

DEC-JAN '23 VOL. XIV NO. 4 ₹ 100

# BAKERY

Business Magazine for Bakery & Confectionery Professionals

## REVIEW

### Chocolate: The Perfect Sweet



#### **Business**

Future Trends in Baking

#### **Feature**

Designer Cakes

#### **Beverage**

Smell the Coffee

#### **Product**

It is Really Hot

#### **Operations**

Making Good Pastries



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## Editorial



Chocolate is the most sought after sweet in the world, is treasured and cherished by everyone. Chocolates sets everybody's mouths drooling and hearts racing with love and affection. This sweet has proved popular over the years. Its popularity is expected to increase in the coming years. Cover story takes a deep look at the industry to gauge several factors related to the popularity of chocolate in India.

It is important for bakeries that they understand the changing needs of the consumer and demand for innovative bakery products. They need to evolve and live up to consumers' expectations to survive and progress. Thus they have to continue to develop not only new baking methods but also new recipes. Business Story lays focus on the future trends in adopting new methods to reach out to consumers.

Cake is always an integral part of the plan for any major occasion or event. People of every age expect a delicious cake, making the event complete. Feature story talks about how custom-designed cakes make an event extra special.

Hotdog is available in India with different taste orientation, both in authentic and modified versions. There is now the other version of hotdog available to woo the vegetarian market. Product section finds that hotdogs in its modified way will climb a few more steps in the future.

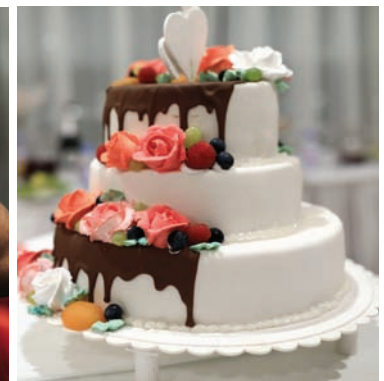
The café culture in India has gained not only momentum but also maturity over the years. This can be attributed to the changing habits and lifestyles, and the healthy disposable incomes. Beverage section looks at how the popularity of Coffee has resulted in opening of plethora of coffee shop outlets across the main cities of India.



# BAKERY

## REVIEW

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# 9th International Chefs Conference, 2023

India's Largest Culinary Conference

February 11 to 13, 2023 at The Ashok, New Delhi.



The Presidium and Executive Committee of IFCA, the nodal body of prestigious Chefs Associations across India take great pride in announcing its Biennial International Chefs Conference, the largest culinary event that exclusively unites Hospitality Industry professionals. The edition is sponsored by the Ministry of Tourism and the Ministry of Agriculture and Farmers Welfare and powered by Welbilt Asia - Convotherm and Merrychef. The event will held on February 11 to 13, 2023 at The Ashok, New Delhi.

The theme for ICC 2023 has been declared as "Co-creating Inclusive Local Organic Food Systems"

The event will be a 3-day affair with a major congregation of Culinarians, the largest gathering of 800+ delegates, comprising corporate and executive

chefs, F&B managers, entrepreneurs, and academicians from the leading hotels and restaurants in the country. The International Chefs Conference features a wide spectrum of topics; International Speakers, Chefs, Hoteliers like Chef Thomas Gugler, Chef Justin Narayan, Chef Rakesh Sethi, T.C. Chatterjee, Krish Ashok and many more will talk on a broad gamut of subjects.

Speaking about the event, IFCA's president, Chef Manjit Gill said, "This event offers participants an opportunity to connect with the best culinary leaders in the country to broaden their professional horizons through sessions that are both highly informative and interactive, delivered by the best speakers and panelists from around the world."



**Chef Manjit Gill**

The event will also feature a trade show where food & service exhibitors will showcase their latest offerings and innovations.

On behalf of the Presidium and the members of the Indian Federation of Culinary Associations (IFCA) has invited delegates for the participation. This International Chefs Conference will address a refreshed and renewed Hospitality sector on the way forward to "Co-creating Inclusive Local Organic Food Systems". Well-managed and healthy life on

earth is essential to support people, individually or in communities.

IFCA's International Chefs Conference, 2023 will feature varied and extensive knowledge-sharing sessions, workshops, Masterclasses, and seminars that will herald a new future for the hospitality sector that is shifting towards a new world. The internationally renowned speakers present on the occasion sharing their experiences and perspectives that would add great value in the backdrop of the fast-transforming culinary landscape.

The Delegate Registration Details :

Delegates: Rs.9990/- (inclusive of GST)

Bonafide Students from Culinary and Hotel Management Institutes (Members of Indian Young Chefs Association): Rs.6990/- (inclusive of GST)

Non-Culinary Professionals: for 3 days - Rs. 30,000/- (inclusive of GST)

Register early for participation in the conference as this exceptional 9th IFCA's International Chefs Conference 2023 will be on a First Come-First Serve Basis with priority for those who apply early.

Contact: Master of Events: M. Prabu at [congress@ifcaindia.com](mailto:congress@ifcaindia.com)

Ph: 8939855510/8939855520

## EVENT CALENDAR

### Gulfood

20-24 February 2023

Dubai International Convention & Exhibition Centre, Dubai, UAE  
[www.gulfood.com](http://www.gulfood.com)

### Aahar

14-18 March 2023

Pragati Maidan, New Delhi, India  
<https://indiatradefair.com/aahardelhi/>

### International Sweets and Biscuits Fair

23-25 April 2023

Messe Cologne, Cologne, Germany  
<https://www.ism-cologne.com/>

### HOFEX

10-12 May 2023

Hongkong Exhibition centre  
Hongkong  
[www.hofex.com](http://www.hofex.com)

### Thaifex- Anuga Asia

23-27 May 2023

Impact Exhibition and Convention Center  
Bangkok, Thailand  
<https://thaifex-anuga.com/>

### Fispal Food Service

13-16 June, 2023

Expo centre Norte  
São Paulo, Brasil  
<https://www.fispalfoodservice.com.br/>

### TRAFS

13-16 July 2023

Thailand Retail, Food & Hospitality Services  
Bangkok International Trade & Exhibition Centre (BITEC)  
Bangkok, Thailand  
<https://trafs.net/>

### Food & Hotel Indonesia

25-28 July, 2023

Jakarta International Expo  
Jakarta, Indonesia  
<https://www.foodhotelindonesia.com/>

### India International Hospitality Expo

2-5 August 2023

India Expo Centre and Mart  
Greater Noida, UP  
<https://www.ihexpo.com/>

### Food & Hospitality Thailand

23-26 August, 2023

Queen Sirikit National Convention Centre  
Bangkok, Thailand  
<https://www.fhthevent.com/>



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**SIGEP**  
THE DOLCE WORLD EXPO

## SIGEP 2023: The Complete Return



SIGEP 2023, the 44th edition of the International Trade Show of Artisan Gelato, Pastry, Bakery and Coffee, organised by IEG - Italian Exhibition Group, together with the triennial AB Tech show, held during January 21-25, 2023 at Rimini Expo Centre, Italy, generated five days under the banner of concreteness, the encounter between knowledge and first-class training and was brimming with business and networking within a panorama of a solid and innovative offer, ready to support further development.

After being dropped for a year due to pandemic, SIGEP re-found confidence with businesses rediscovering the value of relationships and enthusiasm in presenting the innovations produced during the last two extremely difficult years. SIGEP expressed positive energy that could be felt throughout the Rimini Expo Centre, which was totally sold out with more than 1,000 companies in 28 halls, covering 130,000 square meters of expo space. SIGEP 2023 marked the complete return to its dimension as the world's leading show for artisan gelato and among the very first for the pastry, bakery and coffee sectors.

An effective appeal found at SIGEP, with international visitors from 155 countries, 77% from Europe with Germany, Spain, Greece, France and Great Britain first and foremost; 12% from Asia and the Middle East mostly from Israel, Lebanon, India, Korea and the countries of the Gulf Area; 7% from the Americas mainly from the United States, Canada, Mexico, Brazil and Argentina; and 4% from Africa, primarily Morocco, Algeria, Egypt, Libya and Nigeria. IEG welcomed 450 top buyers from 78 countries around the world thanks to the strategic partnership with ITA - Italian Trade Agency and the Ministry of Foreign Affairs and International Cooperation, with the support of IEG's international network of regional advisors operating in 60 countries.

The Gelato, Pastry, Choco, Coffee and Bakery sectors were all represented at the show, the latter supply chain enhanced by the simultaneous staging of AB Tech Expo. Shows, content and competitions in the six Arenas: Dolce, Gelato, Pastry, Choco, Bakery and Coffee, with the Start-up Area and Digital Talks. A programme enriched by more than 100 talks and 200 speakers, including 50 international, more than 20 competitions with 30 participating countries. Over 1,000 events organized by exhibitors. All the great masters of made-in-Italy dolce food products were in attendance at the show.

Spotlights were on four international competitions: the Gelato Europe Cup, which selected the European nations for the World Cup to be held at Sigep 2024, Bread in the City-Bakery World Cup, The Pastry Queen women's pastry world championship and the Junior World Pastry Championship.

The 45th edition of SIGEP is scheduled for 20-24 January 2024 at Rimini Expo Centre. But before that, SIGEP, the dolce foodservice community's platform and the Italian way of experiencing it, is preparing for an ambitious new event: Sigep China, held from 10-12 May 2023.



### Chef Eureka Araujo Makes History

Pastry Chef Eureka Araujo who is also the Creative Director at Sivako, Mumbai, represented India at the World Pastry Queen Championship 2023, won the 3rd position and created history. The event was held at the Dolce Arena at the SIGEP WORLD EXPO in Rimini, Italy on 24-25 January 2023.

Chef Eureka was selected for the event by winning the 'Pastry Queen Competition' held at Delhi, organized by Hammer Publishers Pvt. Ltd., publishers of Bakery Review magazine in India and Indian franchisee for World Pastry Queen Championship held during SIGEP World Expo., one of the biggest global bakery and pastry trade fair.

The competition saw participation from competitive countries, including chefs from Japan and Italy. While India made its third appearance at the World Championship this year, Chef Eureka secured the third position, Japan came in 2nd and Italy grabbed the title of World Pastry Queen 2023.

The theme for this year's competition was the "Genius of Leonardo da Vinci" and contestants were required to prepare various desserts in accordance with the theme. These included a Single-serving dessert in a glass with espresso coffee flavoured gelato, Single-serving warm and cold plated desserts with chocolate and marrons glacés, Small chocolate jewel ring-shaped mini bonbon dessert tray sculptures, Baked cake and many more.

Under the mentorship of Chef Mukesh Singh Rawat, Director (Culinary) at Zuci Chocolates, Hyderabad, not only did Chef Eureka secure the 3rd position in the championship but also received the prize for the best dessert in a glass with an espresso coffee flavoured gelato.

Chef Eureka and Chef Mukesh, have worked hard to achieve this milestone. Despite the challenges faced in their journey, right from running a new business Sivako, a luxury patisserie brand in Mumbai, to making time for competition trials and practices, and facing visa issues, they accomplished this with utmost determination and passion.

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## MONIN Launch Three New Flavours

MONIN, the premium French brand, has announced the launch of a new product category, Le Crush de MONIN, specially curated for the Indian market. It comes in three amazing flavours: Mango, Strawberry and Pineapple. Through this new addition of flavours to its portfolio, MONIN promises to bring greater choices for bartenders, baristas, pastry chefs, ice-cream makers, culinarians, and at-home mixologists. Now, they have the chance to 'Crush it with MONIN', and embrace the rich and refreshing flavours of every season.



Le Crush de MONIN is a non-GMO, vegan, and gluten-free product range curated specifically to cater to the diverse Indian palette. It contains 35% of Real Fruit Content along with real pieces of fruit. So, whether it is a fresh batch of cupcakes, a scrumptious homemade dessert, a drool-worthy topping for ice cream, or a funky cocktail, Le Crush de MONIN crushes can add a fruity punch to any drinks or dessert session. Each crush is specially made with carefully-picked and freshly-stored mangoes, strawberries, and pineapples, and comes with the assurance of authenticity and quality associated with the MONIN name.

MONIN has been serving quality and innovative products for more than a century, and these latest creations promise to enhance and jazz up the personality of any beverage or culinary recipe they are added to. For those who have never experienced the taste of MONIN, Le Crush de MONIN's three bursting-with-fruitiness flavours will make for the perfect introduction to the brand.

MONIN has always offered endless possibilities, and ease of use, when it comes to preparing that perfect dessert or drink, and with Le Crush de MONIN, you will find that your innovations at the bar and in the kitchen will have no limits.

Sharing his thoughts, Germain Araud, Managing Director of MONIN India Pvt. Ltd. said, "It gives me great delight to introduce to the Indian market these first three Le Crush de MONIN flavours, specially curated for India in an effort to be closer to the local palate. I have no doubt that the Mango, Strawberry and Pineapple Crushes will be savoured by our Indian customers, who in my experience are as discerning connoisseurs as anyone else in the world who enjoys great food and drink. I am also pleased to announce that within this new category we are currently developing more flavours, which will be launched from 2023 onwards."

## Tata Consumer Products Strengthens Instant Coffee Portfolio

Tata Consumer Products announces the launch of its premium instant coffee 'Tata Coffee Grand Premium' a 100% coffee blend with flavour locked decoction crystals. The product has been launched keeping in mind the taste preference of consumers in non-South markets who tend to prefer 100% coffee blend over a coffee:



chicory blend (which is more preferred in South). Tata Coffee Grand Premium, while being a 100% coffee blend also has the unique flavour locked decoction crystals which locks in taste and aroma and are the key differentiator for the brand as it's a unique product offering over its key competitors.

The new launch is supported by a captivating film, using ASMR (Autonomous Sensory Meridian Response) that showcases the sensory journey of Tata coffee Grand Premium from bean to the cup. The campaign integrated creativity and technology to deliver a film that resonates with brand's core proposition of great sounding coffee. Through this campaign the brand aims to build a strong and memorable connect with consumers.

Commenting on the launch, Puneet Das, President - Packaged Beverages (India and South Asia), Tata Consumer Products said, "Our ambition is to become a significant coffee player and we continue to offer relevant and quality offerings to grow our share in the India coffee market. Indian consumers are embracing a new wave of coffee. Hence, as we continue to expand our presence and reach to consumers across India we are strengthening our portfolio across the country with the launch of Tata Coffee Grand Premium- a 100% coffee blend, with flavour locked decoction crystals that gives consumers a rich and aromatic cup of coffee".

He further said "The differentiation of Tata Coffee Grand is the signature SHIK SHIK SHIK sound of the flavour locked decoction crystals. The new launch will be scaled by leveraging TCPL's network and distribution reach across channels including E-commerce & modern trade"

In 2015, Tata Consumer Products limited made its entry into the branded instant coffee business in India under the brand name Tata Coffee Grand. After leading the Indian tea market under its iconic Tata Tea brand, the company took the strategic step to leverage its product, marketing and retail expertise to enter the branded coffee space in India.

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## Indo Bakels Inaugurates New Manufacturing Unit

With the start of the new year, Indo Bakels have opened doors to a new state-of-the-art manufacturing facility in Tumkur (Bangalore). This brand-new, cutting-edge Indo Bakels factory is located in the centre of Tumkur, 70 kilometres from Bangalore. As an extension of its sustained growth over the last few decades, the company is expanding from its current location in Maharashtra (Khopoli), where they have been since 2012.

The move is in line with the Bakels Group' aggressive growth ambitions and global strategic goal, which is to create a secure and appealing production environment for the Bakels team

to provide premium-class ingredients and services that will help customers sell more bakery products. In addition to packing lines, this facility will have production capabilities that are suited for a variety of ingredient manufacturing processes and are supported by advantages in flexibility and sustainability.



Additionally, the Tumkur site will have a fully-functional Baking Centre that offers the ideal environment for hosting clients for innovation, digital workshops, concept development, client training, and product demonstrations. It is the goal of the Bakels Group to "help its customers sell more."

A contemporary building with airy, light-filled spaces ensures an exceptional level of hygiene throughout and fosters creativity and fresh thinking among Bakels employees as well as customers. With the new facility in Tumkur up and running, Indo Bakels is well-positioned to take the initiative in turning market trends

and obstacles into opportunities to assist the expansion of clients throughout the nation. This investment is a testament to Indo Bakels' commitment to offer a supportive and cooperative approach to product development for their clients across the country.

## Taste World's Top 20 International Chocolate

Cocoashala, Chennai a startup for/by/of chocolate startups, now offers a chance to taste the world's Top 20 International Chocolate Awards, London (ICA) winning Bean to Bar Chocolates in India! As part of the most expansive, comprehensive & immersive Bean to Bar Chocolate Making, Chocolate Taster and Cacao Evaluation courses and training for the 1st time anywhere in the world, this effort is aimed at increasing exposure, influencing, motivating and inspiring the next generation of Indian bean to bar entrepreneurs via tasting.

Join the community of chocolate lovers, bean to bar chocolate makers, chocolate entrepreneurs/enthusiasts, cacao farmers, flavour scientists, wine sommeliers, coffee lovers, tea connoisseurs, etc in a casual and fun filled and memorable evening in Chennai!

"In order to keep up-to-date with global advances and to place India firmly in the global Bean to Bar map, Cocoashala is offering a unique, rare & once in a lifetime opportunity!" says L Nitin Chordia, India's 1st certified chocolate taster. Cocoashala works towards ensuring that Indian cacao farmers double their income, enabling cacao & chocolate startups, formalising micro food processing enterprises, improving cacao post-harvest, reducing reliance on cacao imports, propelling the Indian cacao



economy, becoming self-sustaining (AatmaNirbhar) with cocoa, having access to the latest education and training and help produce international class chocolates in India using Indian cacao! This is the best chance to spend an evening in Chennai, India with like minded people (chocolate lovers!) and taste to appreciate the award winning chocolates.

Cocoashala, Chennai is the world's 1st and only bean to bar incubation center and training institute focusing on placing India on the world cacao map.

Appreciation of International Chocolate Awards (ICA) winning Chocolates will be held on 17 February 2023 between 6PM to 9PM at Novotel OMR, Chennai.



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## 'Flurys' Now in the 'City of Joy'

Flurys, the iconic Swiss confectionery from Apeejay Surrendra Park Hotels Limited (ASPHL) launches a new tearoom in Kolkata. The 95-year-old patisserie now expands to Purna Das Road, the café hub of Kolkata, in one of the heritage buildings of the 1930s.

It is the second biggest tearoom opened after the flagship tearoom at Park Street. Situated at the heart of South Kolkata, it retains



the old-world charm and the design grammar of Flurys, while donning a fresh look. With 40 covers, it will offer all-time favourite Flurys signature breakfast dishes, chocolates, coffee, a cosy ambience, beautiful interiors and an amazing experience.

Flurys is legendary for its chocolate cones, rum balls, chicken patty, baba cake and baked beans. The patisserie brand boasts 67 modern retail outlets with multiple formats such as kiosk format, café format and restaurant format across India, 59 in the city of Kolkata (Serampore, Chandan Nagar and Durgapur, with 7 outlets at Kolkata city's airport itself); Delhi, Navi Mumbai and Mumbai.

Speaking on the occasion, Vijay Dewan, Managing Director, Apeejay Surrendra Park Hotels Limited said, "We are delighted to launch our second biggest tearoom in Kolkata, a market with a voracious consumption for Flurys. It is a fiercely loved symbol representing five generations of great memories in the hearts of Kolkatans. Having set benchmarks in gourmet bakery and confectionery segments, Flurys is set to see more expansion in FY23, reaching 75 outlets."

## Bikano Launches New Crispy 'Crunchy Munchy' Snacks

Bikano, India's favorite snack, and packaged food manufacturing company, has launched a new pack of Crunchy Munchy in 100 gms pack, keeping in mind the expected rise in demand for snacks this winter. With 'Crunchy Munchy'. Packed with unique flavors, the new snack range has ingredients such as potato, rice flour, chickpea flour, moth flour, and spices including garlic powder, cumin powder, onion powder, yellow chili powder, making it a perfect snack any time of the day.



The snacks market in India is already growing and winters trigger a hike in the consumption of snacks as people tend to have them with a cup of hot tea or coffee, or simply to satiate their food cravings in the cold season.

"It is the most in-demand product from our snacks range. We have launched a bigger family pack for get togethers, parties, binge-watch, and hangouts. Crunchy munchy demand has been quite satisfying so far and we are expecting the same exponential growth in sales this winter on the back of this popularity. The reason behind such high demand is that it is consumed by not only kids but adults as well, making it a popular snack for the whole family," says Manish Aggarwal, Director, Bikano, Bikanervala Foods Pvt Ltd.

Manish further says, "considering the demand for small packs, Bikano is expecting the same level of demand for big packs. The bada pack of Crunchy Munchy is available online as well, as we know the potential of online shopping and e-commerce which everyone witnessed after the pandemic. At the same time, our modern trade channel partners, and retail channels will make multiple options for our consumers to buy from. We are looking for 18% growth year-on-year and targeting to achieve 1,500 crores of revenue by this financial year."

As per a report, the snack industry in India is expanding fast, with the snack market in India growing multi-fold year on year. The snacks market size in India is worth Rs. 44,000 crores out of which 20% is contributed by extrudes. The market is expected to grow at a CAGR of 12% during 2022-2027.

"After the lockdown period, consumers are more inclined towards health and hygiene. They prefer snacks that offer better quality and taste. Indian snacks industry is shifting from unpacked open selling snacks to packed snacks. Even for traditional snacks, people have started preferring packed food. The industry is shifting from uncategorized to categorized category and that is good news," says Mr. Sanjeev Wadhwa, Head of Sales, Bikano, Bikanervala Foods Pvt.

On whether desi snacks have more demand than western snacks, Mr. Aggarwal said that demand for both is the same. Crunchy Munchy has been launched on digital media and is getting promoted on all social media platforms of Bikano. The Bikano director further said that the company is planning on-ground activities, sponsorship programs, and radio activities to reach the targeted audience.

On winter plans, Mr. Aggarwal said that they are coming up with a 'BADA PACK' of a few other snacks ranges as well. "We are working on new SKUs and will be coming up with more options for our customers," he added. SKU refers to the stock-keeping unit.

Bikano has recently incorporated new technology machinery to reduce human hand interference. "Our products go through multiple rounds of quality checks to make sure that the quality of our products remains uncompromised. These machines have made the work easy and quick and have eliminated the chances of human error," says Bikano Director.



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## Fat Tiger Enters Odisha

Quick Restaurant Chain Fat Tiger has recently inaugurated its first two franchise-owned restaurant in Bhubaneswar. First store is situated at Kalinga Nagar and second one at Kamal Heights, Patia, in order to attract a large number of youth, families, students, and anyone who enjoys Pan Asian cuisine in various flavours.



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

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 a new store in a new city and to steadily expand across the country. We are excited to welcome new customer feedbacks and to witness their experiences relating to our servings. 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 Bhubaneswar. Our goal is to spread happiness by sharing small pockets of love (dim sums) and big sips of chilled modern tea with everyone."

Talking about the brand, they add, "At Fat Tiger, we take things a step further by introducing the flavourful family of Momos along with much more to offer in the menu made from some of the finest ingredients and of a curated menu. We also believe in new age ideas, flavours, and a conscious mind-set that prioritizes happiness over all else!"

## Veg Surprise Burger Makes a Comeback to McDonald's

McDonald's India - North & East has listened to its customers and relaunched an old customer favourite. The Veg Surprise Burger is back on popular demand, as part of the menu at McDonald's India- North and East. A complete value for money, the Veg Surprise Burger is priced at INR 65, available à-la-carte or with Value Meals and Double Patty variant at McDonald's restaurants in North and East India or through McDelivery (including Swiggy, Zomato and Magic Pin), takeaway, or drive-thru.

"At McDonald's, we're always listening to meet the evolving needs of our customers. On popular demand, we are excited to bring back the Veg Surprise Burger to our menu. With a unique taste, crunchiness and distinctive flavour, added by an optimal quantity and combination of select Italian herbs, the Veg Surprise Burger is set to be yet another exciting option for McDonald's fans, said, Rajeev Ranjan, Managing Director, McDonald's India - North and East.

Veg Surprise is a delectable treat for McDonald's fans, who prefer Vegetarian options. It comes with a crunchy patty made with chunky potato bites, perfectly seasoned with the finest Italian herbs including parsley and chilli flakes for a mildly spicy flavour. This mélange is topped with a delicious Italian Herb Sauce made with the choicest of herbs and then shredded onions to add to the crunch, and then sandwiched between freshly toasted McDonald's signature bun.

As part of its commitment to the Indian culture and sensitivities, McDonald's has separate kitchen sections to ensure Vegetarian and Non-Vegetarian menu items are cooked and prepared separately. All mayonnaise used in Vegetarian burgers at McDonald's are eggless preparations.



## Coffeeza Launches Special Blends

India's coffee capsules brand Coffeeza, has added very unique blends to their aluminium coffee capsule range. These new limited-editions include Gingerbread and Peppermint Mocha Flavoured coffee capsules inspired from classic Christmas treats. In one, you will experience the warmth of freshly baked gingerbread as it's a coffee that's spiced and sweet. You'll love the delicious medley of sweet, minty and chocolaty notes in every sip of the other one. These blends are made using 100% Arabica coffee and roasted to a nice medium-dark.



The brand also launched a rich, fruity and flavourful single-origin coffee that's grown in volcanic-enriched soil of Nicaragua. This washed Arabica is medium-dark roasted and has a bright aroma that's complemented by notes of chocolate and spice undertones. Be sure to get these coffees before they're gone.

Coffee lovers can now choose from 11 indulgent blends of coffee capsules. These capsules are made of recyclable aluminium allowing you to savour your coffee guilt-free, and they're Nespresso® compatible too (original line).



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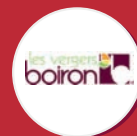
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## Marico Limited Launches Saffola Munchiez

Marico Limited, under their Saffola portfolio, has been consistently innovating to curate healthier food options while ensuring to cater to the taste preferences of a modern Indian consumer. Taking it a step further, the company has rolled out their latest innovation in the ready-to-eat snacks category - Saffola Munchiez Ragi Chips and Saffola Munchiez Roasted Makhana in various flavours.



Saffola Munchiez Ragi Chips comes in a small pack and a family pack. These chips are uniquely cone shaped that promises double the crunch. Ragi chips have 50% less saturated fat vs chips fried in palm oil. Currently launched in two mouth-watering flavours -Masala Twist and Takatak Tomato.

Saffola Munchiez Roasted Makhana also comes in small pack and family pack, made with superior quality Makhana that is roasted and not fried to make it better for consumers' health. It is introduced in two sumptuous flavours - Cheezy Onion and Masala Twist.

Both the products are currently available in general trade stores and will soon be available across modern trade and Ecommerce platforms.

Speaking about this latest innovation, Sanjay Mishra, Chief Operating Officer (COO) - India Business and Chief Executive Officer (CEO) - New Business, Marico Limited has said, "With Saffola Munchiez, we aim to address the rising trend of conscious indulgence among today's modern consumers. We observed that increasing number of consumers are preferring branded snacks over unpackaged snacks range. We recognised a rising demand for healthier snacking options in the packaged snacks segment.

Leading with this insight, we packed the nutritious value of our Indian super grains – Ragi and Makhana with delectable flavours that tempt the Indian taste palette and designed it in unique formats to appeal to the consumers. We are positive that Saffola Munchiez will address the need for an on-the-go healthier snacking options that are better for our diverse consumer base. Our entry in ready-to-eat snack category will further strengthen our foothold in the healthy and premium foods segment."

Marico Limited is ambitious that Saffola Munchiez will soon become the go-to choice for health-conscious individuals while consistently delivering superior quality and premium taste that Saffola, as a brand, is known and trusted for.

## The Irish House at Phoenix Palladium in Mumbai

The outlet is spread across an area of 2,000 Sq. Ft at 1st floor, Phoenix Mall, 462, Senapati Bapat Marg, Lower Parel, Mumbai



Mumbai, 20th

December 2022: The Quintessential Irish house announced its launch of a new flagship outlet in the Phoenix Palladium Mall in Mumbai. The new location is a 2,000 sq. ft with 130-seater outpost features a cool ambience with exposed brick. The Phoenix Palladium outpost is yet another addition to the Irish House legacy for beer lovers, sports fanatics and gourmards of the city and guarantees a good time.

Commenting on the launch of flagship & partnership with Phoenix Palladium Mall, Mr. Karan Kapur, Executive Director at K Hospitality Corp & Owner of Irish House, said, "With the launch of our flagship outlet, our endeavor is to be catalysts to creating a community with a collective conscience. Having over 12 years of collective experience in bringing Irish culture. The brand is in an expansive mode and I would like to give a huge shout out to all the lovely people who made this possible. Without their support, their love for the Irish house, this dream would not have been possible."

At the newest hotspot, the signature vibe has been elevated smartly and features rustic wooden panels with exposed brick, community and private seating spaces and utilitarian industrial lights. An open ceiling suspends a vintage barrel display staged on metal shelves. The star attraction though is the highly Instagrammable barrel wall that will want you to whip out your cameras in the first second.

The brand's outlets at Bandra, BKC, Kala Ghoda, Kurla, Andheri, Malad to Thane till T2 Terminal, all the way to its flagship location in Phoenix Palladium, are constantly buzzing for dine-in or takeout via delivery partners such as Swiggy and Zomato. And now with the launch at Lower Parel, they are all set to take over the mall target audience.

## Yummiez Introduces Veg Combo Pack

Godrej Yummiez, a brand of vegetarian and non-vegetarian ready-to-cook products, introduced a special Godrej Yummiez Veg Combo Pack that includes favourite Cheese corn nuggets, Crispy Potato Starz and Paneer Pops; all in a single pack.

Godrej Yummiez Paneer Pops, made with special chef-selected spices, are crunchy on the outside and creamy and juicy on the inside. Made from highest quality processed cheese and American corn, Yummiez Cheese Corn nuggets are a melt-in-mouth treat. Made with the choicest of potatoes and no added preservatives, Crispy Potato Starz are fun star-shaped tasty munchies easily turn snacking time into a playful time.





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# California Walnuts' New Campaign

California Walnut Commission (CWC), which represents the walnut growers and handlers of California, continues its commitment to educating consumers about the benefits of walnuts and why to include them in the daily diet. Through its new campaign titled 'Think Walnuts, Think California,' CWC aims to highlight the uniqueness of the California growing region.

The campaign conveys why California walnuts are a smart choice; the ideal climate, fertile soils and the farmers dedication to providing high quality walnuts for all to enjoy. California walnuts are grown, harvested, and processed under standards and regulations that are mandated by federal and state authorities. In addition, California walnut growers and processors support research and innovation in water quality and conservation; soil health; energy use; and air quality constantly seeking out and incorporating new methods of growing and handling walnuts that minimize waste, enhance productivity, and preserve and protect natural resources.

Commenting on the campaign launch, Ms. Pamela Graviet, Senior Marketing Director, International, California Walnut Commission and Board, said, "The Indian market has a love for high quality foods and great flavours. Nutrient-rich walnuts should be a top addition and this campaign is our humble attempt to generate awareness about walnuts grown in California and our multi-generational family farms that strive to provide this healthy, delicious food.

She further added, "Mildly sweet and beautifully nutty, California walnuts boasts the potential to enhance any meal – whether you're munching on these as a smart snack, adding to your curries, salads, and desserts or blending to create smoothies, a nut butter, or more. Just a handful (28g) provides 2.5g plant-based omega-3 ALA, 4g protein, 2g fiber, and 45mg of magnesium – that brings us to another highlight of California walnuts – scientific research has shown they are good for heart, brain, and gut health. Nutrition, versatility, high quality and exceptional flavour – California walnuts provide all that and more. So, when you Think Walnuts, Think California."

The new campaign will be featured through advertising, on-ground activities, retail promotions and across social media platforms wherein the who's who of online space - from celebrities, F&B influencers, and health experts will spread the message on



why California should be top of mind when thinking about walnuts.

California walnuts are available at all grocery stores and e-commerce sites. When buying walnuts look for the California Walnuts logo mark, "California" or "Californian", on the package, or produce of USA, to ensure that you are buying genuine high-quality California walnuts. For more industry information, health research and recipe ideas, visit [www.californiawalnuts.in](http://www.californiawalnuts.in)

The California Walnut Commission (CWC), established in 1987, represents the California walnut industry made up of over 4,500 growers and close to 80 handlers. The CWC is mainly involved in health research and export market development activities. More than 99% of the walnuts produced in U.S. are grown in the fertile soils of California. Internationally, California Walnuts supply over half of the world's walnut trade.



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# IBCA: An Institute of Bakery & Culinary Excellence



The Indian hospitality industry is thriving and offering new avenues and opportunities in bakery and culinary arts. But the most necessary aspect of the growth of bakery & culinary industry is availability of skilled manpower who is capable of developing new concepts and innovates to excel in the field of bakery & culinary arts. What is needed today is the passion among students for the hospitality industry.

To fulfill the current need of the hospitality industry manpower requirement and to develop a capable fraternity for the future, IBCA (Institute of Bakery & Culinary Arts), a leading institute, is offering teaching and learning in Bakery and Culinary arts. The institute with its trained faculty is offering wide range of programmes with national and international certificates. IBCA is accredited with City & Guilds (London), Tourism and Hospitality Skill Council, India (THSC), and National Skills Development Corporation, India (NSDC).

The institute is located in West Delhi near District Centre, Janakpuri, hub of malls & retail stores and eating joint along with a 5-star hotel. It is well connected with metro rails at the Janakpuri metro junction station, connecting both central and south Delhi. The institute is almost at the metro station only.

According to Chef Balendra Singh, the owner & mentor at IBCA, "We have top industry experts who have gained a wealth of experience in this industry to prepare the next generation for upcoming challenges in

their Bakery and Culinary Arts career. All our courses follow an international curriculum to give our students the right exposure, to be equipped with the highest standards. IBCA follow strict guidelines that instill discipline and aptitude in students for preparing them as per the prevailing industry standards."

He further added, "We transform amateurs with little or no knowledge of Bakery and Culinary Arts into hard-working professionals who are ready to compete in this challenging world for crafting their own career. IBCA provides them with suitable opportunities to uplift their amateur career with professional guidance."

The Bakery and Culinary Arts instructors at IBCA share their vast knowledge and wealth of experience with students, to pave the path for them to take their skills to the next level. They provide them with excellent training and methods, being applied as per the international standards so they can stand



**Chef Balendra Singh**

among the top professional chefs around the world and feel proud of their skills.

The students at IBCA after successfully completing the courses and training are placed at the renowned hotels. Also various students have been recognized at multiple competitions on regional as well as state level.

## Aims & Objectives

IBCA prime objective is to establish an institute to prepare skilled personal who are able to prepare best bakery products and cuisines on a commercial base in a scientific manner. IBCA wants to create self employment among young boys and girls by providing them world-class skill, training and knowledge. It also aims to offer post training support to the students who are interested to be an entrepreneur and wanted to create an establishment.

IBCA aims to develop overall competence and motivation to adopt scientific approach towards Baking & Culinary Arts and thereby equip trainees to handle innovation and operation & management in the different areas of the industry.

## Courses Offered

IBCA has become an excellent platform for newbie's to learn and master the field of Bakery and Culinary Arts in their sophisticated courses. All courses have a standard curriculum to give students guidance in various methods, process, preparations and building recipes from scratch.

Bakery and Culinary Arts recipes are articulate, precise and require precise skills for which students must take initiative in learning the basic concepts. All students are given equal opportunities to learn and master the basic concepts of the bakery and culinary to grow their professional skills.

IBCA offers a wide range of short term and long term bakery & culinary courses for those with a passion for the art of cooking, in the form of cooking classes, pastry classes and workshops. These courses are in the form of demonstrations or practical workshops. The culinary workshops take place in practical or demonstration



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classrooms, giving participants the desired exposure in a professional kitchen. During the culinary workshops and practical classes the incumbent is trained in all possible techniques to become a culinary expert.

It also helps those who want to have a hands-on training in cooking & baking, to make the dishes of their choice for the celebration at home with friends on birthday, wedding, anniversary or any other occasion.

Also students who want to pursue a professional career, the courses are designed accordingly. The institute offers various courses that students can choose from in:

- Diploma & Certificate Courses in Bakery and Pastry
- Diploma & Certificate Courses in Culinary Arts

### The Chef

Chef Balendra Singh is a well-trained pastry chef with a flair for innovation and acumen of international pastry cuisine. He is a dedicated Pastry chef, who initially studied his art at The IHM Dehradun with a focus on bakery and confectionary. He later worked with top luxurious international branded hotels like, Umaid Bhawan Palace Jodhpur, Grand Hyatt New Delhi, Westin Gurgaon, JW Marriott New Delhi, Pullman and Novotel New Delhi, The Taj Mahal New Delhi & on Cruise Ship around the world.

After getting an exposure of 17 years with the industry and finesse his skills as a pastry chef and chocolatier, he returned to his roots in culinary education and held a position an Executive Pastry chef at International Institute of Culinary Arts IICA-New Delhi, teaching cooking and management courses. As he believes "Eating fuel the body, but eating good food fuels the soul". An endeavor to impart this knowledge of his, 'Excellence' programmed has been introduced, which consists of a melange of Pastry, Chocolate, and Entrepreneurship.

He started his own Institute of Bakery & Culinary Arts (New Delhi). As a culinary educator, he draws from his many years of culinary experience to pass along to students not only the skills for success in the kitchen but also for life. He feels those life skills are the most important things they can learn: teamwork, cleanliness, organization, respect, integrity, compassion and being able to laugh and enjoy what you are doing.

## Institute of Bakery and Culinary Arts Hosts Master Cake Artist Competition



Institute of Bakery and Culinary Arts (IBCA) organized a "Master Cake Artist" Competition on the theme of "Welcome Winter" for their students. This competition's objective was to give participants an opportunity to showcase their talent and learn from the most experienced chefs. The competition was conducted in 2 rounds and a total of 28 students participated in the event. Renowned chefs from the hospitality industry were part of the jury member of the competition.

With the cash prize of Rs. 5100 Anubhuti secured the 1st position, Sandeep Kaur won the second position with a cash prize of Rs. 2100, and Pranjal secured the third position with a cash prize of Rs. 1100 in the competition. Namrata Rajesh won the excellence in presentation award and Rudra Agarwal won The Youngest Participant award.

While speaking about competition Dr. Chef Balendra Singh Said "Showcasing creative skills by participating in such competition not only enhance thinking ability but also give students ideas for managing their career challenges and daily activities as well. These kinds of competitions help participants to come out of their comfort zone and compete it in a limited time period and teach them time management."

All the participants were highly competitive and beautifully demonstrated their creativity during the competition. He also praised the efforts of the teaching and non-teaching staff and congratulated the students for their active participation in the extravaganza.

By engaging themselves in such competition, students learn to appreciate their own working skills, gain valuable life skills working under pressure and with limitation of time. They also gain confidence by presenting and speaking about their recipes and develop culinary skills that they can use later in life.

The Event was graced by the presence of Chef Vivek Sagar (Head of Skill Competitions & Industry Connect at the Tourism & Hospitality Skill Council), Chef Sanjay Bahadur (Corporate Chef-Fleur de Lis), Chef Deep Mohan Bajaj (Corporate Chef Cremica), Chef Vimal Semwal (Senior Sous Chef-Rich Graviss Products), Chef Tarun Kumar, Anirudh Sethi, and Sanjeeb Ghatak.



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# Chocolate

## The Perfect Sweet

For the New Year, Valentine Day or for any other occasions one food product that will bring an expression of glee on the receiver's face is Chocolates! This sweet has proved popular over the years. Its popularity is expected to increase in the coming years. Indian chocolate market reached \$ 2.4 billion in 2022 according to IMARC Group. The global chocolate market attained a value of \$ 127.7 billion in 2022, driven by the impulse purchasing behaviour of the consumers. Aided by the new product launches, the market, according to EMR, is grow further in the years to come. What has made chocolate a popular sweet, at Valentine time? **Ashok Malkani** takes a deep look at the industry to gauge several factors like how it is made and also whether this product, which is also used extensively in bakery products, is healthy.

As we approach February one remembers that we are just a few days away from Valentine's Day to offer sweets for the sweet one. And the most loved sweet that is offered to your sweetest is chocolates!

Chocolate is not just treasured and cherished by your loved one but by everyone – from small babies to the most senior denizens. Yes, mention of chocolates sets everybody's mouths drooling and hearts racing with love and affection. A "fit for all occasions" gift for the loved ones this delectable delicacy has three days named after it – Chocolate Day (celebrated every year on February 9 as a part of the Valentine's Week celebrations in India), World Chocolate Day (celebrated this year on July 7) and National Chocolate Day (celebrated in the U.S.A, this year on October 23).

Talk about love on Valentine Day and chocolate immediately comes to the mind as an ideal gift. But how did chocolate come to be associated with love and valentine? If one delves into history one finds that it dates back to the Mayans, who first started brewing cacao beans around 500 BC. As time elapsed, they started using this so-called 'gift of the gods' in marriage ceremonies. Chocolate is considered as an aphrodisiac food since the time of Aztecs. It is believed to contain a substance that inflames desire and makes the beloved one more open to romance. According to a study conducted by French-born English psychologist, letting chocolate dissolve slowly in your mouth produces an increase in brain activity and heart rate as a passionate kiss. But the effects of chocolate last four times longer!

One can say that an allure of exotic romance is attached to chocolate. This candy is considered as an edible declaration of love. But besides expressing love, eating chocolate also has an effect on the brain and body, relieving it of stress.

Redstone Foods of USA, the largest wholesale distributor in the Southwest, estimates that currently 1 billion people eat chocolate every day. Annual consumption of chocolate, in 2022 was about 7.5 million



tons. The global chocolate industry, as of 2023 is worth \$127.9 billion.

### Chocolate on Valentine's Day

It's a wonder why, with so many trends coming and going, the widely popular tradition in almost all English-speaking countries in the world, that of giving your loved one a box of chocolates on the Valentine's Day, persists. In this century old tradition of gifting chocolate boxes, even the chocolate boxes are saved as a memory keepsake.

But what is St. Valentine's Day and why distribute chocolates on the day? Let's take a look at different aspects on the two subjects.

The roots for Valentine's Day are ancient but far from clear. It is probable that it originated in the pagan Roman fertility festival of Lupercalia. This brutal fete included a matchmaking lottery in which young men drew the names of women from a jar. The couple would then be coupled up for the duration of the festival – or longer, if the match was right.

On February 14, around 270 A.D., Roman Emperor Claudius II executed St Valentine, as he resisted the ban imposed by the emperor on marriages and engagements. In the mid-90s Feb. 14

had become St. Valentine's Day in Britain (and the U.S.) on which people expressed their affection.

The association of chocolates to this day could be traced back to the fact that chocolates were considered as a stimulant. Giacomo Casanova called chocolate the "elixir of love" and the notorious Marquis de Sade celebrated its potency.

British chocolate maker J.S. Fry & Sons, produced the first modern day chocolate bar in 1847. The company combined cacao powder and sugar with cacao butter (the fat extracted from cacao beans) to form a moldable paste.

But its rival, Cadbury, was the one to connect it to Valentine's Day. Tapping into the Victorian fondness for ornamentation, Richard Cadbury launched "Fancy Boxes" of chocolates in 1861, encouraging loved ones to exchange these boxes instead of fancy gifts.

According to The Oxford Companion to Sugar and Sweets, Cadbury created a fancy box in the shape of a heart for the romantics, in 1868. The idea took wing globally and has, to date become a lasting commercial phenomenon.

### What is Chocolate?

When most of us think of chocolate, we



picture a sweet tasting candy bar. Not many of the consumers are aware that it is made from a plant. It is made from the seeds of cocoa trees grown in several countries. In India Cocoa is cultivated in the states of Kerala, Karnataka, Andhra Pradesh and Tamil Nadu in an area of 1,03,376 hectares with total production of 27,072 MT.

Chocolate is not just candy bars that are chewed by all – from children to adults. It is also the key ingredient in many foods like milk shakes and cereals – but it is also used in bakery items like cookies, cakes, etc.

In spite of its usage in several items and popularity several people are unaware of the complex procedure for producing it. The procedure involves:

**Harvesting & processing of cocoa:** Cocoa is harvested manually from Cocoa trees, such as Theobroma Cocoa. After collecting the seed pods, beans are selected.

**Fermentation of cocoa seed:** For this process the seeds are heated in the sun. If the climate is not sunny, then they are placed in large shallow heated trays, till they turn brown.

**Drying of cocoa seeds:** After fermentation, the seeds have to be dried, so that they can be scooped into sacks and sent to the manufacturers. After the drying process the weight of the seeds is reduced to almost half.

**Manufacturing chocolate:** The chocolate factories, with their machinery turn the seeds into refined chocolate.

**Surprise, Surprise:** It takes 400 cocoa beans to make 1 lb (about 450 gms) of chocolate!

### Types of Chocolates

Chocolate has various types, depending on the amount of cocoa used in it. Some of the different forms are:

**Milk chocolates:** These are made with milk, sugar, and chocolate liquor. They have balanced sweetness. They are sweeter than dark chocolates but not sweeter than white chocolates.

**Dark Chocolates:** are bitter and are available commercially in different bitterness ranges. The bitterness depends on the percentage of cocoa used. Dark chocolate can also be used for cooking.

**Bitter sweet and semi sweet chocolates:** For this the minimal cocoa

percentage should be 35%. Bittersweet chocolates generally contain less sugar than semisweet chocolate.

**Couverture chocolates:** These high quality chocolates have high and rich quality of cocoa solids and cocoa butter and are mainly used for coating, garnishing, dipping desserts.

**White chocolates:** These contain milk, sugar, vanilla and cocoa butter and have a creamy ivory colour and vanilla-like aroma. These chocolates are also very good for cooking.

**Ruby chocolates:** Made from ruby cocoa beans they have a red colour and have a mixed sweet and sour fruity flavour.

Some of the most popular cooking chocolate brands in India are: Cadbury, Nestle, Amul, Ferrero, Hershey

### Chocolate in Bakery

Chocolates are not just for consuming as sweets. Tasty desserts can be made from them. Bakeries use chocolates for several items. Chocolate is one of the most popular and widely consumed food items in the world. There is always a high demand for innovative confectionery products like sandwich biscuits, wafer biscuits, center-filled chocolates, chocolate chip cookies, etc. Chocolate as an ingredient always enhance the value and taste of any kind of biscuit or product in which it is used.

Some of the items made by bakers, using chocolate, are:

**Cakes:** some of the popular cakes are dark chocolate cakes, chocolate lava cakes or just multi layered ones

**Milk shakes:** you could differentiate them by adding cream and vanilla essence.

**Syrup:** it can be made from melted chocolate bars and adds chocolaty flavor to the food.

**Brownies:** usage of chocolate in these is popular with the bakers.

**Cookies:** these are another favourite item of the bakers

It is also elaborately used in Pies, Tarts, Pudding & Mousse

### Health Benefits

Chocolates are not just meant for offering them to your loved ones on special occasions. Chocolates have received a lot



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of bad press because of its high fat and sugar content. It has been associated with acne, obesity, high blood pressure coronary artery disease and diabetes.

However, they have several health benefits. One of them is that it helps relieve stress.

According to a review on chocolate health effects published in the Netherlands journal of Medicine there are several health benefits. The authors, in the review, point to the discovery that cocoa, the key ingredient in chocolate, contains biologically active phenolic compounds.

This has changed people's views on chocolate, and it has stimulated research into how it might impact aging, and conditions such as oxidative stress, blood pressure and atherosclerosis

Chocolate's antioxidant potential may have a range of health benefits. The higher the cocoa content, as in dark chocolate, the more benefits there are. Dark chocolate may also contain less fat and sugar, but it is important to check the label.

Eating chocolate may have the following benefits:

**Lowering cholesterol levels:** A study published in The Journal of Nutrition suggests that it could reduce low density lipoprotein (LDL) cholesterol levels, also known as bad cholesterol. The researchers set out to investigate whether chocolate bars containing plant sterols (PS) and cocoa flavanols (CF) have any effect on cholesterol levels. Regular consumption of chocolate bars containing PS and CF, as part of a low-fat diet, may support cardiovascular health by lowering cholesterol and improving blood pressure.

**Prevent cognitive decline:** Scientists at Harvard Medical School have suggested that drinking two cups of hot chocolate a day could help keep the brain healthy and reduce memory decline in older people. As different areas of the brain need more energy to complete their tasks, they also need greater blood flow. This relationship, called neurovascular coupling, may play an important role in diseases such as Alzheimer's.

**Reducing the risk of Heart disease:**



According to a research published in the BMJ consuming chocolate could help lower the risk of developing heart disease by almost one-third. They conclude that higher levels of chocolate consumption could be linked to a lower risk of cardiometabolic disorders.

Canadian scientists, in a study involving 44,489 individuals, found that people who ate one serving of chocolate were 22 percent less likely to experience a stroke than those who did not.

**Fetal growth and development:** According to a study presented at the 2016 Pregnancy Meeting of the Society for Maternal-Fetal Medicine in Atlanta, GA., eating 30 gms (about one ounce) of chocolate every day during pregnancy might benefit fetal growth and development.

**Helps in pregnancy – Preeclampsia** is one of the complications that occur during pregnancy. Theobromine, present in dark chocolates, stimulates our hearts and helps our arteries dilate. Thus, consuming a higher amount of chocolate can help lessen complications at the timely delivery.

**Improves memory and improves brain activity –** Chocolates that are full of flavanols which help in improving our cognitive activities, make our brain work faster and improves our memory. Do note that when chocolates are processed, the number of raw cocoa flavanols reduces remarkably.

**Prevents sunburn:** The people who consume chocolate, develop a stronger

resistant power from the UV rays.

**Heals Alzheimer :** The extract from cocoa heals the nerve damages done by Alzheimer's

**Chocolates make us happy (Literally):** Chocolates release endorphins, which are commonly known as 'happy hormones'. The flavanols present in chocolate also produce endorphin hormones. These hormones uplift our mood, and we feel happy. It also works as an antidepressant agent

**Provides energy:** All the flavanols present in chocolate are great energy boosters.

**Reduces blood pressure:** Dark chocolates have various flavanols. One of them is Nitric Oxide. This relaxes our arteries and takes all the pressures off them which helps reduce our blood pressure.

**Highly nutritious:** Chocolates have almost all the necessary nutrients like copper, manganese, magnesium, iron, zinc, potassium, and fibre. All of them are very good for one's health.

**Enhances body metabolism –** All the flavonoids of dark chocolate help in digestion and metabolism.

**Reduces fatigue:** Some of us have chronic fatigue syndrome. Chocolates give us an instant energy boost and activate our cells. We feel more energetic instantly.

Nutrient	Light (100 g)	Dark (100 g)
Energy	531 kcal	556 kcal
Protein	8.51 g	5.54 g
Carbohydrate	58 g	60.49 g
Fat	30.57 g	32.4 g
Sugars	54 g	47.56 g
Iron	0.91 mg	2.13 mg
Phosphorus	206 mg	51 mg
Potassium	438 mg	502 mg
Sodium	101 mg	6 mg
Calcium	251 mg	30 mg
Cholesterol	24 mg	5 mg

## Conclusion

Concluding, one may say that chocolates are not only good for spreading sweetness and love but also beneficial for health. So have a lovely Chocolate Day and Valentine Day! ■

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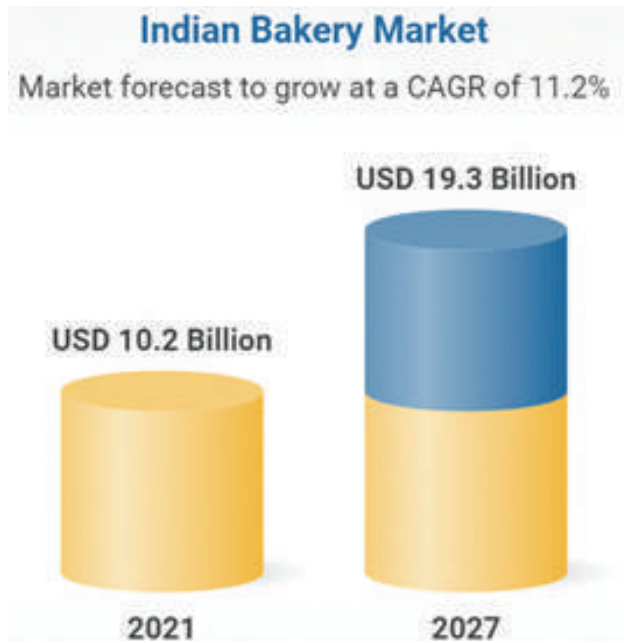


# Future Trends in Baking

Bakeries, as per the consumers' demands, have to live up to their expectations. The industry has to be aware of the latest desires of the consumers, particularly in the aftermath of the pandemic. Bakeries – big or small – have to cater to purchasers' whims and wishes for their survival and progress. Thus they have to be aware of the latest trends, for their development. Bakeries are, therefore, to meet the consumers' numerous requirements, are continuing to develop not only new baking methods but also new recipes. Small and new bakeries also have to adopt new methods to reach out to consumers and make them aware about their products. **Ashok Malkani** tries to assess the future trends in the New Year and the near future.


The pandemic impacted the F&B industry, including the bakery. However while many of the F&B outlets had to shut shop the bakery industry was also adversely affected. Though bakeries had to curtail production, due to labour shortage and other problems, consumers still preferred bakery products due to their being comparatively healthy and nourishing, as compared to other market food items. Though many people had turned home bakers, to satiate their craving for baked items without stepping out, there was not extremely noticeable negative impact on bakery products.


As the pandemic subsides, the relaxations in rules have given an impetus to the growth of the food industry, including a boost to the bakery industry. As per a report by Research and Markets, the Southeast Asian bakery products market, which was valued at \$14,368.83 million in 2021, is projected to grow at a CAGR of 7.67% during 2022 - 2027. The Indian bakery market which had, according to IMARC Group, reached a value of \$ 10.2 Billion in 2021 was expected to reach \$ 19.3 Billion by 2027, exhibiting a CAGR of 10.94% during 2022-2027.



Courtesy: Research And Markets


The increase in demand has been mainly due to the rising income as well as busy lifestyles of the consumers, most of whom happen to be millennials. As their preference has been for on-the-go snacks it has resulted in packaged goods companies offering products in convenient sizes to suit their needs. These consumers are also increasingly adopting Western-style diets containing wheat and high protein content. The health consciousness has pushed companies to produce gluten-free baked goods and natural bakery products


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### Healthy Products

Many market players in Southeast Asia are responding to the trend of healthy products by incorporating “superfood” seeds (like chia seeds, which are rich in proteins and calcium) into their offerings.

During 2022, while many expected things to return to normal, many of them were still reeling from the whammies of the pandemic. The labour shortages and supply chain disruptions added to the inflationary pressure. The consumers and the industry were adversely affected as the prices for materials soared to forty year highs across the globe.

But, as usual, the industry is getting geared to meet the challenges this year. New trends are expected to be adopted by the industry to meet the demands and aspirations of the consumers. During the New Year (2023), experts feel that to grow and prosper, the industry would have to implement some changes.

Pinterest (an American image sharing and social media service) predicts that for health reasons herbal apothecary aesthetic is going to be a big baking trend in 2023. The prediction is based on the high upward trend in search for terms like “Daisy cupcakes” and an overwhelming (over 1000 per cent) increase in searches for products that embrace old school vibes of herbs and flowers. This shows that interest in herbal and floral flavours will be finding their way into new baked items in 2023.



IRCA ,a global food company supplying B2B channels (gelato parlours, patisseries, hotels, restaurants, caterers, artisans and large-scale manufacturers), also claims that health is becoming a social issue all over the world.

With health consciousness gaining ground, alternative grains are becoming more in-demand. Some of the popular wheat flour substitutes (often considered to be healthier than other grains) likely to be increasingly used by bakers are quinoa and amaranth. These grains, it may be said, add interesting flavours and textures to the baked goods.

It may be mentioned that globally, baked sourdough, baked yeast, and naturally leavened bread are all currently on the rise. Sourdough is believed to strike an ideal balance between modern invention and time-honoured craftsmanship. Yeasted sourdough bread,

which is made from a fermented mixture of flour and water, has a soft, chewy centre crust and large air bubbles.

The sourdough trajectory which has, globally, changed significantly in recent years and is anticipated to continue to expand in 2023, is also expected to become an in-demand product in India. In the coming years it is expected to change from a cult favourite to a well-established and skilled craft.

Besides sourdough the popularity of rye bread, too is going to be the future trend. Rye bread, with its strong rye flavour is considered to be healthier than white bread. It is made by mixing bread

flour and rye flour with caraway or dill seeds added to give an earthy flavour.

Growing concern with health and higher incidence of overweight, metabolic syndrome and diabetes have made it imperative for bakeries to opt for sugar free sweeteners.

Speaking about health consciousness, one may state that this is likely to encourage more usage of Plant-based ingredients or products. According to the latest research, there’s a substantial increase in the demand for sustainable products, leading to the rise of plant-based food market by 2030. Keeping in trend, confectioners are now opting for plant-based ingredients to create dishes that appeal to the audiences.

### Freshness and Creativity

Freshness has always been an important aspect in almost all food items and bakery



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products are no exception. Customers expect freshly baked bread, croissants, pizzas, garlic bread, etc. every day. Thus focus on freshness is essential if one wants to succeed in the coming years.

Handcrafted goods are also expected to take centre stage in the coming years. It is found that, globally, the most popular topic on baked goods websites is classics. Chef Gauri Varma, Founder and Owner at G's Patisserie and Confect, is of the opinion that while innovation should be encouraged, it is not being accepted with open arms by the consumers, who feel who believe that innovations must be based on a rich legacy of not only experience and expertise but also skilled workmanship.

### Spicy Twist

With people demanding exciting flavours, 2023 is going to see increase in usage of spice. The sweet + spicy trend shows no signs of stopping anytime soon. Spicy honey has shown a 53% increase in consumer interest. The fusing of flavours, particularly sweet and spicy, has been celebrated in cultures all around the world. Ancient Aztecs' pepper-spiked hot chocolate is an example.

The idea of layered flavour notes and pairing can be seen in a growing preference for sweet plus umami, with thrill-seeking consumers looking for flavours with more global influences. Similarly, sweet plus fermented flavours draw on other cultures for inspiration.

It is believed that flavours like Mango Habanero, Chili Raspberry, Mexican Hot Chocolate, Cardamom, All spice will bring a new twist to pies, cookies, pastries, et al. The Puratos Group has declared that bakers are deriving inspiration from their respective ethnic flavours for innovating dishes.

According to Mintel, three quarters of consumers enjoy spicy flavours. Umami often defined as savoury and Spicy (aka a combination of sweet and spicy flavours) is becoming popular with bakery consumers.

### Natural Colours

It is said that we eat with our eyes first. Thus colours, which are an important element in the bakery products today, are going to continue to play an imperative role in 2023 and the forthcoming years. But when using colours bakers have to be aware about the consumers' desire

for natural colours. According to Mintel 30% of desserts launched in the past five years promote a natural ingredient claim.

According to a large-scale consumer research study conducted by Sensient Technologies (a global manufacturer and marketer of colours, flavours and fragrances, based in USA) brighter, more vibrant colour outscored muted/low-colored products and lifted purchase intent by 5%. Preference for visually bold products is due to a couple of notions. First, brighter colour was associated with more flavour and secondly consumers' want products with unique colours, patterns, etc. so that they could share it across their social platforms.

For the bakers, one may inform, that natural colours provide more hue options than synthetic colors.

Here's how some of the colours could be provided naturally:

**Red:** This can be provided by beet juice. This can provide pink and velvet shades.

**Orange:** Paprika extract can provide this shade.

**Yellow:** Turmeric can provide this colour.

**Green:** Can be achieved by combining blue with yellow.

**Brown:** A brownish hue can be obtained by adding cocoa to the recipe.

**Caramel:** Coloring is made by heating a sugar compound (usually high-dextrose corn syrup), often together with ammonium compounds, acids, or alkalis.

### Flavours Mix

Flavours is another aspect that the bakers need to heed. Adding new exciting flavours to their creations is always a positive facet for the sales of the product. The trend in the New Year is expected to see culmination of unusual flavour combinations. It is expected that globally bakers will be shaking things up with a combination of sweet and savoury or two seemingly opposite flavours paired together.

Yes, boldness would be the name of the game this year. According to Jennifer Zhou, global director of product marketing, flavors, ADM (Chicago), "Consumers are actively making purchasing decisions that

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loudly reflect their own identities. The increased need for experiential flavours in functional applications and a heightened focus on bold experiences are supporting this need for self-expression.”

Some of flavour combinations expected during the coming year could include:

- Cinnamon and Pumpkin Spice
- Chocolate and Peanut Butter
- Caramel and Apple
- Cherry and Basil
- Blueberry and Lavender
- Citrus
- Fermented Flavours

Flavours like Chili Raspberry, Cardamom, Mexican Hot Chocolate, Mango Habanero, Allspice, etc., would add to the diversity of the products.

### Factory Settings

The corona virus has paved the way for clean and hygienic environment in the bakeries. Consumers are hesitant to purchase products unless they are sure that they are produced under hygienic and clean conditions.

in this context it may be mentioned that the biscuit segment in the bakery industry gained momentum during the pandemic not only due to the manufacturers introducing biscuits for quick metabolism and those that helped maintain cholesterol and blood sugar levels in patients suffering from heart diseases and diabetes, but also due to the hygienic conditions within the premises.

During the New Year, due to the



consumers’ being more health conscious, the bakeries would have to ensure that hygiene is maintained not only in the premise but also in the bakery equipment. For this it is necessary to clean the bakery equipment. Unsanitary bakery equipment could cause two most dreaded diseases in bakery foods – Mold and Rope.

Bakers have also to pay attention to inhibiting insects and animal pests like rats and mice. Rodents pose a potential danger to the consumer as they are dangerous transmitters of Yellow Jaundice, Typhus, Food Poisoning, and Tapeworms.

### Marketing Strategy

New marketing strategies are necessary for the success of the bakery. Just producing innovative products and healthy and hygienic delicacies is not

enough. One must also plan marketing strategies.

You may have Pinterest-perfect cake pops and heavenly brownies but if people are not aware of it they won’t sell. The key to success lies not only in raw skills and culinary talents, but also in a splash of creativity with business and marketing. Marketing will help in promoting your bakery in every way possible.

With social media playing a leading role in reaching out to consumers in 2023, your bakery products have to be easily accessible on channels like Twitter, Facebook, Instagram, Pinterest, et al.

As over the last decade, in the New Year too, website would continue play an important role in increasing the sales. The bakeries are likely to resort to usage of website to offer an easy-to-use, streamline ordering function on it.

Many bakeries, like other small businesses, have also resorted to email to inform the current, as well as prospective customers about their products. In 2023, it is likely that the bakeries would ask their customers to leave their email to keep them posted on the new offerings.

### Conclusion

The New Year is going to bring in not only new recipes but also new ingredients into focus. Added to this would be new technology in the format of social media and email to promote their products. ■



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# Designer Cakes



Whether you are organising a party for birthday, wedding, anniversary, or for an official celebration, you always add a cake to the plan. A cake is a priority to make the event more pleasurable and memorable. Regardless of the event being organised, people of every age expect a delicious cake, making the event complete. There are different cakes to satisfy the sweet tooth, but custom-designed cakes make event extra special.

Designer cakes deliver that lip-smacking and inviting gesture to any event. These

are nothing but customised or themed cakes that are in the trend. The demand for custom and designer cakes is ever high as they offer more than just a delicious and flavourful treat. Customised cakes are the star of any event and worth the money you spend. Custom-made cakes suit different occasions, it's up to you to choose which cake best fits your event and has the flavours your wish.

Nowadays, the gourmards in the Indian bakery industry are becoming more experimental and demanding, as they are willing to shell out good money for fancy

cake creations, spruced with singular flavours and designs. As a result, a cake is now being increasingly treated as a work of art, as exotic ingredients are making the culinary canvas of dessert design more interesting by the day.

Besides cakes with uncommon flavours and exotic ingredients, cakes with unique tailor-made designs are also getting popular among the connoisseurs. Whether you want your cake to simulate a boat or a metro station or for that matter a royal carriage or a garden or a bottle of cold drink, you are likely to translate your imagination into welcome reality.

One would imagine that given its elite character only a miniscule section of people are familiar with designer cakes or cakes with unique flavour compositions. And then one would imagine wrongly. Also there are a good many talented dessert designers to cater to this emerging demand for unique flavours and designs.

## Innovation by Demand

Cake experts are willing to go to any extent to please the demanding customers who are frequently ordering customised desserts on occasions that extend beyond birthdays to weddings and special announcements. Even conventional families who till sometime ago confined themselves to a box of mithai to infuse a touch of sweetness in their celebrations, are comfortably stretching their culinary imagination.

Normal is boring. Every designer cake is inspired by a thought and sentiment, which the customer wishes to express in the form of a cake. The cake in question when displayed sets a conversation rolling, as it instantaneously grabs everyone's

attention. This enhances the mood and adds humour to the event. Further, as a result of that designer cake, people tend to remember the occasion long after it is over as the memory fondly lingers on those lines.

Designer cakes come in different types, and one can have them personalised to fit the taste and personality. Days are gone when cakes were only available in round shape and with limited flavours. Custom-made cakes come in diverse shapes, sizes, and a wide variety of flavours to suit individual needs.

Cake designers add a special touch to the cake as per the requirements. Whether one wants a cake that signifies a milestone in life or to celebrate an anniversary, the designer will make it more meaningful. The customised cake will express special moments and untold feelings.

The inducement of such lingering thoughts urges bakers, confectioners and chocolatiers to try out something different. However, executing such cakes or desserts is no mean task. Art and science blend to make these premium offerings look and taste good.

The creation of Garden Wedding theme cake, which weighs over 15 kgs is a challenge. It required various engineering techniques to balance the entire weight of all the detailing and elements. From the stage of production to transportation to assembly at the site, which could be a quite a distance, is always a challenge. The stability of the cake need to be checked in natural conditions, as even the slightest tilt or jerk would ruin the design element on the cake.

The designer cakes are becoming popular because of their uniqueness and the fact that they can be designed to suit every occasion. For instance, we can create a cake which can depict every theme and event that you can conceive of. With the growing demand of innovative and creative cakes, the market for designer cakes is just picking up in India.

**Creativity and Dexterity**

These cakes happen when a certain degree of creativity combines with technical finesse. The first may be in-born, but the second usually facilitates from exposure. Cake designers get an international exposure early in their career and make the best of culinary stint abroad. Having worked with leading confectioners in Europe, they manage to stretch their culinary imagination beyond the usual fare. They use exotic ingredients like liqueur and purees. The product tastes different as they experiment with unusual flavours and ingredients.

Though in terms of cake making each designer prefer their own creation rather following what is in trend. Like most prefer making round shaped cakes but frequently play with different ingredients and tries to do something innovative. Most of these experiments usually show excellent results. Like the lemon grass flavoured panna cotta or a cocoa flavoured mousse.

It requires a deft hand to turn a ball of soft pliable dough into something which is a treat to the senses, both in terms of taste and texture, smell and visual appeal. Only the trained team of chefs can handle all the intricacies. Interpreting customer

requirements and transforming them into cakes does require sheer imagination.

There are sufficient examples of bakers who cater to a niche clientele that is evolving its tastes quickly. Chocolate cake is passé and black forest gâteau no longer holds excitement, the new try outs are flavoured cakes. One can expect some extraordinary stuff like mango-ginger variants and fancy cakes with edible flowers.

No wonder, the demand for such exotic creations by the globally exposed consumers are likely to get translated into reality in the Indian bakery industry, in the times to come.

### The Pricing Factor

Though overseas exposure may have groomed and honed modern customer tastes, but even those who don't travel much are getting self-taught, thanks to the digital world. People are becoming very net savvy and the exposure to global gastronomic trends through cookery programs aired on television is urging consumers to use their imagination and treat themselves to personalised and attractive cakes. Besides discerning individuals who have evolved taste buds, corporate celebrations are also looking for such light, fluffy, smooth and delicately flavoured, finely crafted customised cakes.

Yes, cake lovers have to often pay a good deal to sink their teeth into these sinfully rich goodies. For instance, a triple layered cheese cake is a hot-seller and a visual treat, costs anywhere around Rs.2,500 per kilo, depending on the location. The high-end price points can be attributed to the fact that these cakes are hand-crafted and there is no fixed mould to create a tailor-made shape.

Since these are designer cakes, they are priced higher than the regular bakery cakes. The price points are steep as these cakes require special cake making artistry. Customised cake making is a labour-intensive hand-crafted effort, but at the end of it, it is a labour of love.

Moreover, creating designer cakes is more time consuming because it is similar to creating a piece of art that is edible. Procurement of ingredients for such cakes



in terms of colours, equipment, moulds and cutters, many of which are not available in India, can be challenging. This explains why we only have individual players in this segment who are willing to go the extra mile to source uncommon ingredients to meet consumer demands. All these also account for these desserts' high price.

### Sugar Free Options

Presently, the Indian cake industry, which is a sub-segment of the bakery industry, is witnessing two contrasting trends. On the one hand, there is a demand for high-end exotic fancy cakes, embodying unique designs and/or infused with singular flavours and ingredients, which carry the promise of an esoteric experience. This is something a cake connoisseur would appreciate and may crave for. For the uninitiated, many ingredients used in these cakes can simply bewilder. Often these cakes, besides being rich with ingredients, are also loaded with calories.

On the other hand, there is another emerging caking trend. We do have a segment of people who would opt for a no-frill experience. They want to enjoy comfort food without the fear of piling up too many calories and now few bakers caters to this demand by positioning dessert offerings differently.



The professional conducts baking workshops where chef gets requests to teach the creation of sugar-free desserts. With few occasional client requesting for sugar-free cakes have now turned out to be regular demand, because of which bakers began to include them on the menu. They believe what is healthy can also be tasty. All that needs to be done is to alter the sugar content or replacing it with a healthier substitute.

It hasn't always been simple to create tempting desserts while altering the sugar content, but isn't impossible also as plenty of good quality sugar substitutes are being available in the market today. Sometimes it is best to use readily available sugar substitutes. Fruit puree, honey, agave nectar are among the ingredients which can simply skip out the use of sugar in desserts. They are natural sugar substitutes.

However, there aren't too many players in this healthy sub-segment, simply because desserts are primarily meant to boost a feel-good factor. At the same time it must be said that the demand for healthy or low calorie desserts are also increasing in India, though at a slower rate as compared to that of the designer desserts. All said and done, it is tough to create a gorgeous dessert without including (and not altering) primary ingredients like sugar, butter, flour and eggs. There is a larger demand for indulgent desserts as compared to sugar-free or low calorie content desserts. But to be able to sustain in a highly competitive market, one has to cover all bases and need to cater to all kinds of demands.

Eventually, whether it is a fancy looking cake with rare ingredients or uncommon flavour or a sugar-substitute cake, one has to pay a higher price for it as compared to regular cakes and other regular desserts. But the consumers eager for experimentation are not minding that extra price tag. However, it seems the clientele inclined to pay more for a cake with captivating designs and flavours to be in majority as compared to the clientele looking for low calorie cakes. Though both the trends are continuing unabated. ■

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# Smell the Coffee

Tea, once India's favourite brew, is being given run for its money with resurgence in coffee drinking habits. With the advent of the twenty-first century, India has embraced myriad global influences in its culture. One of those influences to touch India in the recent years is the coffee drinking culture. Who would have thought that a land which is famous for its heavenly teas from Assam and Darjeeling would fall under the aromatic spell of a primo, semi-skimmed cappuccino? But it is true; the coffee drinking habit, especially among the upwardly mobile populace of India, is growing rapidly and is here to stay.

Over the last two decades, the café culture in India has gained not only momentum but also maturity. This can be attributed to the increase in disposable incomes among select but sizeable pockets of urban India, the growing

influence of western culture, especially among our young demographics, and the increase in working population. Thanks to the changing habits and lifestyles, and the healthy disposable incomes, we now have a plethora of coffee shop outlets across the main cities of India.

Coffee is one beverage, which has seen the transformation no other beverage has seen in recent times. From a status symbol or elites' drink – branded for centuries – it has undergone a metamorphosis into a mass drink, the drink of the youth of today.



In fact coffee has created a genre as far as lifestyles are concerned.

Coffee drinking is different from tea drinking. Coffee is sold as a status symbol and an experience or even an event, whereas tea is mainly the drink served at home and almost serves as a necessity that doesn't need justification, but few latest ventures like, Chaayos, Wagh Bakri are trying to push tea to a different level by creating a niche for themselves and also positioning tea upmarket.

## The Market

India is a country where traditional values still rule the roost but frequently come into conflict with modern ideals. So the thought of India becoming a leading nation of coffee drinkers in the near future, though surprising, is not an impossibility. Here it deserves a mention that though coffee drinking habits were

very much prevalent in South India, it never became a pan Indian phenomenon.

Coffee has been grown and exported from Karnataka, Kerala and Tamil Nadu in the south for over 150 years. There are 170,000 coffee farms there. We all have tasted special South Indian coffee brew served in metal cups, and it is pretty good and often wonder why that type of coffee is not served in the chains. But then in India one would walk into a shop to experience a unique ambience and soak in or drink up a culture that doesn't exist outside of India's cities and towns.

But now the roasted beans are really taking off and it looks like there is no stopping them from spreading their aromas across the gastronomic landscape of India. Today coffee shops have sprouted up throughout India and are spreading across the major cities. Coffee drinking is slowly but surely becoming a part of the north Indian culture too. Various surveys has already been conducted throughout the north of India and it has been observed people from varying walks

of life now share one passion; the love for their coffee.

During the last few years, the growth of the coffee culture in India has been amply manifested by the entry of a slew of multinational coffee café and bakery café chains in the country, and also by the impressive growth of Café Coffee Day – the Indian giant in the retail coffee sector. But now that the café culture has gained maturity in post-modern urban India, it is about time for many Indian entrepreneurs to explore the untapped potential of the coffee café or bakery café market in India a big way and give tough competition to the multinational players by catering to the local tastes and flavours.

In addition to urban centres like New Delhi, Mumbai, Bengaluru, Chennai, Hyderabad and Kolkata, entry of new chains into tier II and tier III cities of the country is anticipated to emerge as a major factor driving growth in coffee shops & cafes market in the country over next few years. The reason behind opening up a number of outlets in tier-III cities of

the country is that these cities do have a paucity of sleek hangout spots and thus they have great untapped market potential for cafe outlets, where they can provide a wonderful combination of great food & beverages and family entertainment.

Coffee shops can also be aptly described as ristorante lounge. The outlets endeavour to intelligently imbibe the local culture and flavour of the place where it is located. Besides cappuccino, latte and mocha, the sumptuous menu at Coffee shops now includes cookies, muffins, cinnamon buns, pizzas, burgers, sandwiches, bagels, pasta, and sizzlers. Decadent cakes and creative mocktails give the sweet touch to the menus.

Costa Coffee is another success stories that have wafted its aroma through the Indian coffee industry. Now the Indian tastes have perfectly matched with the slow roasted Italian coffee that is Costa Coffee's specialty. Customers are also very loyal to the Costa Coffee shops and more often than not consider it their second home or office. That has been a

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lovely response as that is what the Costa Coffee brand has strived to achieve.

Coffee chain operator Tata Starbucks Ltd. has reported a 76 per cent growth in revenue to Rs 636 crore for 2021-22 and “significantly” reduced its net loss, driven by normalisation of operations. In the 10 years since inception, the India joint venture achieved operational profit last financial year. Loyalty programme “My Starbucks Rewards’ member base witnessed a growth of 21 per cent last year. It boasts of a loyalty base of close to 1.1 million customers. This further endorses the success of coffee business in India.

### Growing Interest

There has been a history of coffee drinking habit in South India for hundreds of years, but just over two decades ago Indian coffee chains started to expand across India. This could be attributed to the sudden demand for a good cup of coffee, from all corners of India. This demand could again be attributed to globalisation, and to more and more Indians travelling abroad.

Many of the Indians who have moved to or travelled to Europe and/or America bought back an interest for the typical coffee shop experience. And the myth that coffee is a drink of the rich also got quickly busted. Anyone who can afford few bucks can drink coffee; so it is not necessarily just the rich who can walk into a shop and order a latte, along with some sweet offering.

Lunchtimes, late afternoons and evenings are the times when you are hard pressed to find a seat in a decent coffee shop in metropolitan India. That is the peak time in the coffee shops. Coffee shops have graduated from merely being a

## Things to Know About Coffee

1. It all began with the Dancing Goats. The legend has it that Ethiopian shepherds first noticed the effects of caffeine when they saw their goats becoming frisky and were dancing after eating coffee berries.
2. Originally, coffee was eaten. African tribes mixed coffee berries with fat which made energy balls.
3. The rise of Islam contributed to the popularity of coffee. The religion prohibited drinking alcohol, but coffee was considered an acceptable drink.
4. Most of the coffee in the world grows in the Bean Belt – the area between Tropics of Cancer and Capricorn. Hawaii is the only state in the US that grows coffee.
5. In 1675, the King of England banned coffee houses, claiming they were the places where people met to conspire against him.
6. Seventy percent of the world consumes Arabica coffee which is mild and aromatic. The remaining is Robusta, which is bitterer and has 50 percent more caffeine than Arabica.
7. Coffee is the second most traded commodity in the world – Oil is the first.
8. Coffee berries are picked dried and stripped until all that is left is a green bean.
9. The term Americano for coffee comes from American GIs during the second World War. They would order espresso with water to dilute the strong flavour.
10. George Washington invented instant coffee! Not the American but a Belgian man living in Guatemala by the name invented it in 1906.

place to have your favourite cup of coffee. It is also an ideal place for a business meeting or for that matter, a romantic rendezvous. From the comfort of your seat you can observe how people in the Indian coffee shops are relaxed and not so much in a hurry as they are in the west. The ‘dwelling time’ in an Indian coffee shop is considerably longer. In India, coffee and coffee shops can be said to be associated with elegance and leisure.

The coffee shops market in India has grown on account of the growing coffee culture among young population, increasing urbanisation, rising disposable income levels and changing eating and drinking preferences of consumers. Changing work patterns of business executives is also driving demand for such coffee shops & cafés, as these outlets offer

services such as free Wi-Fi, entertainment zones, etc.

Despite India being one of the top ten coffee growers in the world, coffee drinking for most Indians, is still an out of the home experience. In such a scenario, with growing interest towards coffee drinking across the length and breadth of India, the coffee shop culture in India can only go further as we begin a new decade.

So raise a grand cup to more of the liquid gold flowing through our lives. For it is about time you woke up...and smell the coffee. While we drink our coffees, we should remember that coffee is not only a great drink, but it also embodies a warm feeling, that transmits beyond the taste buds. Coffee drinking is also about fun, and all about having a good time and taking things easy in this fast track century of ours. ■



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# It is Really Hot



**H**otdogs, a snack delight for many sounds like a puzzle that needs to be solved at once. When we talk about popularity of a dish - a gourmet delight - how far can one go in praise for it? May be by giving it a name that throws light on its importance; or naming it after a personality that gives it a new dimension; or can be stretched maximal to make it a dish for a particular occasion.

Hotdog is one such delicacy that traverses all superlatives. A simple statement recognizes it: July is the National Hotdog Month in the US. On the other hand, 'hotdog' sounds like a puzzle in India that needs to be solved at once. This is one specific factor that has made it into a catchy substance, which is apparent if meticulously observed.

## The Product

By definition, a hotdog is a presentation of bread roll cut along the middle lengthwise and is provided with a sausage in the

middle. Though, it is primarily popular in the West but even in our country, which is conservative in its each and every approach, has taken up fast to this overt delicacy. The initial infringe of this product in India could be attributed to those typical non-vegetarians from the northeast who were/are at ease at taking in pork, beef and other meat products and also those who had an influence of the west and foreign cuisines.

The use of sausages is most common for hotdogs. It can be said to be the primary ingredient for hotdog. Sausage is one form of processed food. It is minced pork, beef, or other meat, seasoned and often mixed with other ingredients and usually enclosed in a short length of animal intestine or synthetic casing (now commonly used) so as to form a cylindrical roll of a certain length.

Its history can be traced back to the 9th Century B.C. There are many who assert that the popular sausage - known

as a "dachshund" or "little-dog" sausage - was created in the late 1600's by Johann Georghehner, a butcher, living in Coburg, Germany. The invention of the hotdog, like the hamburger and ice cream cone, is often attributed to the 1904 St. Louis World's Fair.

However, similar sausages were made and consumed in Europe, particularly in Germany, as early as 64 A.D., and the earliest example of a hotdog bun dates to New York City in the 1860s.

Traditionally, the use of mustard, ketchup and chilli has always been favourite hotdog toppings in order of popularity. In addition to these, hotdog lovers can try out a whole host of variations at the festival - coleslaw and gherkins, cucumber, peppers, green onion, salsa and even mango relishes.

## Off the Street

Retail sales of plant-based alternatives to meat and dairy products are booming.

Because of this reason it has become possible to divulge from mainstream American hotdogs to other forms that matches Indian palate.

Consumers too have found that choosing these alternatives is easy and can get a taste of what they might not have done, had it been sausage based product only. Even though the taboo of not being of good quality lingers on the off the street shops, they try best to provide tasty and hygienic hotdogs. The use of vegetables does the make-up act for improving hotdog appearance. These kind of shops can be found at particular locations e.g. tourist spots, cineplexes, shopping areas, commercial office complexes, nearby schools, etc.

In branded bakery outlets one definitely get to choose from tasty burgers, hotdogs, and other varieties along with vast options for each one. Consumers have more say on these bakery shops for which they pay a higher price.

The health conscience is on a high and



nobody here wants to leave a room for risk. Vendors offer healthy alternatives that sell. Consumers eat healthier option that tastes good. Traversing over to other options like using synthetically prepared casein instead of intestine for sausage preparation is popular now. There is a revolutionary change taking place all the time; the way food is prepared and served to consumers.

**Varieties on Offer**

Closer home at any road side joint and

in places where one can spot small kiosk serving Chinese also serve hotdogs, burgers and regular snack items. People eat from their heart and even limited offer does not deter them from having a bite of traditional and new age hotdogs both.

It was estimated that the Americans eat 26 million hotdogs in major league ballparks. This is a figure for mere one season. By this it is easy to explain that how much importance it holds in a typical American culture.

In India, considering its taste orientation, hotdog is available both in authentic and modified versions. There is now the other version of hotdog available to woo the vegetarian market.

Usually frankfurters and sausages are used in hotdogs but here the Indian consumer is comfortable with paneer, chicken, mutton. Hotdogs are supposed to be non-vegetarian. Game, beef, and all other types of popular meat items are used for making sausage and frankfurters, which forms the basic ingredient for a hotdog.

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### Vegetarian Hotdogs

Soy is an ingredient that is now gaining reputations for use in hotdogs. It does not contain any cholesterol, as it is only found in animal products. Some soy hotdogs may have some saturated and unsaturated fat, which occur naturally in soybeans. The ingredients of soy hotdogs differ considerably from their non-vegetarian counterparts. In some instances taste and texture differ widely.

Tofu, as used in veggie burgers, can replace sausage in hotdogs, which is generally low in calories and fat compared to the latter one. Fat content is an important criterion for the production of hotdogs. Even extra lean meat gets more than half its calories from fat. Most veggie burgers have less than 20 percent of calories from fat. Meat has got no fiber and that where the vegetarian variety scores.

Veggie hotdogs are lower in calories, fat, and cholesterol. Some veggie dogs have more protein and iron and less sodium than hotdogs generally do.

Hotdogs are quite popular even now as a food item if you visit places where it is being sold. Mostly three varieties of hotdogs are available – Schezuan, American and German. The Schezuan was the one served with Schezuan sauce and the German with a thick cheese slice.

### For young ones

Not many prefer the idea of veggie hotdogs

## European Hotdogs

### Sweden

Hotdog is an integral part of the Swedish culture. This goes back to the Swedish cultural elites' fondness for 'old times' i.e. the 50s and 60s. A Swedish hotdog should be eaten outside at a 'korvkiosk', a small stand where one can buy hotdogs, hamburgers, candy, tobacco and even newspapers. These exist in almost every town, and young people gather there to mingle with each other. It is probably a 50's version of the mall. Hotdog is relished with 'pucko', a Swedish chocolate drink.

Hotdog comes in boiled and grilled version. It can be eaten with bread or without. The mark of a Swedish hotdog is that it is longer than bread, so that the ends stick out. It is usually served with mustard and ketchup. Other toppings (like onions or pickled cucumber) are also provided.

### Denmark

Danes view themselves as the king of hotdogs, which is something they have in common with the Swedes. The Danish dogs are similar to the Norwegian dogs, with some exceptions. The most noticeable of these are the red hotdogs. They are really, red, and were forbidden in Sweden for many years because of the enormous amounts of colour additives in them. But the dogs themselves were not that bad as the demands were quite well. Good quality of meat in hotdogs is the pride of Danish people. Prices vary wildly, but so does the hotdogs.

### Iceland

There is one thing that only the Icelanders have got right when it comes to hotdog. They put onions in the bread, glue it there with mustard and remold, stick the sausage in on top of this and top it off with lot of ketchup.

and these are those strict non-vegetarians who suggest that not all items can be modified at will. But the manufacturers confers that the demand for vegetarian / modified hotdogs still outclasses the

authentic one in India. There is a definite demand for the authentic ones but that can be counted on fingers. As for the younger generation, they still stick on to regular burgers and sandwiches.

The success of any foreign food in India primarily depends on how well it is made palatable for its public who always want to taste thing in an Indianised version. When big fast food chains known for their rigidity in their menu change their stance for the Indian consumers, it is obvious that more and more Indianisation of foreign food like hotdog will take place as we are not easy with pig, beef, etc. In totality the market for hotdogs may be just 10 percent at the most.

This clearly indicates that hotdogs in its modified way will climb a few more steps but the future of this delicacy otherwise is not going to be as significant as pizzas and burgers, which are termed as – the revolution – in Indian food habit. ■

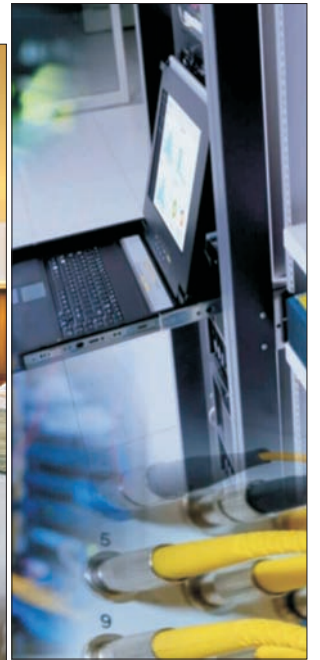




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# Pastry Chef:

## Challenges & Opportunities

By Ruchit Harneja



Unlike most chefs, pastry chefs cannot throw things together at a farmer's market and expect to have a consistent result. A slight variance in temperature, grams, humidity, or time makes all the difference in the world of pastry.

It is a fast-paced industry with challenges and hurdles at every step. The title of pastry chef is not just limited to preparing an array of desserts. Being a pastry chef is being an artist, scientist, doctor, nutritionist, hygienist, and much more.

### Challenges

Since pastry chefs can work anywhere from a small shop to a high-end restaurant, certain expectations differ, but the overall asks remain the same: pastry making. While pastry chefs don't work with every kind of food as other food workers would, the challenges faced by pastry chefs are just as diverse as those of all other food workers. It includes competitiveness, meeting high expectations, and coping with long work hours.

Competition can be one of the

biggest challenges faced by pastry chefs. Creativity and imagination are a must. The constant need for novel, aesthetically pleasing, and tasty desserts, where every little detail counts, is what makes competition such a challenge for pastry chefs.

Competitiveness can often be seen on television, where, whether they seek to improve their skills, or win prize money, pastry chefs are often seen competing in baking competitions. These baking competitions usually consist of bakers



or pastry chefs being given certain conditions to follow in a limited amount of time to present to judges. These judges are usually renowned pastry chefs themselves.

Of course, these competitions are voluntary, but they do not stray far from the actual competitive environment pastry chefs must work in. The life of a pastry chef is anything but leisurely.

Meeting the high expectations of others is yet another challenge that pastry chefs must face. The reason there is so much expectation for this title is because to have the title of pastry chef, there must be some background or education. It indicates that a pastry chef has experience of pleasing eyes and taste buds alike. These high expectations can be from either the head pastry chef or from the customers. Especially in high-end establishments, one minor mistake can ruin the whole plate. These high expectations surely add some pressure.

One of the biggest challenges many pastry chefs must face is coping with long work hours, including early mornings, late evenings, weekends, and holidays.

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### Opportunities

Despite all these challenges, the pastry business in India has grown exponentially. People have started taking avant-garde patisserie in India very seriously and enthusiastically. Lack of qualified and creative manpower has resulted in opening up of specialised bakery schools, mushrooming throughout the country, offering world class curriculum and visits by international chefs. Nowadays, mouthwatering desserts and cakes are not only present in the finest hotels, but also in restaurants, cafes, and bakeries.

With the ease of travel & social media presence, a lot of new growth prospects are there for young pastry chefs. While the traditional route for a pastry chef may have been limited to staying in a restaurant / hotel job forever, or opening one's own shop, there are now many more models and platforms exist to pursue the career.

Many students are enrolling in culinary schools with various food careers in



mind including food writing, styling, food science, education, entrepreneurship, sales and consulting. All of these have now become realities because many of the successful pastry chefs from the traditional restaurant and hotel worlds are finding success branching out. This gives hope that pastry chefs can have unique and lifelong careers.

India is a thriving place at this moment for pastry entrepreneurs. Artisanal and gourmet pastries have gained so much popularity and it is slowly becoming a premier destination for international pastry chefs to showcase their love for the art. The average Indian is well travelled and understands world cuisine and palettes more accurately. TC and social media have played a big role in people's lives. So much has changed in the last couple of years, which has improved the standards of pastry across the country.

India itself is a sweet loving nation and Indian sweets are tremendously popular! The next big opportunity lies right there to amalgamate our Indian sweets very carefully with contemporary techniques so that the soul of the dish is not lost.

This is what I have been doing in my restaurant Musaafer, located in Houston, United States. I spearhead the infamous dessert program at Musaafer, which involves ayurvedic and seasonal spice blends into desserts, includes superfoods to maintain the nutritional content and promotes heterodox food pairings.

I feel Indian cuisine is on the cusp of the new food revolution! It is that special cuisine that offers countless experiences across the spectrum of delectable dishes. The audience for this exposure is widening with some remarkable restaurant openings across the globe.

As per statistics, Indian cuisine has the fastest growing rate, mainly because of its diversity. My Indian inspired dessert program at Musaafer has gained much acclaim and appreciation. Our budding pastry chefs from India must carry and broadcast this legacy and trend. I feel that these desserts can create a significant place in the pastry world, if done right! ■

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# Patisserie Notes

## Making Good Pastries



**P**astries are the key product in any bakery or confectionery set up. Good pastries need special attention at every stage. Any good bakery is known not only by the whiff of its freshly baked bread but more often by the quality of its pastries that are the proverbial hot cakes of the establishment. However, there are many imponderables and subtle aspects that influence the quality of these savouries. Following are some of those essentials.

### A Cool Kitchen

When you are rolling and shaping all the pastries (except choux and hot water crust which are warm mixtures) you need a cool atmosphere. It is often a good idea after shaping the flan or pie to let it rest in the refrigerator while the oven is preheating. This helps to keep the pastry a good shape.

### Preparing the Pastry

Fats used for puff and other rich pastries should be cool and soft enough to use but never oily and butter should be absolutely fresh or the pastry may have a rancid taste when rubbing in fat your hands must be cool and use only your fingertips. Add water carefully (I generally allow 2 teaspoons cold water to 1oz (25gm) flour. A sticky mixture will give you a tough

pastry use the minimum amount of flour when rolling out pastry. A flour dredger with small holes in the top is a useful item in pastry making as it gives you a light dusting of flour on the surface on which you are rolling.

### Rolling the Pastry

There is an art in rolling pastry use very light strokes and never stretch pastry or it will shrink back during baking and spoil your finished result when rolling out a lid for a pie for instance lift it carefully on your rolling pin then place it gently on the pie dish.

### Resting Pastry

The idea of allowing puff and other rich pastries to stand between rolling and folding is to give the fat sufficient time to harden up again otherwise you may end up with a sticky oily mixture.

### Baking Pastry

The oven must be properly preheated before pastry goes in allow at least 20 minutes when making a tart or pie with a pastry base avoid using oven glass dishes. Enamel or similar dishes are better conductors of heat and therefore cook the underneath pastry.

### Tins for Baking

You can buy plain or fluted flan rings (strictly speaking a savoury flan should be baked in a baking sheet. The inside of the ring is lightly greased and the pastry fitted into the ring. Towards end of cooking the ring is lifted away so that the pastry can brown properly. If you do not have a flan ring you can always use a sandwich tin with a removable base.

### Storing Pastry

You can wrap raw pastry in foil and keep it in the ordinary part of refrigerator for up to a week.

### Freezing Pastry

Uncooked pastry can be frozen for 4 months then thawed rolled and baked. You can freeze pastry already rolled and shaped - vol-au-vent for instance. If you are in a hurry these can be put into the oven tock-hard and they will behave beautifully! Add a hot filling when they come out of the oven. For freeze owners I have given a few recipes for freezing pastry shapes and fillings which you will find at the end of the chapters. You will see that fillings must always be frozen separately and the flour in the filling replaced with cornflour.

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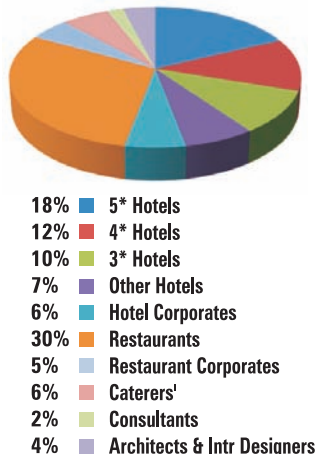
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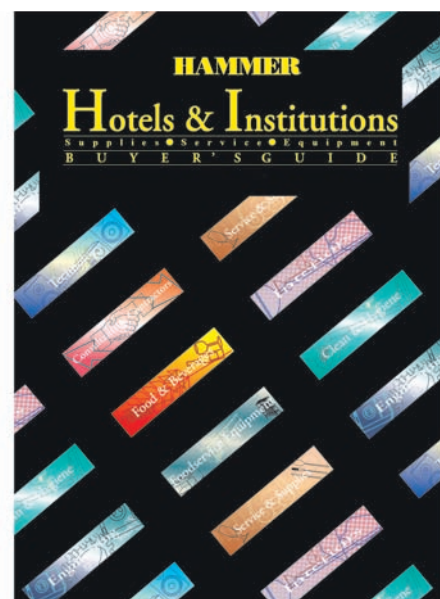
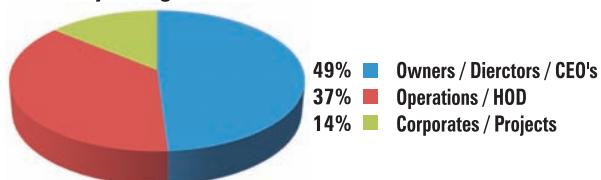
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## Innovative Chocolate

Luker chocolates are crafted at the manufacturing plant in Colombia. It is made of selection of the best single origin cocoa beans, which reflect the diversity of the land. It has created a rich portfolio of balance, selected origins and heritage recipes. The company works exclusively with Cacao Fino de Aroma, a special type of cocoa classified



by the International Cocoa Organisation (ICCO) for its fruity, flowery and nutty malt notes. Only 8% of the cocoa produced in the world is Cacao Fino de Aroma. The Chocolate Dream is a collaborative model of social innovation in which Luker Chocolate seeks to transform the chocolate value chain from origin. This builds sustainable well-being amongst the communities where it sources the cocoas.

The balance chocolate is the innovative set of chocolates answer to health concerned consumer needs with alternative ingredients such as natural sugars, plant based dairy alternatives and functional ingredients. Selected chocolate portfolio offers real chocolate products made with finer flavour cocoa which provides a unique sensorial profile, from single estate to regional and country. Heritage recipes provide unique recipes to cater to specific market needs and applications. It has wide range of white, milk and dark chocolates with particular flavour and performance characteristics.

The couvertures are used in applications like enrobing, decorative figures, moulding, fillings & ganaches, decorating and desserts. The chocolate is available in 2.5 kg & 20 kg formats.

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The company comprise of chefs, baristas, scientists, flavourists, nutritionist, food enthusiasts, bakers and chocolateiers, who are passionate to the core and committed to creating and manufacturing market leading high end, innovative food & beverage products.

The company offer solutions for Taste – Syrups, Sauces, Seasonings, Fruit preps, Inclusion & Toppings and Gourmet Mixes, Nutrition – Functional Blends, Vitamins, Minerals and Amino Acids, Ingredients – Candied Fruits, Sweeteners & Beverage Ingredients. Its range of products include processed protein solutions, coolers, vegan solutions, seasonings, spice mixes, protein solutions, functional premix, soup, syrups, sauces, gourmet mixes, dessert mix.

**Nutaste Food & Drink Labs Pvt. Ltd.**  
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## Chef's Choice

Knife is said to be 'life' of a chef. In fact, holding on to a good quality of knife is as important as for any user in the kitchen. In this very segment the most exclusive branded knife of India, which has been closely associated with star hotels and catering units is Remington Steel. Over the years the company has won an essential place in the commercial



kitchens of India. The knives are made from tough, carbon stainless steel that ensures greater edge retention. These knives are heat treated and tempered in an inert atmosphere.

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

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# Ensuring Precision and Consistency

## Chef Pierre, Executive Chef at L'Opéra



A talented, creative, mature and resourceful French Bakery Chef Pierre holds rich background in the preparation and service of gourmet pastries. He has travelled extensively and acquired a vast knowledge not only in French, but also in international pastry and bakery having lived in a variety of diverse cultural settings. Chef Pierre has demonstrated successfully his, entrepreneurial, management and leadership skills by leading large teams and by operating his own restaurant for nearly a decade. His, is a hands-on problem-solving attitude at work which uses effective communication and collaborative skills. Chef Pierre joined L'Opéra in 2021 as Executive Chef.

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

### What are the current hot trends in Indian Bakery industry?

There is a clear trend of increased liking for sourdough and speciality breads such as Multigrain and Cereal specialties. Customers today are keener to have quality products and are willing to pay higher prices justified through the choice of the ingredients and processes compared to local, lesser quality products.

### How did you become a Pastry Chef?

I always loved baking since I was a child. Being brought up in France and the smell of a fresh croissant in the bakery right below my house, it was hard to not get drawn towards it. I started baking with my mother and gradually the kitchen became the best part of my house.

### What is your working philosophy?

My philosophy as a baker is quality. I ensure precision and consistency and always give importance to detail. I love to experiment with new combinations and flavours because as a baker with vast international experience, I always aim to first understand the culture of the people and then inculcate that in whichever way possible without removing the authenticity of my products.

### What are your hot selling products?

Some of our hot-selling products are Viennese range of products such as the Classic Croissant, The Pain au Chocolat (the chocolate croissant), and the family of Eclairs- Caramel, Chocolate and Coffee as well as our signature macarons available in more than 10 flavours.

### What is the demand these days in Bakery?

Higher quality sourdough and speciality breads and in pastry, customers are more open to experimenting thus we offer standard products like Mille Feuille and the Classic Baguette and also seasonal speciality products like Galette de Rois, Olive bread, Alpine Nut Cake and the very French Fraisier

and Strawberry Tart.

### How do you take care of healthy aspect?

We take care of the health of our customers is through strict attention to quality and the ingredients we use. We also follow the highest standards of hygiene in our production, storage, distribution and sales. Bakery products are generally products to indulge in and not really for a diet... so as in France we recommend our customers here in India - to enjoy our products but be mindful of the quantities consumed. We also have a sugarless menu of desserts including cookies, pastries and healthy breads such as multigrain, cereal and gluten-free products.

### Your favourite tool?

Interestingly my favourite tool is a piping bag. I love pouring the cream or the batter into it and opening up my creativity and the plethora of possible designs and enchanting my customers and patrons. The decorations which can be made using the piping bag are a treat to the eyes when it comes to a reality.

### Challenges faced by a bakery chef?

Every job comes with its own set of challenges. If I have to name three of them it would be implementing and executing recipes with precision and the same consistency, day after day. The second is the actual baking process in the oven because it requires very thorough attention to humidity, timing and temperature. And, finally the third is a qualified, motivated, and interested team in the kitchen, as work today requires a team effort.

### What do you like about your job?

The favourite part of my job is the actual creation of the products since it inspires me to grow further each time and to see the feeling of joy and love when people bond while enjoying them.

### What is your strength as a bakery chef?

This is a difficult question as I always

aspire to improve in all areas of my work, however, if I have to name one, I would say my love of simplicity yet adherence to detail which I bring to life in a product. Like in a Crème Brûlée for example... the caramelized sugar, the smell and taste of vanilla with a light, yet elaborate cream or a freshly baked French baguette which is thin crusted outside and fluffy in the inside. These are simple products, yet they require precision and practice.

### What are you passionate about besides baking?

I love watching dance performances and listening to music, both modern and classical. I also like keeping abreast of the world news and knowing the important events occurring around the globe.

### How do you like to de-stress?

Cooking and baking are my de-stress exercises. When I'm low, I'll brew myself a hot cup of cappuccino and do some cooking and relax. I enjoy reading a book to calm myself when I'm anxious.

### What is your Mantra for success?

Hard work, continuous effort and perseverance without giving in to challenges and difficulties which are a natural part of our lives is my mantra.

### Your favourite ingredient?

My favourite, everyone's favourite is Chocolate! There are so many varieties both in terms of taste and combinations to play around with. I believe this is the most flexible of all ingredients in pastry products. The second close match is Vanilla... a very simple ingredient that has numerous applications in the pastry world.

### What do you personally like to eat?

I relish a freshly cooked pot of Ratatouille topped with Parmesan cheese accompanied by a classic French baguette and a glass of red wine.

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