corporation or health department

4. Eating house license: is issued from the nearest police station

5. Insurance policies like fire policy, product liability, and public liability are also necessary.

6. Fire security certificate: an NOC is obtained from local fire department

7. GST registration is needed if the annual turnover exceeds Rs. 20 lakhs

8. Shop and Establishment license is needed if the café employs workers like waiters, cashiers, cooks, etc.

Cost of Opening an Outlet

But how much will setting up a coffee shop cost?

According to informed sources it could cost about Rs.30-50 lakhs, or more, depending on the location & size (Metros, Tier I, Tier 2 or Tier 3 cities).

The expenses would be on:

- Renting or Buying a Place
- Legal Registrations
- Interior Designing, Furnishing and Furniture
- Kitchen (Equipments and Ingredients)
- Service Wares (Crockery, Cutlery, Glassware, Linen etc.)
- Wages of the Employees

In the kitchen there would be the need for:

Hard-top Freezers
Display Systems
Blenders and Mixers
Automatic Coffee Makers
Ovens & Hot Cases
Toasters & Grillers
Dispensers
Other Cooking Devices

Besides the space for the café one also has to plan the menu. Since it's a café one could start with different kinds of cold and hot coffees/Teas Bubble teas. Bubble teas are still new in India but are a rage in Singapore, Malaysia and Hong Kong. Besides the drinks, the food items could include items like snacks, baked items like sandwiches, bagels, wraps etc.

Opening a coffee shop is a profitable proposition provided one plans it well and executes the plan ably and effectively. ■

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Aromatic Plants in Desserts

An herb is a plant that is appreciated for essence, aroma, or other intrinsic worth. Herbs are used in cooking, baking, as linctuses, and for pious functions. Gastronomic herbs are distinguished from vegetables in that, like spices, they are used in small amounts and provide flavour rather than substance to food.

Some culinary herbs are shrubs such as rosemary, or trees such as bay laurel. Nothing tastes more delectable than freshly baked bread flavoured with the herbs from your garden. Herbs can add a lot of value to plain bread made with flour and yeast. It not adds that aroma in baking but it also adds to the mildness of the bread making it more scrumptious and pungent in taste.

When working with herbs in desserts one needs to match the potency of the herb to the might of the associated items. Being a chef one always feel that herbs in desserts add not only beauty as garnish but also they change the dynamics of the dessert and the after taste. From records if one checks, spices were used in Egyptian times as the archaeologists discovered spices in Egyptian tombs. In addition, there never has been scarcity of spices in middle-eastern desserts recipes thus there is no reason to think that these preparations are new or as we would like to say part of the fusion cuisine.

On the other hand, so far there has been diminutive use of herbs in dessert, we all discern the nuptials made in paradise which is that of chocolate and mint but rarely else is recorded. This is why the contemporary style of adding herbs to desserts makes for rather stirring recipes. To name a few herbs: Mint, Basil, Caraway, Chives, Dill, Fennel, Rosemary, Sage, Thyme, Oregano and Lavender.

Italians have been using the sinful trio of basil, garlic and oregano for ages. Every Cuisine uses the herbs in either fresh or dry form or the other in bread making. Let's discuss some herbs not so commonly used at homes.

Lavender

The striking mauve colour flowers or say pale tint of violet. They have one of the most remarkable, pleasing; relaxing fragrance. It is one of the favourite ingredients of chefs to use in desserts or food. Making food is therapeutic for modern chefs and adding lavender is like self aromatherapy. It gives modishness to dish that is prepared. When using lavender or any herb, one needs to heed not to go over the top with it as too larger amount as it would engulf the experience, which is common rule when using several herbs in desserts.

One can make scones with lavender and use lavender syrups to soak cakes. For French in chocolate, French lavender is the icing on the cake. So thus both become a killer combination! Have candied the flowers or buds as they say and used it as decoration on cakes. You will love that rustic look and showcasing the ingredient you use as decoration thus keeping it simple and elegant.

Any dessert that calls for cream you can steep the cream with lavender and get a new fusion dessert! Ice creams can be another form to use the herb. It will not be long before cup cakes pick up the trend in India.

Rosemary

It has an astringent, sharp taste, which harmonizes with a wide assortment of foods. It makes a lovely addition to cakes both in batter and as garnish. As it combines well with fruits like pear, apple, lemon, you will find it in cakes especially in cakes which contain lemon peels.

Basil

The dazzling winner of this new trend which unites desserts and herbs is irrefutably basil. It's become a key player in the sweet game of luscious desserts. One can add it in Crème Brule, oat crumbles, and all manners of fruit puddings. It can be an astonishing partner with nearly every fruit from grapes to strawberries thus making it a most cherished one. And it is a frontrunner with chocolate. Chefs love the mishmash of chocolate and basil brownie.

Fresh basil is paramount; its infusions are made with the leaves to use in gelées and syrups which is why it is used so frequently not only in desserts but also in salad dressings.

Basil King of all Herbs!

Basil, 'Ocimum Basilicum', a tropical plant with highly fragrant leaves, has its origin in our country. It is one of the most popular herb worldwide and belongs to peppermint family. It has more than 60 varieties with differing tastes and aroma. It is used as a major herb in various types of food and home medicines.

Basil also known as French Basil or Sweet Basil or Tulsi is an erect glabrous herb, 30-90 cm high is indigenous to India. The leaves of basil have numerous oil glands with aromatic volatile oil. The herb bears cluster of small white lipped flowers in racemes. The freshly picked bright green leaves turn brownish green when dried and become brittle and curled. The major types are American Basil, French Basil.

Egyptian Basil and Indian Basil

The familiar sweet basil with leafy green leaves is most common. Depending upon the type, basil can have a thyme/clove/anise/mint-like flavour with hints of cinnamon. While we Indians consider Basil as a 'sacred' herb, Basil means "king" in Greek and it is considered the king of herbs in that country.

Nutritional Benefits

Basil is an exceedingly useful plant with its numerous nutritional components like: Iron, Calcium, Vitamin A, Dietary fibre, Manganese, Vitamin C and Potassium

Health Benefits

Basil is endowed with extraordinary qualities that make it very useful from health and nutrition point of view.

Some of the major health benefits of basil are:

DNA protection and Anti Bacterial Properties: Basil contains an active constituent called flavonoids that provide cellular protection. It also protects against various types of unwanted bacterial growth. The volatile oils of basil containing estragole, linalool, myrcene and limonene play an active role in restricting growth of various types of bacteria.

Anti Inflammatory Effects: Extensive studies have shown that volatile oils in basil have the potential to block the activity of an enzyme popularly called COX that is cause of inflammation in humans. This enzyme inhibiting effect of basil can provide healing effect for people with health problems like rheumatoid arthritis or inflammatory bowel condition.

Cardiovascular Health: Basil is a very good source of beta carotene which can easily convert itself into vitamin A. It protects cells that are lining numerous body structures including the blood vessels from free radical damage, and it also prevents the free radicals from oxidizing cholesterol in blood. Thus it plays a crucial part in minimizing chances of cardiovascular arrest or heart attack. Basil is also rich in magnesium that helps cardiovascular health by strengthening muscles and helping blood vessels to relax

In addition to these benefits basil has also proved to be very good source of iron, calcium, potassium and vitamin C.

Mood Food

Basil contains potassium and iron. It is used in aromatherapy to uplift and harmonize the spirit, and basil tea is taken to relieve nausea of chemotherapy and radiation (steep a tablespoon of fresh basil in a cup of boiling water, strain and swirl in some honey and lemon).

Royal Herb in Kitchens Worldwide!

Basil's reputation in the kitchen as a fresh herb additive to soups, salads and sauces are unequalled. The French call it the Royal Herb, and use it in many of their most famous dishes.

The Italians use it also in pasta sauces, and other sauces, but basil found its greatest cooking glory in the Pesto Sauce of Genova.

Did You Know??

The ancient Greeks and Romans thought basil would only grow if you screamed wild curses and shouted intelligibly while sowing the seeds. They also believed if you left a basil leaf under a pot, it would turn into a scorpion.

Many believed that even smelling the leaves would cause scorpions to grow in the brain! Salome hid John the Baptist's head in a pot of basil to cover up the odour of it's decomposition.

Recipe

Lavender Panna Cotta

Ingredients:

1 ½ cups fresh cream
4 tablespoon sugar
½ teaspoon lavender flowers
25 grams gelatine
1 cup milk

Process:

Mix cream, sugar and lavender in a small pan and bring to the boil. Let the lavender steep for about an hour.

Meanwhile you bloom the gelatine the way that is recommended on the packaging (if you have the leaves soak them in cold water, if you have the powder mix it with the right amount of water).

Warm up the cream again to temper the gelatine. Mix everything properly.

Pour the mixture through a sieve in order to take out the lavender before adding the milk and any lumps. Stir well.

Pour into the cups, glasses or ramekins you are using and put these in the fridge for about 4 hours before serving.

Decorate with lavender flowers.

Rosemary Lemon Cake

Ingredients:

4 large egg whites
1 cup sugar,
2.5 tablespoons butter, softened
1/3 cup all-purpose flour
1.5 teaspoon grated lemon rind
1/3 cup fresh lemon juice
1.5 teaspoon minced fresh rosemary
Pinch of salt
4 large egg yolks
2 cups milk

Process:

Preheat oven to 360°.

Whip egg whites at medium-high speed of a mixer until foamy and frothy.

Little by little add ½ cup sugar, whipping until stiff peaks form. Set side the meringue

Cream ½ cup sugar and butter at medium speed of a mixer until smooth creamy texture. (Approximately 5 minutes). Add in flour, rind, juice, rosemary, and salt, and cream well.

Add egg yolks and milk, and cream together. Set Aside

Gently fold in egg white mixture. Put in a container coated with cooking spray.

Put the container in a baking tray add hot water to tray approximately 1 inch depth. Bake cakes at 350° for 40 minutes or until set.

Remove cake from pan, and dust with powdered sugar.

Mango-Basil Granita

Ingredients:

2 ½ Water
¼ cups sugar
3 mangoes finely diced
1 apple (green), skin on, diced fine
60 basil leaves
½ cup fresh pineapple/mango juice
¾ to 1 cup lemon juice

Process:

In a medium saucepan, bring water and the sugar to a boil.

Add the mangoes and apple, and simmer for 2 minutes.

Add half the basil leaves. Cover, remove from heat, and allow steeping for 15 minutes.

Place the mixture in a blender and puree.

Add the remaining basil leaves and blend until smooth.

Strain through a fine sieve into a stainless-steel bowl set over a bowl of ice water.

When it's cold, stir in the pineapple/mango and lemon juices.

Empty mixture into plastic pan, cover up and put in freezer. Check after about 1 ½ - 2 hours. When concoction is beginning to freeze up, stir with fork so it doesn't freeze rock-solid. Stir at regular intervals until mixture freezes into consistency of sorbet.

Garnish with mango pieces and fresh basil leaves.

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Just Doughnuts

Like everything else in this continually changing world, the Indian bakery industry is also changing. Thankfully, many of these changes are in the right direction. One of the welcome new-age features of this expanding and evolving Indian bakery industry is the growing popularity of doughnuts, which are often called donuts.

The popularity of doughnuts has increased its presence in India's bakery shops, and also its varieties. Now you can have your doughnuts in a variety of flavours, ranging from coconut to chocolate to even mango. This refreshment has become so popular that to cater to the growing demand, special outlets are emerging, which are offering doughnuts and coffee. Even international doughnut chains has successfully launched innovative range of doughnuts in the emerging Indian market.

Doughnut can be described as a simple and sweet piece of deep-fried dough. Though they mostly come in sweet tastes, doughnuts can occasionally be savoury too. The south Indian vada is an example of a savoury doughnut. They can be shaped as rings, and also as flattened spheres, often containing fillings. Doughnuts can also be shaped as balls, and ears. Though they could be prepared at homes, they are most often seen adorning the shelves of bakeries. The ring-shaped doughnuts have a hole in the centre, which adds to the beauty and also the enigma behind this popular snack.

You would never have thought that a humble piece of fried dough could have so much popularity, and consequently, business potential. But walk into any reputed bakery in Delhi, Mumbai or other metros and one of the snacks on offer would likely to be doughnuts. In fact, this round piece of dough with a hole in the middle has become so popular that many doughnut joints have opened up in different parts of our country, amply showcasing its national popularity. The possibility of doughnut restaurants is also not that far away.

Doughnut restaurants? You have every reason to sound amazed. How many doughnuts can a person eat at one go? Two? Three? Well meet Dale Boone, originally from Atlanta, U.S., who earned himself his 24th world record by wolfing down 44 doughnuts in 12 minutes, leaving his rivals gasping at India's first 'World donut eating championship', held in Bangalore.

The History Behind the Hole

Many believe the doughnuts were introduced by the Dutch settlers in North America. These early versions of doughnuts were usually prepared with apples, prunes or raisins in the middle. Then doughnut was referred to as olykoek. It is a Dutch word literally meaning 'oil cake', or a 'sweetened cake fried in fat.' But those early doughnuts or olykoeks were hardly without their share of problems. When the olykoeks were pulled from the frying kettle, the centers were rarely fully cooked. By inserting a filling that needed only to be warmed, a temporary solution was attained. But the question of how was the doughnut ever to be cooked evenly in the center refused to get settled.

An American named Hansen Gregory is often credited with the invention of the ring-shaped version of this wonderful snack. He made this invention in 1847, when he was only sixteen years old. Gregory seemed frustrated with the greasiness of doughnuts twisted into various shapes and with the raw center of regular doughnuts. It is believed that he punched a hole in the center of dough with the ship's tin pepper box, and not content with that, later also taught the technique to his mother. The doughnut with a hole was born, which was later to find an enduring place in the bakery industry across the globe.

By the time the world was engrossed with World War I, the doughnut had already become an American favourite. By the 1920s, there was mass production of doughnuts in the USA, and it was during those years that doughnuts' value at the breakfast table started gaining appreciation and popularity in the US society. To cater to the growing demand for doughnuts, a Russian expatriate named Adolph Levitt created the first doughnut machine.

During the 1940s and 50s, the doughnut reached its height of popularity in the US, which paved the birth and growth of

doughnut chains such as Krispy Kreme Doughnuts and Dunkin' Donuts. Doughnuts firmly established themselves as breakfast items, and their presence in coffee shops and bakeries began proliferating. However, the popularity of doughnuts suffered a setback in the 1970s and 80s, and doughnuts were even labelled with the 'unhealthy' tag, though the bagel with cream cheese's calorie composition was and is often more than that of the doughnuts.

Madness and Success

But it is hard to keep a good product or concept down for ever. After almost two decades, following the wearing off and eventual demise of the confused era, doughnuts made a comeback in the 1990s, and since then this snack's popularity has soared and spread across the globe, with no signs of waning. Doughnut began its journey as an US dessert and snack item, but today it is popular across the globe. More and more Indian consumers are also getting fascinated by doughnuts.

The increasing popularity of this delicacy in India has prompted many entrepreneurs to venture into exploring the business possibilities of doughnuts. Lokesh Bharwani, an intrepid entrepreneur, found a gap in the Indian food industry and decided to fill it with a hole. His mission is to convert the unenlightened multitude to get attracted to doughnuts. He is spreading his passion through 'Mad Over Donuts', which he claims is India's first doughnut chain. Says Bharwani: "We aim to change the notion of doughnuts as a dessert item. We want to project it as something that could be had in combination, over breakfast or with an evening cup of coffee."

The increasing popularity of doughnuts in India is reflected in the success of an unconventional venture like 'Mad Over Donuts.' Lokesh Bharwani decided to tap the emerging market of doughnuts by starting a doughnut chain named 'Mad Over Donuts'. Bharwani believes that doughnuts appeal to everyone and caters to all demographics; whether one is a kid or a grand mom, or residing in the age group of somewhere in between..

The doughnuts at Mad Over Donuts are freshly made every day. That covers practically everything, from the dough to the toppings. To go one step further, Mad Over Donuts even has a strict policy which ensures that its freshly made doughnuts are put on the shelf for up to six hours only. Using of the quality ingredients and monitoring the production process along every step has probably ensured the success of this doughnut chain.

Furthermore, the international chain Donut Master also made an entry in India with its innovative doughnuts. Dunkin' Donuts also made its presence felt in a reasonable way. Founded in 1950, Dunkin' is one of the world's leading franchisors of Quick Service Restaurants (QSRs). With around 13,500 stores across 42 countries, Dunkin' has been winning the hearts of customers with its delectable range of freshly brewed coffee and espresso, donuts, baked goods and more. The company launched its first branch in India in April 2012, and has been people's favourite since then, serving as a great hangout spot for family and friends.

Vernon Rudolph bought a secret yeast-raised doughnut recipe in 1937 from a New Orleans French chef, rented a building in what is now historic Old Salem in Winston-Salem, NC, and began selling Krispy Kreme doughnuts to local grocery stores. Krispy Kreme opened its first outlet in India in 2013 in Bangalore and its first state-of-the-art factory outlet in Chennai at Express Avenue in 2014.

Going Nuts

Doughnuts– creamy or jelly filled–are something that you must have been seeing and enjoying for years. It was something that you usually had as an evening snack – but not very often. But now the times have changed. This ringed delicacy is now available in a variety of flavours, ranging from chocolate to coconut and even mango. The demand for this circular repast has increased to a great extent. Indeed, doughnut is today a rage with the generation next.

Why India? Other western concepts, such as branded pizzas, burgers and sandwiches entered India, but doughnuts didn't. Brands like Pizza Hut, McDonalds and Subway, which have become household names today met with resistance initially. There was a risk, but Bharwani's market assessment found a looming space to carve a niche for a brand of international quality doughnuts. The secret to MOD's fluffy doughnuts is yeast. Clarifies Bharwani says, "At the end of the day, anybody can make a doughnut. Within the first four months of research we had a very good doughnut, but when we developed MOD we wanted its doughnuts to be able to compete with the best doughnuts in the world." However, there is a lot of fuss about the doughnuts at MOD, and what goes on top, or inside. They have a bank of 50-60 flavours, but at any given point, only 25 are available at each outlet. Bhirwani has obviously taken care of the Indian tastes in mind. Toppings using caramel and pistachio and cheese with chaat masala are popular options at his doughnut chain.

According to him, every member involved in the Mad Over Donuts assembly line

production process is a crucial part of a grand performance. The audience can watch the culinary symphony through the glass windows; from the kneading of the dough to the flattening, the hole being punched off, the baking and the grand finale when the doughnuts slide through and customers make their delicious acquaintance...the process itself tastes great!

Further this gives the consumers an educational and sensorial experience. Bharwani elaborates, "The vertically integrated, automatic system is designed to create high quality, consistent doughnuts in an efficient manner. Majority of the ingredients used in the recipe are imported, especially our top-secret doughnut mix, which is imported from Singapore."

Connoisseurs of desserts are of the opinion that there are two types of people on this planet. One, who love doughnuts (donuts, as some like to call them) and the rest who just don't. And why should you prefer doughnuts over other easily available foods?

Doughnuts are much light and soft as compared to other food items in their category. They are presented with several kinds of coloured and flavoured sprinklers. If it isn't doughnuts, it isn't breakfast for some.

Most bakeries offer doughnuts which are very simple and basic. They have just two varieties; sugar coated and white cream doughnuts, the former being more popular. The students especially like the soft, crunchy, sweet combination. With kids and adults alike, doughnuts are equally popular. Usually, the shelves are empty before evening. Clothes may or may not make a man, but toppings surely make a doughnut. The doughnuts soaked in strawberry jelly and cinnamon-sugar or dunked in chocolate and blueberry, many bakeries are offering fresh product with innovative recipe across India

The international brands are based around a great quality product, prepared fresh in gourmet style with lots of care, so as to bring out the best flavours. The doughnuts on offer are: yeast honey dip, yeast sugar raised, yeast maple, cake honey dip, cake snow ice, choc honey dip, double twist, strawberry filled, chocolate filled, orange filled, pine apple filled, blueberry filled, Baverian filled, double choc, choc peanut, choc coconut, choc almond, choc marble, cake butter nut, cake peanut, cake almond, cake toasted coconut, choc glazed, cake snow ice, maple choc ring, coffee ring, choc twist, bow tie nuts, apple ring, lemon ring, and choc ice ring.

Doughnuts have come down to us through the ages. We had an occasional bite of this delicacy. Our children not only relish them, but have developed a fancy for them. So much so that it has set a trend for doughnut and coffee shops. Yes, there is every possibility that doughnuts will outlive us and future archaeologists may one day find the fossilised remains of our own doughnuts and possibly judge us and our tastes by the same. So a word for the wise: Healthy doughnuts are the knead of the hour! ■

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Mixing Intelligence with Dough

The liberating forces of machines have always been celebrated, and could never be overstated. For a business enterprise, machines with advanced technology perform two principal functions of saving labour costs and time consumption. Besides, they also help workers or employees in reducing their physical labour, and in many cases, help them perform their duties with dignity. However, the energy consumption of the machines is a major pain that entrepreneurs bear with a very heavy heart. Saving energy is not simply a matter of saving cost but also an ethical responsibility. This omnipresent problem also plagues the bakery industry. However, dough mixers with advanced technology could help save energy to a great extent by kneading large quantities of dough in a very short span of time.

The compulsion of competition and the premium on saving time has almost made it mandatory for the dough that produces delicious cookies, rolls or many of the bakery products, to travel through the torturous path of a mixer. Today a dough mixer can be of as much help to a housewife as it is for an industrial bakery.

They come in different sizes, with various capacities, to meet the diverse needs of the industry. Therefore, before purchasing a dough mixer one needs to understand the primary function that the dough mixer is supposed to perform and the quantity of dough that it is supposed to mix. While the tilting barrel dough mixers can facilitate a pizza or bakery business owner to handle a large volume of dough within a short period of time, some horizontal mixers come with the capacity of handling 3000 lbs of dough

very smoothly. Some modern dough mixers are also very versatile in character, enabling one to grind a lot of other things with the attachments that come along. A multi-tasking dough mixer is ideal for small enterprises and home. They help in making the life of the worker much easy, by saving his labour and time.

The New Age of Dough Mixing

The most advanced kinds of dough mixers are adept at managing energy, and are intelligent enough to remind the workers about any missing ingredient in the dough and making some required self-diagnosis. The simple design of the dough mixers (both modern and otherwise), makes it easy for the operators to use the appliance. One can easily control the speed of the dough mixer as per the requirement. The kneading bar of the stainless steel bowls helps the machines to improve efficiency. The control panel of the dough mixers is meant to make the job of the operators easy by keeping temperature and the cooling system under control.

The improved industrial dough mixers of today not only flaunt sleek designs but can also ensure dough consistency in each batch. Dough consistency is very important in industrial kneading to reduce wastage and maintain uniform quality of the products. The screens of some of the mixers display graphical interface to enable the operator to monitor the progress of the kneading. As energy consumption varies according to the ingredient mix, the operator can easily trace any distortion in the dough mix.

Modern dough mixers also display the information derived from the sensor and the monitoring system in the common screen, making the operating process even easier. Rather than juggling their eyes on two separate screens, now the operators can concentrate on one screen and take the necessary action swiftly, whenever required. Some horizontal mixers even allow the operators to physically check the quality of the mixing by peering inside the machine. The improved automation also reduces the maintenance cost as it induces the operator to follow the appropriate procedure. Nowadays, the automated dough mixers also have the ability to warn about over heating or about a crack in the shaft.

And in case of some inconsistency in the dough, the improved sensing equipment of the appliance can find out the probable reasons behind the inconsistency, whether it is change in the temperature of the water, variation in the mixing parameters or a change in the setting, and send message to the operator about the same for undertaking the required mending.

However, modern dough mixers are not without their problems. An area of concern for the modern dough-mixing operator is to maintain proper sanitation standards by preventing the collection of flour and water.

According to International Hazards Datasheets on Occupation, published by ILO/CIS, long-term exposure to flour may cause allergies of the respiratory systems and the skin of the dough-mixing operator. As the working hours for the dough mixing operators are often irregular and the environment uncomfortable for long hours of work, they may suffer from fatigue, over exertion and other harmful affects. Even modern dough mixers cannot address these human interest issues fully; which can only be countered through proper awareness and preventive measures.

Safety Concerns for the Bakery Industry

It should be borne in mind that the intelligent machines can work for long only when they are blessed with human care. It is therefore very essential for the operators to learn the appropriate

procedures of running the sophisticated dough mixers, and follow the instructions for their maintenance. The training of the dough mixing operators and other workers in the bakery is also important for their own safety. There are lots of statistics to support that careless handling of the rotating machinery and sharp tools may also result in burns or cuts on the operators. Thus training of the operators is of prime importance.

According to International Hazards Datasheets on Occupation, in order to prevent such possible health hazards, the workers need to wear metal-mesh gloves while working with sharp tools. To avoid dust or aerosols inhalation, it is advisable to wear a respirator.

A well-maintained workplace, free of pests and equipped with exhaust ventilation and air-conditioning, contribute immensely towards maintaining the health and hygiene of the workers. Bakeries should strive to develop such an environment. Moreover, the workers in the bakery industry also need to maintain their own personal hygiene. ■

Packaging Bakery Products

Packaging is a priority for all processed foods. Attractive packaging helps the food to move off the shelves. But in the case of bakery products the packaging has to take several factors into consideration. The bakery products could get rancid or soft due to water vapour, and thus the packaging has to ensure that the water vapour neither enters the packaged products nor does it escape from it. There are several forms of packaging material used for biscuits and breads, based on various factors.

Bakery industry in India is the largest of the food industries. However, only 30 per cent of its production is in the organised sector. The annual production of bakery products includes breads, biscuits, pastries, cakes, buns, rusks, etc. Bakery products have been an important part of balanced diet for thousands of years. They are an important source of nutrients viz. energy, protein, iron, calcium and several vitamins. They contain high nutritive value and are manufactured from wheat-flour, sugar, baking powder, condensed milk, ghee (fat), salt, jelly, dry fruits, various essences and flavouring, etc.

Different types of bakery products can be classified as dry and moist. Dry products comprise of biscuits (soft, hard, cookies, crackers and cream wafer biscuits), while moist bakery products consist of breads (all types), buns (including dinner rolls and pizza bread), and miscellaneous (like cakes, pastries, doughnuts, muffins, etc.). Bakery products can be prepared from micro scale to the extremely large scale.

This wide range of products varies greatly in terms of their proximate composition, Aw, pH texture and other sensory attributes. The keeping quality or the stability of any food product depends on the above factors and a large variation can cause changes in the modes of deterioration due to various spoilage mechanisms involved. Shelf life of a product terminates once any one of these deterioration modes crosses the critical limit.

Of course, we know that in general the packaging of a product must appeal to the potential customers, must enable the product to stand out against other competing products, and also serve as an effective advertising tool. The packaging must also give detailed information about the product such as composition of the product, nutritional value, price information, etc. But besides these general parameters, the successful packaging of bakery products must incorporate other characteristics.

Selection of the packaging material to design functional and economical packages for bakery products requires proper understanding of their deteriorative characteristics. These include microbial spoilage, staling, moisture gain/loss, rancidity and fat bloom.

Packaging requirements of bakery products depend on the Aw of the product. In general, a package intended for any type of bakery product should possess certain properties like optimum water vapour transmission rate (WVTR) to maintain crispness and texture of the products; good oxygen barrier property to minimise oxidative rancidity and good grease resistance to avoid seepage of oils and fats; good aroma impermeability to prevent loss of natural and added flavours; requisite physical and mechanical strength characteristics to ensure physical protection of the product; good machinability to run well on the type of machines used and provide seal strength and folding endurance.

Wrapping the Biscuits

Take the case of biscuits, for instance. Biscuits have a low moisture content, high fat level and are fragile in nature. Hence, they have to be protected from these three aspects. Since the biscuits consist of wheat flour, fat and shortening, sugar, salt and flavouring agents,

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

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Some slice pizza

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they are predominantly sensitive to water vapour interchanges (moisture) and oxygen reactions. They generally have an initial moisture content of 2-3 percent, equilibrating to 10-15 percent RH. The critical moisture level from the point of loss of crispness varies between 4 to 6 per cent.

The shelf-life of biscuits depends upon:

- Inherent characteristics of the product
- Barrier and other functional properties of the packaging material
- Packaging operations adopted
- Distribution and storage patterns followed
- Economic considerations

Since these are moisture sensitive products, water vapour transmission rate of the packaging material used is of importance as it is closely associated with drying, physical structure and protective action against oxidation. These products not only become brittle and hard but also develop oxidative rancidity at very low moisture contents. IS 1011-1992 specifies the maximum limits for moisture, acidity and acid insoluble ash for biscuits.

The biscuit pack must give mechanical protection to the product. This can be achieved either by packing the biscuits in end-fold style portion packs or by gas flushing the pillow packs, thus preventing breakage during transport and retail handling. Ready to sell individually wrapped packs eliminate the hygiene factor risks, since the biscuits do not come in contact with the external environment. The appropriate films and correct sealing prevent any infestation by insects. The result is a product, which is fresh and tasty throughout its shelf-life. Furthermore, the pack must be perfectly heat-sealed in wrapping materials with the required barrier properties against light, humidity and external odours.

Today most of the biscuits are packed in flexible laminates of composite structures, where every component fulfills a specific function. These laminates have desirable properties such as moisture barrier, gas barrier, heat sealability, printability characteristics, high production and overall economy.

Breads and Cakes Packing

Breads and cakes form another category of baking products with comparatively less shelf-life. These products have high moisture content (>12%), supple texture and high water activity between 0.6 to 0.85, with low resistance and tendency to crumble and go stale.

As far as breads are concerned, they contain hydrated starch, which are prone to staling, thus limiting their shelf-life. It has low fat content and hence it does not need protection against oxygen. Bread is also susceptible to loss of aroma/flavour, so the packaging material used must prevent pick up of undesirable off-flavours.

The maximum shelf-life for bread is about 72 hrs in a tropical country like India. Bread can be classified into two forms; one is normal bread and the other sliced bread. Normal bread is usually sold loose, but the sliced bread has been packed in different form of packages through the years.

The history of sliced bread in India goes back to the 1960s when Britannia set up its own semi-automatic bread plant in Mumbai city to initiate a huge sliced bread industry in the country. Initially, sliced bread was being supplied by Britannia and Modern. Following in their footsteps, a number of organised players entered the organised sliced bread industry in the country.

Being perishable in nature, packaging and logistics arrangement are the two most important factors in the bread business. Packaging of the bread has evolved greatly over the years; from being packed in normal papers it is today available in a variety of aesthetic packages.

When the sliced bread industry came into existence, it was available in normal paper packages and wax-coated paper packages. Wax-coated paper packages were preferred in the market for it had the capacity to absorb extra oil, which maintained the overall packaging outlook of the bread. The wax-coated paper package also enabled to maintain the moisture in the bread, which can translate into better shelf life for the product as compared to normal paper packages.

Though it has several advantages, the wax-coated paper package has its negative characteristics too. It tends to open up in more humid conditions, and because of this it results in the packages getting infected by ants and insects through its unsealed portions.

The search for lower cost in wrapping materials led to the use of polyethylene film and nearly 80 per cent of all breads are now packed in plastic films. Also, auto-bagging machines require high slip PE resin i.e. pouches with good openability. LLDPE/ LDPE bags of 1 to 1.5 mm thickness secured by plastic clip or twisted wire ties are normally used nowadays.

Cakes, on the other hand are normally packed in cardboard boxes in India. In some countries, there is use of plastic containers. Now companies have introduced a new line of cake packaging that fully meets the needs of the discerning consumers. The Fresh Cakes & Pastries series guarantees optimal presentation of cakes and combines this with ease of use and preservation of freshness. The series uses the opening system where the lid and the base are easy to separate. The tamper-evident principle used ensures that the packing reaches the consumer unopened. The lid can only be opened when the seal is broken.

A striking texture has been chosen to draw attention to the cake and increase its visibility. In addition, a lot of attention has been paid to ergonomics – the packing is easy to place on and remove from shelving and refrigeration. The range was designed, taking into account all the needs of the fresh cake market.

The packaging material for the bakery products has to be light, attractive and take into consideration all the properties of the packaged products. So the next time you rip open your packet of biscuits, think about all the planning that has gone into selecting the packaging material for it. ■

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Baking Solution

NOOR' is a reputed brand for wholesale & retail cake and food decorating equipment, catering to the bakery industry in India & abroad. They have a varied selection of bakeware, moulds, paper goods for the commercial bakers, chefs, home bakers & hobby bakers. With over 50 years' experience in industrial units they have moved to retailing units too. They offer the very best prices for traders & retail section. Noor is the authorized dealer for Food Grade Mild Steel (aluminum coated steel ideal for baking). This ensures that the baking equipments are durable & rust resistant.

Icing Nozzles – They are the pioneers in the production of Icing nozzles .They have mastered and crafted nearly 75 different patterns and designs of Icing and Meringue nozzles (tips) to decorate your cakes, pastries and food. Each nozzle is manufactured with utmost precision and personal touch that even the most intricate designs can be crafted easily and smoothly. The distinct patterns of nozzles take care of individual needs of professionals & hobbyists.

Icing Bags - Their premium bags for cake and food decoration are made of finest polyester coated fabric which is not only light weight, soft and flexible, but is extra strong, durable and washable too preferably. They also make icing bags in cotton coated and polyester coated fabrics besides dealing in disposable bags.

Baking Pans & Trays -- Noor has pans made of good grade aluminum & also cake moulds made with food grade mild steel .This means these pans would not rust for over many years. They have a wide range of cookie sheets, round and square cake pans, loaf pans, pie pans and spring form pans. To help prevent your creations from sticking to their baking pans, they also have a selection of silicone baking mats.

Palette knives & spatulas are a cake decorator's best friend. Noor has a range of spatulas from regular to premium range.

Airbrush- Airbrushing opens up one's mind to a new world of shades and colors in pastry decorations. Noor has just that for you.- a Color Spray Gun with Portable Compressor.

Cutters, Tools & Accessories- High quality cutters, moulds, and other tools which really give your baked products a professional finish. Doughnut cutters, croissant, puff, shrews bury. A wide range of rolling pins ,measuring spoons, whisks cake divider & slicer, vegetable & fruit carving set, baking gloves, chocolate wrappers, structural sheets, cake ornaments, cake pillars & more.

Sugarcraft Equipment / Tools - Fondant smoothners, rolling pins, flower cutters, textured rolling pins flower cutters, modeling tools & more are also available.

Noor also strives to update this section based on the demand from clients.

New Maharashtra Mechanical Works
noor786110@hotmail.com

Brushing Bakery Products

It´s a well known fact that brushing your bakery products with egg before baking offers them an appealing shine. The problem though with eggs are many: it´s an allergen, carries microbiological risks and it's a dairy product which is forbidden in many cultures during different times of the year.

The good news is that there is a new product developed in Europe that promises to address all these issues: Golden Glow – a vegetable alternative to egg-wash. Golden Glow is 100% vegan, it is UHT processed, has a 9 month shelf life and it is ready to use.

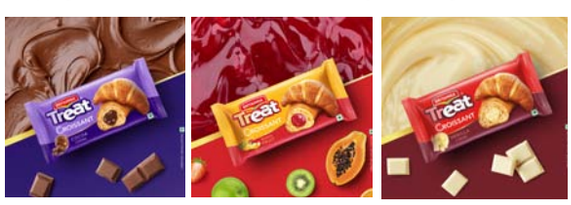
It comes in a 1 liter Tetra Pak packaging and all you need to do is open the packaging and you can apply the product on your bakery dough with a brush or with a spray system. Anyone who uses Golden Glow avoids all the microbiologic risks of egg and reduces the number of allergens in their products. It has a neutral taste so it can be used on both sweet and savory doughs.

The company that produces Golden Glow, Eurocas, is actively looking for regional or national distribution partners in India and neighboring countries. Hopefully, Golden Glow will soon be widely available anywhere in India.

Eurocas S.R.L
export@eurocas-international.com

Croissant & Biscafe

Britannia Treat Croissant: The new Britannia Treat Croissant has the apt mix of taste & convenience for the consumers. Staying true to its promise of delivering 'Exciting Goodness',



Britannia has made Croissant – a popular European snack accessible to the Indian consumer and is available in 3 flavours - cocoa, vanilla & mixed fruit starting at Rs 20.

BisCafe: Infused with the flavour of rich coffee, this super thin, light & crunchy biscuit offers coffee lovers the perfect companion to their cuppa and is created by Britannia to be the new OG cracker for the current generation. Starting at Rs 10, the all-new BisCafe packs are available across metro markets across all the standard price points in various pack sizes.

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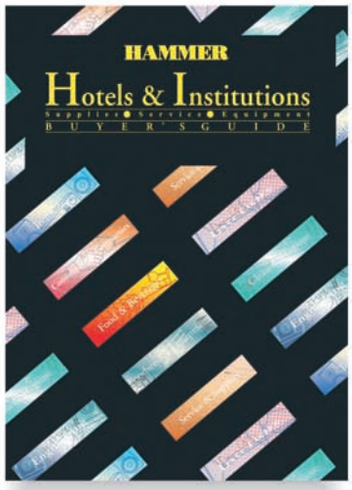

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Shape of Your Cake

As a consumer different shapes of cakes attract diverse individuals. While some individuals are happy to play around with flavours and icing, they remain faithful to the regular shape of round or square cakes. Shape of the cake still draws attention and if it was a mundane pineapple cake, some would rather take a slice from a guitar shape cake, or indeed the one shaped like a teddy bear, as compared to a plain round or square!

While for very young kids who do not have preferences to dictate, it is often the number of years – 1, 2, 3, even 4, 5, and 6, that make a good impact. After that they want to dictate their preferences as they notice what their peers and friends have for their birthdays. Number cakes also work well for anniversaries and other specific occasions.

After the number shape cakes come the shapes often dictated by the theme of the party and could be a guitar, a car, an aeroplane, a motorcycle, even a whole house. There is often a clear gender divide as well with girls getting all pink and Barbie doll shapes while boys could get the corresponding Ken or plain cowboy shape cake. At that age, the taste matters far less than the shape.

While most neighbourhood bakeries would use readymade tin shapes, up market fancier outlets often cut out the shape from a plain cake and then decorate it as per specific requests. A pink marzipan icing is often used for cakes for girls whereas a blue and brown decoration for guys is often the choice.

Wedding Cake Shapes

These are often customized by creative cake toppers and remain in round or square shapes, with varying number of tiers. Any cake could be used as a wedding cake and often using two or more shapes can create a beautiful and unique cake, especially if it is more than two tiers.

Another shape gaining popularity for wedding cakes is the column cake, which is basically a number of cakes of the same size stacked on top of one another and then

decorated. They can then be decorated with beads, wire scrolls, flowers, or anything else that takes the couple's fancy.

A simple elegant cake works for most weddings but it might well be the traditional three tiers of iced fruitcake, thought to be inspired by the impressive spire of London's St. Bride's Church. However, if the groom is a racing car driver, or if the bride is the local

SPCA's best volunteer, it might be befitting to get a cake shaped like a car or even a cat, or indeed a kangaroo! And if either of the groom or the bride has just won a Man Booker Prize for their novel, why not a cake shaped like an open book.

Styles of the Heart

A heart shaped cake need not be a plain shape and internationally many styles of shapes are available. In India we often see only a standard shape, with different icing options including dark chocolate but if one was to just see the tins available in big stores of Europe, one could imagine a whole new range of heart designs.

At few bakery supplies related companies one can find the options that are mind boggling. With a mini heart mould of 6" Pan it went up to a rather impressive 16" shaped heart pan. Of course prices of these pans go up with the size too but a good bakery that desires to specialize in heart shaped cakes would do well in investing in the whole range.

Not just the plain shapes there was asset of 4-tier heart pan set, a sweetheart cake pan and a Wilton Dimensions crown of heart Pan. Each different size of the same heart shape would be totally different in effect once baked and decorated.

Other Shapes

Although teenagers are not an easy customer to please and most of them believe they are too mature to have shape cakes for their celebrations of any type. To celebrate graduation the cake can be shaped like a graduation cap, complete with edible tassles. One can create a smiley graduation cake. Girls are more appreciative of shapes, in their cakes among other things.

While numbers in cake shapes do not really qualify for fancy shape, they do become fun for the elderly too. The power of celebration and nothing defines it more than a shape different to the routine, mundane and regular.

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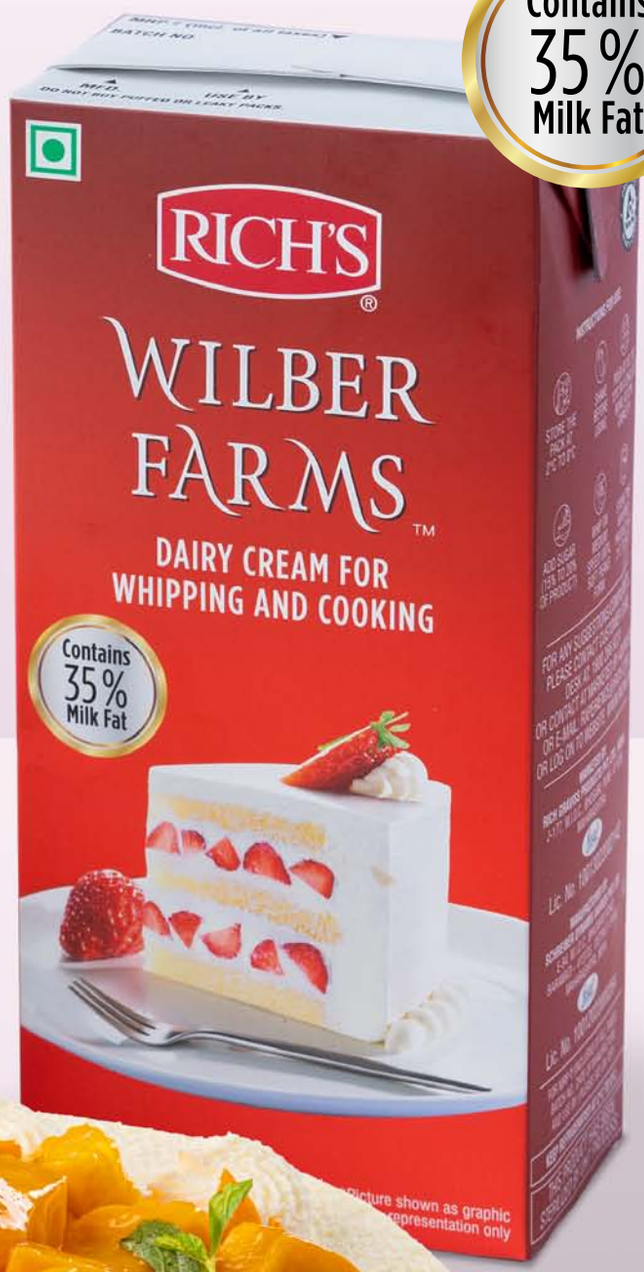

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