

HAMMER

Food & Beverage

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Business Review

Business magazine for food service & food retail professionals

Pop the Cork

Business

For Sustained Growth for Sustained Growth

Feature

Breaking Fast Superfoods

Agri

Sensuous Artichoke

Beverage

Say Cheers to Beer

Cuisine

Subtle Chettinad

Operations

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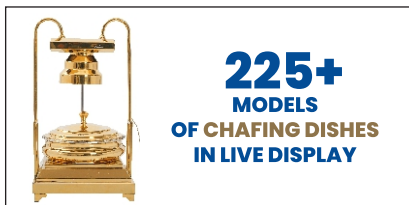
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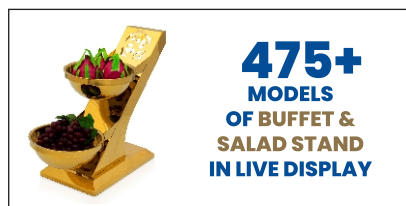
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The wine scenario had changed since over a decade, and today it is a drink that is enjoyed by people of all ages. Wine is becoming a trend. Although the per capita consumption of wine in India is currently quite low, it is continuously increasing. Cover Story discusses various aspects of wine and its rising popularity in multiple spheres of Indian society.

Indian cuisine is a multi-faceted one with almost every region of the country having its own traditional gastronomic fare. Thus cuisine is considered as an identity marker of ethnicity and distinctiveness for each of its region. Since the cooking methods in different regions of the country vary, there is a wide variety of ingredients used to create a unique flavor. Business story finds about the growth in food ingredients market offering new opportunities for entrepreneurs.

With growing awareness about consumption of the right type of food, the globally aware Indians with decent disposable incomes are now looking for food products that provide extra benefits beyond meeting the basic nutritional needs. Feature story talks about Superfoods, enriched with essential nutrients, having many health benefits, which were missing from our daily diet, are now on the rise.

The regular sections provide information on Artichoke in Agri section and on Beer in Beverage section. The Operations sections elaborate on the art of food plating and presentation, as a crucial aspect of the food service industry. Cuisine section finds about Chettinad cuisine, retaining the distinct identity each "South Indian" cuisine.

This year Aahar'23 has once again proved as one and only comprehensive food and hospitality show in India. HAMMER with its strong presence, as always, reached out to maximum visitors through wide range of publications. HAMMER also launched its much awaited annual 'Hotels & Institutions Buyers' Guide' at the show.

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International Chefs Conference 2023 - IFCA



9th International Chefs Conference 2023 – IFCA - The Presidium and Executive Committee of IFCA, the nodal body of prestigious Chefs Associations across India, concluded with the successful conduct of its Biennial International Chefs Conference, the greatest culinary event that exclusively unites Hospitality Industry professionals.

This edition was supported by the Ministry of Agriculture and Farmers Welfare, and the Ministry of Tourism. The conference was powered by Welbilt Asia under their brands - Convotherm and Merrychef. The theme for this year's conference was "Co-creating Inclusive Local Organic Food Systems", which was well received by the delegates. In addition, there was a special focus on the Millets- 'Shree Anna', in lieu of this being the International Year of Millets 2023.



The event was kicked off with a grand session on 11th February, with the chief guests including the Honourable Minister of State for Agriculture & Farmers' Welfare, Kailash Choudhary. The minister emphasized on the support being provided for Millets, and even enthralled the audience with his culinary skills. The session also saw the Secretary Manoj Ahuja and the Joint Secretary (Crops) Ms. Shubha Thakur sharing their words of wisdom and support. One of the highlights of the conference was the delicious spread of Millet-based dishes served to the delegates during lunch on all three days.

The event was a 3-day affair congregation of Culinarians from all around India and the world, with over 500 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 featured a wide spectrum of topics; international speakers and chefs like Paul Nehnam, Krish Ashok, Vir Sanghvi, TC Chatterjee, Ms. Ishi Khosla, Dr. Kurush Dalal, Dr. Pulkit Mathur, and many other acclaimed speakers.

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

The event also featured a trade show where food & service exhibitors showcased their latest offerings and innovations.

EVENT CALENDAR

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

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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

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<https://www.fhthevent.com/>



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Showcasing Industry Trends & Product Innovations

The successful revival, after the gap of two years due to pandemic in April'22, the 37th edition of Aahar 2023 - The International Food & Hospitality Fair - the most awaited B2B event in Asia, once again proved itself as the largest fair in the food & beverage and the hospitality sectors in India. The show took place during March 14-18, 2023, at Pragati Maidan, New Delhi.

The show featured new trends in F&B as well as hospitality services, processing, culinary tech, retail and new innovations. The specialised B2B event for the food & beverage and hospitality industry has grown by leaps & bounds during the recent years and is today regarded as a well-known destination for global vendors and sourcing professionals from the food & beverage and hospitality industry across the planet.

Aahar'23 was organized by ITPO with support of the Ministry of Food Processing Industries, Agricultural and Processed Food Products Development Authority (APEDA) and apex industry associations, Association of Resource Companies for Hospitality Industry of India (ARCHII), Hotel and Restaurant Equipment Manufacturers Association of India (HOTREMAI), All India Food Processors Association (AIFPA), Indian Confectionery Manufacturer Association (ICMA), Food & Hospitality Support Association of India (FHSAI), Forum of Indian Food Importers (FIFI) and Federation of All India Caterers (FAIC).

The fair assumes tremendous significance in light of the announced Union Budget which this year focused on the promotion of tourism & hospitality industry along with MICE sectors which complements the hospitality segment.

Covering an area of around 50,000 sq. mtrs, with over 1400 Exhibitors, the event had pan-India representation along with international participation from 19 countries, also showcasing international pavilions by Brazil, Canada, Chile, Italy,

Peru, Russia, UK & USA.

The fair featured a wide range of Agriculture Produce, Processed Food & Bakery Products, Dairy & Meat Products, Beverages, Confectionery Items, Food Ingredients, Food Processing Equipment & Machinery, Food Service Equipment & Supplies, Housekeeping & Design Solutions, and Hospitality Technology exhibitors from India and overseas. The fair has elicited participation for the foreign participation.

Apart from the meaningful display, the fair offered an insight to operational and food safety concerns and innovations to become energy-efficient, finding budget friendly raw materials boosting productivity, while still aiming for greater profitability.

Aahar'23 witnessed large number of trade visitors from across the country. These included top echelons of the Hotel and Hospitality industry - CEOs, General Managers, Chefs, Housekeepers, Purchase Managers, etc. Besides, professionals from Catering Industry, Food Retail & Distribution and Academic Institutions also visited the fair.

Besides the potential to foster business revenues, Aahar also provides an effective platform for the players across global food & beverage and hospitality industry to disseminate/gather relevant information and gauge ongoing and future trends, which can greatly benefit the participants at the fair.

India's food retail industry is also going through impressive growth phase. Especially, in the backdrop of the impressive growth potential of the Indian food services and food retail industry and with the revival of the Indian hospitality industry, the relevance of a mega event like Aahar simply cannot be overlooked.

The fair is further poised to grow in size after completion of ITPO's ambitious project, world class International Exhibition-cum-Convention Centre (IECC) at Pragati Maidan.





Mittal International was adjudged first, for excellence in display for the F&B Equipment category, at the 37th Aahar 2023, held at Pragati Maidan, New Delhi during March 14-18, 2023.



Culinary Art India 2023



Culinary Art India 2023, a regular event took place once again during AAHAR 2023 exhibition at Pragati Maidan, New Delhi. The competition mesmerized audience by showcasing exclusive culinary skill, display & presentations by the best culinary talent from across the country. Culinary Art India is organized by ICF (Indian Culinary Forum) to honour, educate, and celebrate deserving chefs while providing them with a platform to present their culinary expertise. This year's edition featured over 500 chefs showcasing their culinary excellence under 17 categories, marking the largest participation in the event's history.

The first day of Culinary Art India held on March 14, featured 125 chefs from different regions of India competing in four categories: Plated Appetisers, Petit Fours/Pralines, Authentic Indian Regional Cuisine, and Live Cooking CDP & Above. On the event's second day, 145 chefs participated in three competitions: Three-Course Set Dinner Menu, Live Cooking Students, and Cake Decoration - Dress the Cake Live. The contests were designed to assess the chefs' culinary and artistic abilities, as well as demonstrate their cooking skills in real-time cake decoration. On the third day of competition, 120 chefs competed in five categories, which included the 5-Tier Wedding Cake, Plated Desserts, Contemporary Sushi Platter, Live Competition Rice Dish, and Chocolate Mania.

The fourth day of the event saw 118 talented chefs competing in six exciting categories, which included the Artistic Pastry Showpiece, Artistic Bakery Showpiece, Fruit & Vegetable Carving, Live Competition Rice Dish, Egg Benedict, and Mocktail Competition.

The last day of the event, March 18th, concluded with an awards ceremony where the winners of the culinary competitions were announced and recognized for their culinary excellence. The competitions were judged by a distinguished panel of WACS-certified jury members from India and abroad. Renowned Chef, Chef Uwe Micheel was chairing this year's competitions, with Chef Sireesh Saxena serving as the organizing secretary.

During the event, The Culinary Theatre, which also featured master classes, was a popular attraction where visitors could learn from 17 prominent chefs who shared their gastronomic mastery and cooking proficiency. Many aspiring young chefs and keen visitors interacted with renowned chefs as they demonstrated their expertise and techniques on stage, making The Culinary Theatre a unique opportunity for attendees to engage with some of the most talented chefs in the industry.

Chef Davinder Kumar, the president of the Indian Culinary Forum said "Through this event, we aimed to showcase the rich diversity of Indian cuisine and promote culinary excellence in our country. It's an honour to have received such overwhelming participation and enthusiasm from the young chefs. We believe that the skills and expertise shared during this event will contribute towards the growth of the culinary industry and help raise the bar of culinary excellence globally. It was a tremendous effort from our team to organize an event of this magnitude, and we're grateful for the support of all our partners, sponsors, and attendees."

"We are thrilled with the success of the event, and it's been an incredible experience to see so many talented chefs from around the country come together showcasing their culinary dexterity. We wanted to create a platform where chefs could learn, collaborate, and push the boundaries of culinary excellence, and we're proud to say that we achieved that goal. We hope that this event will inspire the next generation of chefs and provide them with the tools and knowledge they need to achieve their culinary dreams." said Chef Vivek Saggarr, General Secretary, ICF.

The Indian Culinary Forum is India's association of Professional chefs of India. It was formed in New Delhi in 1987 as an exclusive non-profit-making organization, dedicated solely to the advancement of the culinary art of India. The Forum's objective is to act as a link, a platform and an instrument for the enhancement and overall development of the national community of chefs.



Association of Resource Companies for the Hospitality Industry of India was formed in 1990 to promote cooperation among people and companies associated with hospitality industry providing services to hotels and food service industry, as manufacturers, importer, exporters, wholesalers or retail dealers. ARCHII adopts a common policy and collectively taking such steps as may be deemed necessary or expedient to further safeguard the interest of its members, pertaining to the trade and industry.

ARCHII is a well recognized platform to discuss the possible arrangements, contracts, dealings between member's interest to regulate and standardize as far as ethical business practice in the hospitality trade. ARCHII arranges sponsors to support various conferences, exhibitions. It promotes goods/equipments by arranging buyer-seller meeting, inviting high profile visitors and guests.

ARCHII has been actively involved with ITPO to organise Culinary Show & Seminars and Aahar. This year at 37th edition of Aahar 2023, the association took 4500 sq. mts, of space for over 132 members. During Aahar the association organised its annual dinner on March 17, 2023, at The Connaught New Delhi, graced by over 200 members and industry leaders, including members of ICF, PPFI & Stewarding Association.





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Hotremai strives to safeguard and represent interest of its members in particular and of the industry in general by taking-up various issues adversely affecting the business of its members with the government bodies, hotels, restaurants and their associations.

Hotremai organizes in-house meets, like Purchase Managers Meet, Hotel Consultants & Architects Meet, F&B Manages Meet, Project & Engineers Meet and such other events, where the representatives of the hospitality industry interact with its members, know their products and services, discuss the problems faced by them and make collective efforts for their effective solutions besides establishing mutual understandings and workout fruitful business deals. This provides its members a platform to demonstrate their products and services and provides opportunity to know their customers' needs.

Hotremai has positively contributed towards building AAHAR by ITPO as well as India's largest hospitality and F&B Show - India International Hospitality Expo. This year also in the 37th edition of Aahar'23, the association contributed almost 4500 sq. mts. of space with over 150 exhibitors.

During Aahar'23 the association held its annual dinner for its members at National Sports Club of India, Delhi on March 17, 2023. The event was graced by over 250 guests and industry professionals. During the event a special lucky draw was held, where two tickets for Singapore were won by its distinguished members.





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Food Connoisseurs India Convention 2023

The Food Connoisseurs India Convention 2023 – West India Edition recently hosted the largest congregation of professionals from the hospitality industry in Mumbai on 15th Feb, 2023. Spearheading the convention which held conferences, exhibitions and awards was the Hotel and Restaurant Association of Western India (HRAWI).



President of the Association, Pradeep Shetty, spoke to the audience on 'Venture into a Food and Beverage: Turning Dreams into Reality'. The conference focused on micro-trends that are altering the palate, brand and capacity building, food tech, cloud kitchens and food deliveries, among other developments. The Convention aimed to foreground the inventive ways in which different champions of the industry conquered the challenges of contemporary times, opening the door to greater profits and expansion.

The Food Connoisseurs India Convention is an initiative to bring industry experts and think tanks under one roof to discuss, debate and reflect on a wide range of opportunities the food industry, particularly the home-grown cuisine, could offer, which can help one decode probable business strategies.

Pradeep Shetty said, "The Food Connoisseurs India Convention 2023 was a great opportunity for professionals from the hospitality industry to come together and share insights on the latest developments and trends. The industry has pulled through from one of the worst times in recent history and going forward we need to ensure that the industry continues to innovate and adapt to changing market trends and consumer needs. We must prioritize the use of technology and innovation to enhance guest experience and improve operational efficiencies. This will enable the industry to become more sustainable, eco-friendly, and future-ready."

'Terttulia' Launches in Goa

Terttulia! A scrumptious culinary experience that has won many fans in Mumbai as well as Pune, the restaurant's latest destination is India's party haven, Panjim city. Terttulia Goa is spread across a sprawling 6500 square feet of space that can welcome 120 visitors at a time. Terttulia is an all day eatery that blends the soul of a restaurant, cafe and bar into one eclectic combo.



Terttulia Goa has been designed by 'Otherworlds', a multidisciplinary studio that specializes in creating unique spatial and visual domains in the real world as well as virtual domain. The restaurant has been crafted with intricate attention to detail, envisioned as one extended balcao under an overgrown bamboo canopy.

The entire place is woven with a dual tone texture, and is planned to grow out and round the central bar. You could browse through Terttulia's liquor and literature library for a book and a beer in the afternoon, or soak in the exuberant energy of its center piece chandelier by the time the sun sets. Each and every part of Terttulia Goa exudes vibrant energy in the morning and a bustling vibe by night time.

Terttulia Goa's menu is a diverse and dynamic collection of options that change periodically. The brainchild of restaurateur Imrun Sethi, Terttulia Goa sees Imrun join hands with entrepreneurs Sunny Sara, Ritik Bhasin and Ranbir Batra. May it be a casual get together with old pals, a rocking party with newfound buddies or a cozy occasion with that special someone, at Terttulia Goa, you will be seated by the warmest of employees, treated by the most talented of chefs and greeted by an unforgettable experience that will stay with you forever.



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Nature's Basket's New Store

Nature's Basket, India's foremost retail destination for fine foods from around the world, and part of RP-Sanjiv Goenka Group (RPSG), launched their brand new store in Defence Colony, New Delhi. Strategically located & tastefully designed, the store reflects the brand promise of 'Taste the World'. With this, Nature's Basket now operates 35 stores across Delhi-NCR, Mumbai, Bengaluru, Kolkata and Pune.



The new store is spread over 3500 sq feet and is a reflection of the brand's promise of being the go-to place for the customers Gourmet needs. Located on the premises of the famous Defence Colony, this the 4th store of Nature's Basket in the Delhi-NCR region and is a much awaited destination to cater to the Gourmet needs of residents.

This Nature's Basket store has a cafe indoors that will be serving a wide range of healthy food and beverage options such as salads, dips and bowls, wraps, juices and smoothies along with a variety of healthy products to enjoy during one's shopping experience or simply while catching up with a friend in the neighborhood.

For the first time ever, the meat section will also be offering Siberian Caviar, at the Defence Colony outpost and is considered phenomenal for having the strongest and most pronounce flavour and its luscious texture melts in your mouth, leaving sumptuous aromas as temptations to indulge. With over 12 different types of fresh marinades, a Mulwarra Lamb rack, 50 varieties of cold cuts, and a variety of exotic seafood - Norwegian Salmon, Lobster, Scampi, Tiger Prawns and a range of exotic meats including Duck, and Turkey. Moreover, this store will boast of a Rotisserie that will be available soon for customers.

Catering to a sweet tooth the store will offer cakes and patisserie, assorted artisanal chocolates, Turkish sweets and dates.

Speaking on the occasion, Shashwat Goenka, Sector Head - Retail & FMCG, RP-Sanjiv Goenka Group added, "Nature's Basket as a brand is uniquely positioned to cater to Gourmet needs of our customers. The addition of our new store in Defence Colony, Delhi reaffirms the group's belief in India's increasing Gourmet appetite and a new-age shopping experience. We are pleased that through Nature's Basket, our customers can make the most of their trip to fulfill their desire to "Taste the World" and enjoy a cuppa with a friend, right here at a store near them."

'The Finch Brew House' Opens at Thane

After The Finch opened their outlets in Saki Vihar, Mumbai, Chandigarh and Ludhiana, 'The Finch Brew House' is the first one in Thane. Brew house the newest addition to the finch portfolio undoubtedly boasts of haute cuisine and craft beer to chill on a lazy weekend or unwind on a weekday. Its is a haven for those craft beer lovers who want to stimulate their senses and make it a completely enjoyable experience.



Open the menu to know that they've accounted for every cuisine, they serve an interesting and creative menu that includes local and global favourites. Finch Brew house, as the name suggests is the only place in Thane which gives freshly brewed beer which is tactfully and skilfully brewed in their own micro-brewery which is located at The Finch, Saki Vihar.

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CYK Hospitalities Executes New Projects

With expertise in 'Brand Building' for F&B brands, CYK Hospitalities serves multiple segments of the industry like restaurants, hotels, and cafes, providing consultation and ongoing support. CYK is currently engaged in several F&B projects in India. The company has worked with well-known brands including Starbucks, Burger King, Twisting Scoops, House of Candy, The Belgian Fries, Fat Tiger, Made in Punjab, Giani's, Baskin Robbins, Urban Deck, House of Wok, Pandan, Theobroma and several more, to support the development of their brands and the marketing of their goods.

CYK Hospitalities, founded by the experts in the F&B marketplace, Simranjeet Singh and Pulkit Arora, helps its clients gain recognition for their outlets and restaurants through consultation and consistent



support. The company provides on-time services to support its clients in leasing, location mapping & expansion, exposure & networking, hiring & training, competitor analysis, menu engineering, chef hiring, SOP formation, recipes, and food pricing, to name a few. The company, to date, has partnered with prominent space providers like Phoenix Mall, Pacific Mall, DLF, Vegas Mall, Lulu Group, Lakeshore, Lovely Professional University, etc.

They have recently executed a project, a specialty Pan-Asian restaurant, The Wok Bar, in Agra at Hotel PL Palace, in the heart of the city at Sanjay Place. CYK Hospitalities has rendered its various services to The Wok Bar, starting from Concept development, Market research, Competitor analysis, Menu engineering, Chef hiring, SOP formation,

Recipes, Food costing, Ambience and setup, Designing of the logo, Packaging, and Branding.

The specialty restaurant offers the finest pan-Asian cuisine with innovative and never-before-experienced cocktail menus, creating an all-new experience in the city of love, Agra. The company has designed a six-course PAN Asian menu from amuse bouche till desserts.

The Char Siu Ramen Bowl, Salmon Nigiri, Burmese Chili Lamb, Cream Cheese, Mushroom and Chilli Oil dumplings are the best innovations the restaurant will offer. Featuring a wide variety of sushi and artisanal dumplings, the menu caters to a wide range of tastes and palates. Mixologists here have crafted fresh and artisanal cocktails that will excite the taste buds of the consumers.

Twisting Scoops in Mumbai

Twisting Scoops, India's first Turkish ice cream brand has launched its 2nd outlet in Mumbai and Viviana Mall and 45th in India. The brand which recently appeared in the season 2 of Shark Tank India is on an expansion spree in India as well as the international market. The brand's aggressive expansion is being taken care by CYK Hospitalities, which helps the Turkish ice cream in location mapping, leasing and menu curation for the outlets across malls, highways, airports, etc., PAN India and globally.

The new outlet in Viviana Mall in Mumbai is the 2nd in the city, first being at the Jio World Drive. The brand is very soon opening its next outlet at the newly opened Phoenix Palladium



Mall in Ahmedabad. Twisting Scoops, which already has presence in 4 countries with more than 45 outlets in countries such as India, Sri Lanka, USA and Bangladesh, has taken CYK Hospitalities' services for its expansion right from the inception.

Twisting Scoops offers twisted and uniquely innovated icecreams and have more than 25 flavours including Turkish Baklava, Turkish Desserts, Kunafa, Turkish Coffee/beverages. CYK helps the brand to customize and curate its menu depending on the country's climate and tastes.

Ndori Launches in Noida

CYK Hospitalities also recently executed a project, a brand-new European theme-based cafe, Ndori, in Noida. The company has rendered its services from ideation to execution in bringing out this café. Various



exquisite international cuisines are served at the café, as well as innovative and never-before-seen mocktail menu that provide a whole new dining experience.

The mocktails made here by mixologists are fresh and artisanal, exciting consumers' taste buds. Among the best innovations offered by the cafe are Jalebi Chat, Lemon Classic Ice Tea, Garden Pesto Pizza, Mango Habanero Spiced Cottage Cheese Pizza, Tropical Bounty Shake, Fungi Cheese Pizza, Okinawa Cold Coffee, Paneer Tikka Lasagna, Spaghetti Bolognese, Irish Coconut Cold Coffee and Macchiato.

A wide range of menu items can cater to various tastes and palates, including plates of pasta and burgers. The European-styled café offers mouthwatering dishes and gives a feeling of eating on the beautiful streets of a European city.



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Khubani Launches its Newest Nightclub



The “Best Nightclub in Ambience and Design” award-winning restaurant Khubani, phenomena that has taken over the capital since its launch one year ago, now launches the scintillating nightclub Habibi.

The newly launched multi-entertainment destination adds a Middle Eastern twist to an electrifying atmosphere of dance-fuelled, energy-pumping music, coupled with breathtaking interiors that exude warmth and allow one to let loose and enjoy themselves. Marking the one-year anniversary of Khubani, Habibi is an immersive experience, each night is a spectacle of enthralling entertainment till the wee hours of the morning, in various music genres from international pop to commercial music.

The brick-laden walls of the space have been designed carefully to imbue a rustic and authentic aura that perfectly complements the striking island gold bar set in the middle of the nightclub. Taking it a notch higher, the club adds a layer of exclusivity within it with its very own speakeasy bar called Yalla - laden with gorgeous accents and cosy seating spaces giving it an inviting and warm aura. Teleporting guests to a land of luxurious vibrance, Habibi amps up the city’s nightlife to never before heights.

Pioneering a legacy of transforming modern-day opulence, Habibi unveils an enrapturing doorway into the vibrance and spontaneity of Delhi’s nightlife, housing extravagance, and amusement, while brimming with energy at every turn! Khubani the award-winning restaurant is a sensational experience that has made waves across all age groups, establishing itself as a prime-time hotspot for the city’s nightlife.

Specially curated menus of mouth-watering delicacies, soulful music, shimmering Persian decor, enthralling performances, vibrant cocktails, and unmatched energy are what make this concept resto-bar, Delhi’s favourite. Khubani

reflects this tryst of international cultures with a distinct ethnic touch through its scenic mastery across its two-floor property, with each corner of the space thoughtfully curated and handcrafted by its founders.

A welcome retreat from the fast-paced life, Khubani offers an eclectic mesh of global cuisines curated by award-winning international chefs, amongst live performances of talented belly dancers and fire shows, showcasing the vision of opulent, royal indulgence. Carrying forward their culinary and experiential legacy, Khubani has laid its foundation as one of Delhi’s leading nightclubs, winning the Economic Times Hospitality award for “Best Nightclub



Narender Singh Latwal - Corporate Chef

in Ambience and Design”, in less than a year since its opening.

The brainchild of the House of Imperfecto, Khubani marks the passion project of visionaries Sharad and Naresh Madan, guaranteeing an escapade into regality and a journey for all the senses. Decade-old and a household name, Imperfecto began with the pioneering perseverance of their father Suresh Madan, who was the master curator behind the venture’s first outlet at Hauz Khas village - the first of many. Under his guidance, his sons turned trailblazers, and now carry forward the legacy of Imperfecto - an umbrella with over 10 restaurants and bars across Delhi NCR.



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Wine is becoming the trend. There are various reasons – ranging from banal to benign for this. Wine can help people to unwind and produce a state of euphoria. It is a drink that is enjoyed by people of all ages. Though whisky, rum and gin are more popular alcoholic drinks, wine are slowly becoming the rage and fashionable. Market research suggests global canned wines market to grow in the double digits over the next few years. **Ashok Malkani** takes a look at the rising popularity of wine where people now talk of light pinot noirs, cabernet franc, dolcetto and gamay noir instead of other alcoholic drinks. Various aspects of serving this precious spirit are outlined to enable the consumer enjoy the taste, flavour and aroma of the drink.



British wine critic, Michael Broadbent, claimed, “Drinking good wine with good food in good company is one of life’s most civilized pleasures.”

Ernest Hemingway has stated, “My only regret in life is that I didn’t drink more wine.”

And the two well known personalities should know what they are talking about!

Indians, who like alcohol, however prefer to have whisky. But slowly the trend is changing. Wine is gradually gaining ground. This was mainly due to the establishment of India’s first vineyard farm, where grapes are grown for making wine. Sula Vineyards, which was founded by Rajeev Samant in 1999, is located in Nashik region, 180 km northeast of Mumbai. Sula is, incidentally, India’s largest and most awarded wine

brand

Neeraj Agarwal, Sr. Vice President-Operations, Sula Vineyards says he has seen the change in peoples’ preference of alcohol beverage that has taken place since the company struggled to sell its first several thousand bottles of wine in 2000. Today its sale is over 7 million bottles! He believes that wine is helping change Indians’ conception about alcohol, which has always been negative in the country. He claims that the scenario had changed since over a decade, when talking about alcohol openly or seeing a woman having a glass of wine in her hand was considered a taboo.

Youthful professionals are considered to be the main pillars for the growth of India’s wine market. It is estimated that



the market has been expanding at a rate of over 13 per cent for over a decade, which has seen the emergence of over 90 wineries across Maharashtra and Karnataka, where the climate is favourable for growing grapes.

In 2021, about 34 million liters of wine were consumed in India. According to Technavia, wine consumption in India has increased by 29 percent in 2022. It is estimated that the turnover of the industry would grow by \$ 274 million by 2026. Although the per capita consumption of the population is currently only one bottle per year, it is continuously increasing. In the past, it was mainly international tourists who boosted the consumption of Indian wines. Now, however, the Indian population is becoming more and more interested in the subject.

However, the wine culture is still restricted to the country's main cities. This is mainly because alcohol is still proscribed in the country – particularly for women. Consuming alcoholic drinks for them is considered as unacceptable and inviolable.

Nevertheless, there are still several women who like to drink wine. Parminder

Kaur says she likes to have a drink once a week. "I love unwinding over weekends with my friends," she says.

Kartik, a regular wine consumer, says that decent quality wines have the ability to transport you to the time (and place) they were made. He claims that even a novice can identify regional differences of wine. For this reason, wine is one of the few agricultural products that reveal its environment. But, according to wine connoisseurs, all wines do not have this ability. There are many wine products that are made in such a way that all hints of their origin are removed. For some wine drinkers, this is the real difference between

a good and a great wine.

Preference or Wine

With so many alcoholic drinks why are people shifting to wine drinking? There are several reasons. One of them is that unlike other alcoholic drinks, it has the uncanny ability to affect more of your senses. According to most of the wine drinkers this drink not only gives pleasure to your taste buds but also to your sense of sight, as well as your sense of smell. Different wines have different aromas, as well as tastes. According to wine aficionados no other drink provides the same experience as wine.

Wines can also be consumed with different types of meals. Since certain types of wines go better with certain foods the wine lovers talk of different wine pairings. Wines can also be used when you're actually cooking. Wines are thus versatile type of drinks. There is a dessert wine, which can be used in a number of ways with your dessert preparation.

With most of the other alcoholic drinks, you can say that once you have tasted one of them you have tasted them all. A whisky



made several years ago, tastes the same today. But if one was to take a branded wine made over a decade ago there would be noticeable change in taste as compared to the one made today. This is due to the fact that different years produce slightly different fruit, which affects the overall taste of the wine.

Aging of Wines

Wines are claimed to taste better with age. If you're buying wine on the aftermarket, 20 years is a good benchmark. Wine tastes better with age due to the chemical reaction occurring among sugars, acids and substances known as phenolic compounds. In time, this chemical reaction can affect the taste of wine in a way that gives it a pleasing flavour.

Tannin, sugar, alcohol and acidity are predominant factors in wine aging. Even a novice wine taster would be able to feel the difference between an old and a new wine by the excitement of his taste buds. The chemical reaction occurring due to age can affect the taste of wines giving them not only a pleasing flavour but also changing the colour and aroma of the spirit. However, a word of caution: If you leave it too long it may ferment too much and have the taste of vinegar or turn sour. Not all wines can be aged; it depends on that year's produce of grape and its quality.

History

If one examine drinking of wine in a historical perspective the earliest known traces are from Georgia, a transcontinental country at the intersection of Eastern Europe and Western Asia (c.6000 BCE), Iran (Persia) (c.5000 BCE), Armenia and



Sicily (c.4000 BCE). It is said to have reached the Balkans by 4500 BC and was consumed and celebrated in ancient Greece, Thrace and Rome.

Winemaking facilities have been discovered with large earthenware vessels submerged in the ground dating back to 4000 BC in Israel, Georgia, Armenia, and Iran.

Ancient practices from the areas of New Kingdom of Egypt, Assyria, and Mesopotamia indicate wine may have been transported in amphora or goatskins in 1600-1100 BC.

Ancient Pylos tablets dating back to 1500-1200 BC, written in Linear B (ancient Greek transcript) which include messages about vines and wine have been found.

During the Iron Age in Northern Europe (Gaul), barrels which were the preferred containers to store and ship wine in 900 BC, have been found

According to Satoshi Kanazawa, an American-born British evolutionary psychologist and writer, "human consumption

of alcohol was unintentional, accidental, and haphazard until about 10,000 years ago. The intentional fermentation of fruits and grain to yield ethanol arose only recently in human history. The production of wine, which requires a large amount of grapes, could not have taken place before the advent of agriculture around 8,000 BC and the consequent agricultural surplus. Archeological evidence dates the production of wine to Mesopotamia at about 6,000 BC."

A 2003 report by archaeologists indicates a possibility that grapes were mixed with rice to produce fermented drinks in ancient China in the early years of the seventh millennium BCE.

The first known mention of grape-based wines in India is from the late 4th-century BCE writings of Chanakya, the chief minister of Emperor Chandragupts Maurya. In his writings, Chanakya condemns the use of alcohol while chronicling the emperor and his court's frequent indulgence of a style of wine known as madhu.

Grape growing and winemaking in India can be traced back to the Bronze Age, when the Persian rulers brought the practice to the region. The grape growing and making wine from the grapes became widespread in the region under the British rule during the 19th century. However, phylloxera at the beginning of the 20th century, along with government disapproval, nearly wiped out the industry.

Though historical and literary sources may trace wine in India back to the 13th century BC, the origins of contemporary Indian wine industry lie in 1980s when two pioneering industrialists and businessmen



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Shamrao Chougule and Kanwal Grover, started producing their own wines in India. Grover Zampa was started in 1988 by Kanwal Grover. Shamrao Chougule was the founder of Champagne India Ltd. and Indage Vintners. These two set themselves the task of producing their own wines on Indian soil. The entry of Sula Vineyards, the largest Indian wine producer today, in 2000, symbolised the optimism of the times.

Serving Wine

Today, as wines are becoming popular, it is essential to know that wines show their best and the fullest expression of their styles and flavours can be experienced only when they are served at particular temperatures.

As sparkling and rose wines are becoming popular, it is necessary to know that wines are best served chilled. In restaurants and bars ice buckets are often used to keep these wines cold at the table. The ice bucket should be three-quarters filled with equal quantities of ice and water so that the bottle of wine is fully surrounded by iced water.

However, there are some differences in the ideal temperature to serve white wines.

Full-bodied red wines should be served at room temperature. If reds are too cold, they may taste thin and harsh.

Wines have to be served at proper temperatures so that you enjoy their complete flavour and taste. If they are served too hot, they lose their freshness. Similarly if they are over-chilled it can mask their flavour .

If one wants to store wine for a long duration, it has to be done correctly. Incorrect storage can affect the flavour and, in some cases, cause the wine to

become faulty. If you want to store a wine for a long time to get the best development inside the bottle, the temperature must be controlled and regulated at 10-15 °C (50-59°F). The worst place to store wine is in your kitchen. If wines are stored in the fridge for too long, corks can lose their elasticity and become hard affecting the seal which can result in the wines becoming stale and sparkling wines to lose their fizz.

There should also be no bright light in the room.

Toast to Your Health

Wine, which contains only about 10-15 % alcohol as compared to spirits like vodka, rum, and whiskey, which contain between 35-40%, has several beneficial effects on the body.

American actor, Will Rogers (1879 - 1935), once jokingly remarked, "Wine had such ill effects on Noah's health that it was all he could do to live 950 years. Show me a total abstainer that ever lived that long." Maybe 950 years is a bit optimistic but the compound resveratrol, in red wine, according to experiments on animals is said to increase their life span.

The health benefits of wines can be briefly described thus:

Healthier heart: wine – in moderation, of course – reduces the risk of cardiovascular disease and heart attacks. Swedish researchers at the Karolinska Institute reported that, compared to teetotalers, light drinkers who consumed wine cut their risk of dying prematurely by almost one third, and wine drinkers as a group had significantly lower mortality from cardiovascular disease. Red wine has been found to reduce the risk of cardiovascular disease drastically as it contains anti-oxidants, like procyanidin.

Scientists have found how this is achieved. The January 2000 issue of European Heart Journal explains how this is achieved. Wine, it states, dilates arteries and increases blood flow, lowering the risk of clots that cut off blood supply and damage heart muscles. Besides this the fruit of the vine boosts level of good cholesterol and helps prevent LDL, or bad cholesterol, from causing damage to the lining of arteries.

Reduces cancer risk: Clinical

pharmacologists have found that the phenolic compounds found in wine prevents the initiation, progression and growth of cancer cells in the human body. According to findings reported by scientists at the University of Crete in Greece phenolic compounds found in wines may slow the growth of breast cancer cells. French scientists have found evidence that an antioxidant in wine called resveratrol can put the brakes on the growth of liver cancer. Studies have shown that moderate wine consumption reduces Lung Cancer by 13%, Prostate Cancer by 50%, Colon Cancer by 45% and has risk-reducing effects on instances of Breast Cancer

Stronger bones: Studies have also suggested that moderate drinkers may cut their risk of osteoporosis -- age-related bone thinning related to calcium loss. A report in the American Journal of Epidemiology in April 2000 showed that women who drank one to three glasses of wine had greater bone mineral density, measured in the hip region of their thighbones. In a report published in the American Journal of Clinical Nutrition, researchers from Creighton University in Omaha, Neb. found, on testing nearly 500 elderly women that bone mineral density was 12% to 16% higher among moderate drinkers, compared with nondrinkers. And women aren't the only ones to benefit! A report in the journal Osteoporosis International, Finnish scientists testing 143 men aged 54-63, found that moderate drinkers showed signs of greater bone mineral density.

Sharper mindset: Wine can preserve your memory. Researchers, doing studies on memory retention, found that respondents who drank one glass of wine every day scored much better than those who drank less or not at all. Wine may also reduce your risk of developing certain dementias, such as Alzheimer's disease.

Preventing obesity: Researchers have found that drinking wine, in moderation, daily can lower your body mass. Moderate wine drinkers have narrower waists and less abdominal fat as compared to people who consumed liquor.

Now that we have better understood the health benefits of wine, let's raise a glass to good health!

Wine service temperatures	
Sparkling wines	6-10°C (43-50°F)
Sweet wines	6-8°C (43-53°F)
Light & medium bodied white wines	7-10°C (45-50°F)
Medium full bodied oak wine	10-13°C (50-55°F)
Light bodied red wines	13°C (55°F)
Medium/full-bodied red wines	15-18°C (59-64°F)

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Food Ingredients

For Sustained Growth

The food ingredients market is the world's fastest growing market. In India, where people are passionate about their food, cuisine is considered as an identity marker of ethnicity and distinctiveness for each of its States. Each one of these States has its own regional cuisine which they treat with incredible seriousness. This acts as an ideal opportunity for the overall growth of food ingredients market. Ashok Malkani examines the market for the opportunities it offers new entrepreneurs.

Love for food is a global phenomenon. A true epicure, gourmet, gourmand or gastronome is one who loves to taste delectable cuisine that makes the taste buds tingle. And since Indian cuisine is a multi-faceted one with almost every region of the country having its own traditional gastronomic fare it is termed as one of the best. In fact the whole world is finally recognising the taste of the diverse dishes and spices of the country.

According to Taste Atlas, Indian cuisine, which received 4.54 out of five-star ratings, holds the 5th rank on the list of the World's Best Cuisine Awards 2022. According to the Bulgaria-based food website garam masala, malai, ghee, butter garlic naan, keema, chutney, biryani, butter chicken, tandoori chicken

and 460 other popular and regional Indian dishes have contributed in putting India in the fifth position.

Since the cooking methods in different regions of the country vary, there is a wide variety of ingredients which form, what can be called in Hindi as "Masala market" Among the grains, besides rice and wheat (which are considered as staples) there are various other grains which are commonly used. A few of them are: Jowar (or Sorghum), Makki (or Maize), Bajra (or Pearl Millet), Ragi (or Finger Millet). These are just a few of them. Besides the grains, the ingredients market also has an array of spices. With cooking methods differing from region to region the masala market comprises of spices like:

Asafoetida (Hing): Having a strong smell, it is made from the sap of Asafoetida, which is dried and then turned into powder.

Caraway (Shahi Jeera): Having strong, peppery bite and a slightly bitter taste, it is often used in Biryanis.

Cardamom (Elaichi): This is of two varieties. Green cardamom (choti elaichi) is highly aromatic and often used in ethnic cooking, while Black cardamom (badi elaichi), having a pungent, slightly sweet taste adds depth to dishes like Biryani or Curry.

Carom (Ajwain): Tasting like a combination of oregano, anise, and black pepper, it is often used to flavour parathas, naan, etc.

Coriander (Cilantro)/Dhaniya Powder): comes in the fresh leafy format (Kotmir) and powder form (Dhaniya powder). The former is used for decorating a dish while the powder format, having a citrusy flavor is often used in Punjabi saag paneer.

Cloves (Lavang): known for their intense flavour, are an essential part of biryani.

Cumin (Jeera): is often used to add a warm, earthy aroma to dishes like soups, stews, and curries.

Fennel (Saunf): Having a licorice-like flavour, it is used in many Indian dishes to add aroma to them.

Fenugreek (Methi): comes in plant as well as seed format. Fenugreek is used as a flavouring agent in foods as well as beverages.

Garlic (Lahasun): is extensively used in Indian cuisine and in crushed form it is used also to make garlic bread.

Mustard seeds (Rai): black in colour, they have a pungent and spicy taste and are used as a spice in Indian cooking.

Saffron (Kesar): Originating in Kashmir and derived from the stigma of crocus flowers it is the most expensive spice in the world. It has a pungent honey-like aroma and is used for flavouring dishes.

Turmeric (Haldi): Derived from the Curcuma longa plant, which has powerful anti-inflammatory and antioxidant properties, it has been used in India for centuries as a spice and medicinal herb.

These are only a few of the spices. The main types of products in food ingredients are starches, vegetable oils and fats, natural sweeteners, enzymes and antioxidants, natural flavorings and colors, functional ingredients, etc.

The Market

A number of spices and grains have health benefits. Rising awareness of leading a healthy lifestyle is going to be a factor for increasing demand for ingredients that would boost the food value.

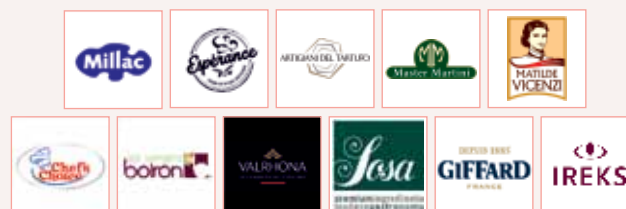
Today, consumers are thinking about health and wellness more holistically. They want to improve their health and are becoming aware of the role that good nutrition plays towards achieving this goal. Millenials and gen Z, who are becoming savvier about nutrition are demanding food items that target multiple dimensions of wellness. They are looking for ways to boost their health through functional foods which offer benefits beyond simply their nutritional value.

Ingredients that offer not only addition to the taste factor but also help in improving health are going to be in demand in



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the near future. With growing attention to health consumers will be increasingly looking for gluten-free, low-calorie, sugar-free, dairy-free, and plant-based food.

The variety of spices and other food ingredients would, in turn, result in expansion of convenience stores. One may add that the increasing demand for different food ingredients provides an opportunity for enterprising entrepreneurs to enter the market.

For innovative entrepreneurs interested in entering the food ingredients market it may be mentioned that the global food ingredients market size grew from \$47.24 billion in 2022 to \$51.92 billion in 2023 at a compound annual growth rate (CAGR) of 9.9%.

The Indian food ingredients market, according to analysts at the recently held food ingredient, packaging & processing industry show Fi India and ProPack India, is estimated to be worth \$1584.08 million and is expected to grow at a CAGR of 6.7% till 2029. They are of the opinion that increasing use of food ingredients coupled with growing ready-to-eat and convenience foods has – and will – lead to a surge in demand.

Yogesh Mudras, managing director, Informa Markets in India, the organisers of the show, believes that consumers' awareness of ingredients, changing food habits, consumption patterns, low production costs, and ever-changing diet fads, food preferences and hygiene aspects have increased the demand for food ingredients.

According to Data Bridge Market Research analysis, rising awareness regarding a healthy lifestyle are expected



to act as major driving factors for the growth of food ingredients' market. Increasing expansions of convenience stores would also help in boosting the demand for food ingredients.

According to MMR (Maximize Market Research) report, "Integrated Food Ingredient Market – Industry Analysis and Forecast (2022-2029) – by Function, Integrated Solution, and Region", integrated Food Ingredient Market size is expected to reach nearly \$ 100.13 Bn by 2029 with the CAGR of 5.4% during the forecast period.

Market Drivers

The report adds that global integrated food ingredient market is growing due to increasing disposable incomes, growing population, and a shift in the focus for highly convenient processed food and changing lifestyles.

It states that owing to the application of taste enhancers in savorys and

beverages, meat products, dairy products, the taste enhancer's category accounted for the 5.4% market share in the integrated food ingredients market in 2021. The major factor driving the growth of market is a matured economy and growing expansion.

Growing demand for ready-to-eat foods & convenience foods: Ready-to-eat food has evolved as one of the most diversified sections of the food ingredients business in recent years. A growth in convenience patterns and an increase in meal demand have led to a growing need for food ingredients. Changing consumer preferences for plant-based, vegan products are paving the way for convenient food products, resulting in increased demand for food ingredients in India.

In the fast-paced on-the-go world, half of the population prefers convenience food which aids the consumers in saving time and effort in meal preparation. Owing to fast and busy life, the consumption pattern of consumers has shifted from raw food to convenience foods. Also, the rapid urbanization and the changing lifestyle of the people are increasing the demand for ready-to-eat and convenience food.

Due to the constant evolution in the consumption pattern of consumers, convenient food has acquired substantial traction across India because of the expanding consumer health consciousness and increasing urban lifestyles. Along with that, Consumers are moving towards a fast-moving corporate setup which tends to diversify their eating patterns due to less time availability and more workload. As ready meals are easy to cook, readily available, affordable, and accessible, making it a smart solution to cater to the daily nutritional need of the consumers. Growing consumer health and wellness awareness is hastening the adoption of a healthy lifestyle, increased acceptance of positive lifestyles, and consumption of healthy food, which has preserved nutrients, is moving the ready meals market forward.

Rising health consciousness among consumers: The changing and stagnant lifestyle has made consumers aware of their health, due to which consumers have





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taken special consideration about what they consume. This change has brought in the trend of growing demand for healthy food, which is gluten-free, low-calorie, sugar-free, dairy-free, and plant-based food, among consumers. Another reason for this change is that there are growing cases of non-communicable diseases such as cardiovascular diseases, diabetes, cancer, obesity, and overweight among consumers.

Expansions of convenience stores: As remote work has grown in popularity, so has the amount of time people spend at home. As a result, food ingredients, particularly food ingredients that aim toward the convenience are gaining ground which, in turn, is increasing the number of convenience stores, leading to the growth of the food ingredients market. When consumers are short on time and ideas, nothing beats going by their neighborhood convenience shop and getting a range of food ingredients. As a result, convenience store sellers keep the food ingredients sector on top.

Also, the convenience store is looking for new opportunities, such as selling processed veggies and fruits. Furthermore, convenience stores' expanding selection of food ingredients is projected to increase revenue share shortly. The most significant increases have been seen in processed fruit, spices, and nuts resulting in a major driver of the food ingredient market—the increasing use of Food ingredients in the household and food service sector.

Thus, the increase in the availability of food ingredients in convenience

Key Insight

Demand for ready-to-eat foods & convenience foods, as well as the rising awareness regarding a healthy lifestyle, multifunctional fast foods and restaurants are the major drivers expected to boost total market demand.



stores and the increasing sale of food ingredients products in convenience stores has led to the expansion of the food ingredients products segment in convenience stores, resulting in increased growth of the India food ingredients market.

The growing trend toward the opening of various food outlets in the country: The food ingredients are commonly used in fast food & restaurants. Fast-food chains such as KFC, McDonald's, Subway, Burger King, and Taco Bell have significantly influenced food ingredients' consumption. They have deepened their reach in India's smaller cities and benefit from a younger demographic. In addition, these fast-food chains offer customers discounts and affordable meal packages, contributing to the growth of the food ingredients market across India. The restaurant and fast food industry is growing rapidly, which will increase the demand for the food ingredients market.

The Challenges

While there is ample scope for growth of the ingredients market, the enterprising entrepreneur planning to enter the market must also be made aware of the restrains and challenges. The major ones are government regulations and health hazards due to usage of artificial/ synthetic ingredients.

Government regulations: Regulatory bodies have imposed stringent regulations on packaging and labeling for different food ingredients. The Food Safety and Standards (Food Products Standards and Food Additives) Regulations, 2011 require conformity to India's food product standards. This covers the criteria and requirements for raw materials and essential composition and quality factors, as well as contaminants, toxins, and residues.

Conclusion

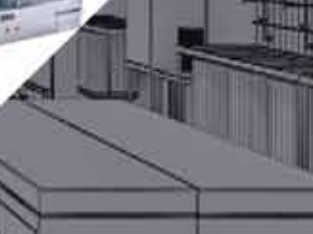
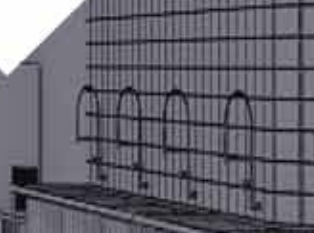
Attributes such as healthy, organic, green, sustainable, natural, and Ayurvedic are gaining importance in the food market. Consumer food preferences are undergoing a rapid transformation, and there has been a heightening of interest in eating healthy, sustainable foods.

The tastes and requirements of the millennials and gen Z, who are mainly responsible for the increase and innovation in the food market, has to be taken into consideration for those entering this segment. Health consciousness is becoming a priority with the populace, thus to make a success in the food ingredients market you have to take into consideration the health as well as the packaging aspect into consideration.





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Promising



Superfoods

High nutrient Superfoods like Quinoa, Chia, Amaranth and Avocado, are now finding space on the shelves of India's super markets. The result is that a host of entrepreneurs are now making these available locally instead of importing them. Farmers are now creating purple, yellow, red and white carrots; orange and purple sweet potatoes; and yellow beetroots and butternut squash alongside piles of emerald-coloured kale, romaine lettuce and spinach, and bright watercress and microgreens stored in the warehouse.

With growing awareness about consumption of the right type of food, the globally aware Indians with decent disposable incomes are now looking for food products that provide extra benefits beyond meeting the basic nutritional needs. The demand for Superfoods, enriched with essential nutrients such as vitamins, minerals, etc. having many health benefits, which were missing from our daily diet, are now on the rise.

It may be mentioned that the premium food segment, which accounts for 25 percent of the total packaged food market, is growing at 10 percent annually. The main segment contributing to this growth is that of superfoods. One may

wonder, what are 'Superfoods'? Well they are food products which are rich in anti-oxidants and micro-nutrients.

For centuries, Indian mothers have been giving children who have a fever or cough, a glass of hot milk with haldi (turmeric) mixed in. No one ever thought that turmeric, which is used as everyday spice, could be packaged and promoted as turmeric latte – a health giving drink – and consumed in a trendy café.

But this is just a basic remedy. With more and more Indians now travelling across the globe there are demands for Superfoods in India's food retail and food service industry. There are also now different kinds of vegetables like purple, yellow, red and white carrots; orange and purple sweet potatoes, etc. which the health conscious Indians are demanding. To appease the appetites of these guests several F&B outlets have now started listing Superfood items on their menus.

Superfoods on Menus

Owing to a society which is becoming increasingly health conscious, thanks to the social media which makes things go

viral in minutes, Superfoods have become a rage. Today, Superfoods are not an exception but a norm for an increasingly large number of health conscious people who are including Superfoods in their daily diet. Catering to the requirements of the patrons, hotels and restaurants too are incorporating Superfoods in their menu.

Changing social dynamics has seen people expecting more from food served in hotels in terms of its health and nutrition quotient. The expectations are higher when a five-star property comes into the picture. These expectations have seen Superfoods making a major impact in the hospitality sector.

Chefs are now using a few of these Superfoods in their cyclic menu, based on seasonal availability. They use quinoa as a salad along with salmon. Also avocados are another all-time favourite, along with fresh salmon. Chia seeds have made their mark in granola bars; on breakfast buffet. Broccoli has become almost a staple vegetable in buffet because of the benefits it brings to the diet.

With rising health consciousness, people in India are now getting to know

about Superfoods. They contain essential vitamins, antioxidants and other nutritional contents. Guests at foodservice institutions prefer to have their food of choice that also includes ingredients such as quinoa, chia, amaranth and avocado.

There are organic food suppliers who also supplies restaurants with coloured carrots, different varieties of potatoes and corn. All these have become easily available now as vendors, looking at the increasing demand for these healthy products, are investing in them. Wheatgrass, blueberries, avocados, broccoli, fresh salmon are now used as part of daily ingredient list.

There are hybrid carrots which are known as rainbow hybrid carrots. Then there are tomatoes in different colour and shapes, which are known as heirloom tomatoes and which are very delicious. There are a variety of beetroots in different colour known as heirloom beet.

Cooking

Vegetables like purple, yellow, red and white carrots; orange and purple sweet potatoes, etc. are high in many important nutrients. They contain a good amount of fibre and antioxidants. Chefs understand the science behind retaining nutrients in food and take special care to avoid heavy peeling as it is the skin which has the maximum nutrients. They also practice fine cooking methods like roasting, stewing, etc. so as to retain the nutritional value of food.

As far as cooking is concerned, to maintain the nutritional value of any vegetable, not just Superfoods, we need to look into certain important things. While peeling the skin of vegetables, peel as thinly as possible. The nutrients in vegetables and fruits are concentrated just below the skin. Also peeling before boiling, increases the loss of Vitamin C, folic acid and other vitamins.

Don't cut the vegetables into very small cubes as then the cooking surface area of vegetables increases and as it comes in contact with oxygen it destroys more nutrients. Also don't soak the vegetables in water to prevent discoloration, as almost 40 percent of soluble vitamins and minerals are lost in the water.

Avoid using cooking soda. Use of lemon and tamarind juice helps to conserve the vitamins. Cook food in a pan with well fitted lid. When we cook in an uncovered pan most of the nutrients are lost during cooking. Do not overcook food as many nutrients get destroyed.

The key for cooking these ingredients is to use very simple cooking techniques like boiling, sautéing, blanching, stir fry, etc. Chefs also cook them slowly in Sous-vide cooking as this method retains a lot of nutritional value in them. Few of these ingredients are preferred to be consumed in their natural state.

Carrots are generally serve as raw for salads or as

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sautéed, roasted, grilled or stir-fried to accompany meat with it to maintain the nutrition value. As for potatoes, they are generally blanch or shock fry to retain the flavour and nutrition of the vegetable without losing the colour,

Cost Factor

However, all said and done, the costs of some of these Superfoods are high by Indian standards, which is preventing their more widespread application in India's food service industry, however it differs in states. But at the same time these products works out economical since they are most often consumed in very small quantities. Their growing demand of late has of course taken their prices up a bit but the Superfoods are definitely within reach.

The reason they are expensive as their harvesting process is cumbersome. Their produce has to be monitored throughout the process. In India, the production of Superfoods is difficult because of the uncertainty of the climate and raw material unavailability.

Even importing the raw material for these Superfoods is not feasible currently in India. Due to the high cost of, any food preparation incorporating them is also bound to be expensive. Such menu items also attract less client attention, due to high selling price and, over a period of time the items featuring Superfood/s tend to become non-moving menu items. But few guests are willing to pay more because, for them, tasty and healthy food is more important.

Some of these Superfood ingredients are getting produced locally in India as well – like avocado, broccoli, flax seeds, sweet potato, etc. – which helps in giving an economical option to a lot of consumers. The different varieties of carrots are now grown in the Darjeeling district and are available in road side stalls of Ghoom, Karseong, Kalimpong and Takdah. Though some of these products are expensive but diners are crazy for them and opt for the same. There are products like goose berries, rajgira, millets, water melon seeds, chia seeds, moringa sticks, purple spinach, amla, quinoa, lotus seeds, etc, which are in huge demand.

Though the general concept is

Superfoods are expensive, but they are well worth the price and diners in restaurants do opt for them especially when it comes to health and they have become one of the major food trends in recent years. They are highly in demand for their nutritional benefits. These are now incorporated in everyday menus and dishes while tastefully balancing their nutrients.

Demand & Supply

Since Superfoods are getting popular globally for their health benefits, travellers are keen on consuming them and see this as a great opportunity to improve their immune system. These foods are now easily available in India in many upgraded food stores.

The procurement of Superfoods is still difficult in India, in the current scenario, due to stringent rules pertaining to import of these special food products. To produce these types of Superfoods is also a cumbersome process, which further inflates the cost of them. For example, though avocado is widely available, but there is also a constraint of good quality supply. However, some home grown Superfoods like amaranth, jamun, chia seeds, amla, etc. can be served extensively without depending on any kind of import.

It is believed that since only people who have travelled abroad are demanding these food products and ingredients in India's food service industry, the market for Superfoods confined to niche sections of metropolitan India, in our country.

This may not be correct. Lifestyle all over the country has undergone a sea change over the last two decades, and people are becoming more and more upwardly mobile and aspirational which has contributed to increasing the demand for Superfoods in India. Today, Superfoods are not an exception but a norm for an increasingly large number of health conscious people who are including them in their daily diet

Thus besides their demand in metros, Superfoods are also becoming increasingly popular in tier-II and tier-III towns of India, as people are acquiring knowledge about them through online portals, TV shows, and food magazines and they want to try them. As a result, the demand has

witnessed an upsurge in those cities too.

Superfoods have created a big revolution in the food & beverage industry. Chefs all around the world are curating incredible menu items out of these. Superfood is one of the new food trends in India and it has been beneficial for food and hospitality industry. Today's guests are extremely focused on healthy lifestyle and Superfoods play an important role in maintaining a balanced diet. Chefs are now exploring and utilising Superfoods in their menus to make their dishes nutritionally appealing.

Superfoods are gaining popularity across all markets, depending upon the availability of the ingredients. Globally, people encourage the consumption of these foods, especially while travelling. For example, the consumption of brown rice, avocado and quinoa is a trend increasing across markets. Through social media and the Internet, people worldwide are becoming more aware of the importance of adding these superfoods to their diet. Therefore, the demand for them is increasing extensively.

Given the extensive information available online on superfoods and their recipes, consumers are now looking to incorporate them in their daily diets, and even when they are eating out. Having assessed the growing interest of the niche audience in Superfoods over the past few years, the India's hospitality sector is incorporating new fusion and experimental dishes in menus and buffets like never before

This has given India's hospitality industry's F&B space an opportunity to showcase its talents and creativity. As far as the interest of guests is concerned with respect to Superfoods, the result has been positive due to the variations in dishes provided by the Chef.

In conclusion, one may state that in today's post-modern India, people are increasingly focusing on the activities and diet that support well-being as a way of living. As part and parcel of this healthy lifestyle, Superfoods are gaining popularity in the country. The demand is thus further expected to grow in India, allowing entrepreneurs to come up with more Superfoods in the India's food retail and food service industry. ■

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Sensuous Artichoke

Artichoke is an edible flower bud, which is found mostly in the Mediterranean region. It has an ancient history, and its fame is primarily for its medicinal and health benefiting attributes. The origin of artichoke dates back at least to the fourth century BC, to the days of the Greek philosopher and naturalist, Theophrastus (371-287 BC). He wrote about their habitation in Italy and Sicily.

The artichoke belongs to the thistle group of the sunflower family and is believed to be a native of the Mediterranean and the Canary Islands. The plant spreads across an approximate area of six feet in diameter, and attains a height of three to four feet, when in full growth.

If they are allowed to flower, they blossom into seven inches in diameter and present a beautiful violet-blue colour. The

artichokes are available throughout the year though their peak season is in the spring and autumn.

The Globe Artichoke

Artichokes are three types of vegetables. When unqualified, the term “artichoke” nearly always refers to the globe artichoke, of which the aboveground part is eaten, in contrast to the other two, where a root part is eaten.

The Globe artichoke (*Cynara cardunculus* var. *scolymus* L.) is a species of thistle. The edible part of the plant is the base (receptacle) of the artichoke head in bud, properly called a vegetable as it is harvested well before any fruit develops. The globe artichoke is considered the true artichoke and you only eat the tender leaves and head of the bud before it blooms.

The Jerusalem artichoke, *Helianthus tuberosus* is a species of sunflower. The edible part of the plant is the tuber. Its Indian name was “sun roots” and the pilgrims included it as a staple food.

The Chinese artichoke, *Stachys affinis* is a species of woundwort. The edible part of the plant is again the tuber.

The Globe Artichoke (*Cynara scolymus*) is a perennial thistle originating in southern Europe around the Mediterranean. It grows to 1.5-2 m tall, with arching, deeply lobed, silvery glaucous-green leaves 50-80 cm long. The flowers develop in a large head from an edible bud about 8-15 cm diameter with numerous triangular scales; the individual florets are purple. The edible portion of the buds consists primarily of the fleshy lower portions of the involucre bracts and the base, known as the “heart”;

the mass of inedible immature florets in the center of the bud are called the “choke.”

The Origin

It is believed that Globe Artichokes were first cultivated at Naples around the middle of the 15th century, and are said to have been introduced to France by Catherine de Medici, in the 16th century. The Dutch introduced artichokes to England, where they were growing in Henry VIII’s garden at Newhall in 1530. They were introduced to the United States in the 19th century, to Louisiana by French immigrants and to California by Spanish immigrants. The name appears to have originated with the Arabic ‘ardi shauk’ (“ground-thorn”), through the Italian, articiocco, referring to its pine cone shape.

Today, the Globe Artichoke is cultivated mainly in France, Italy, and Spain. In the United States, California provides nearly 100 percent of the local crop, and approximately 80 percent of that is grown in Monterey County; there, Castroville proclaims itself to be “The Artichoke Centre of the World”. The cultivar ‘Green Globe’ is virtually the only kind grown commercially in the U.S.

Apart from food use, the Globe Artichoke is also an attractive plant for its bright floral display, sometimes grown in herbaceous borders for its bold foliage and large purple flower heads.

Health Quotient

Artichoke doesn’t have high content of calories and fat, but it is a rich source of dietary fibre. Dietary fibre facilitates to ease constipation conditions, decrease LDL cholesterol levels by binding to it in the intestines, and also helps prevent the dangerous entry of colon cancer by preventing toxic compounds in the food from absorption.

Scientific studies have revealed that artichoke can lead to cholesterol reduction action in the body. Fresh artichoke is also a great source of vitamin folic acid. Artichoke is also an excellent source of vitamin B-6, Thiamine, and Pantothenic acid, which are crucial for optimum cellular metabolic functions.

Artichoke happens to be a rich source of vitamin C. Regular intake of foods with high content of vitamin C helps the body to develop resistance against infectious agents and cleanse the body of harmful, pro-inflammatory free radicals.

Artichoke serves as one of the vegetable sources for vitamin K. Besides promoting bone formation activity, sufficient vitamin K levels in the diet helps prevent neuronal damage to the brain, and thus can play a role in the treatment of Alzheimer’s disease.

Artichoke is also a rich reservoir of anti-oxidants such as silymarin, caffeic acid and ferulic acid, which facilitate the protection of the body from harmful free-radical agents. In addition to these, it is a rich source of copper, calcium, potassium, iron, manganese and phosphorus, which are good for health if taken in limited quantities, and also contains significant levels of flavonoid compounds with strong anti-oxidant properties like carotene-beta, lutein and zeaxanthin.

Serving Artichoke

Artichokes can be eaten in their original form. They can also be had by mixing them with vegetables, beans, or meat or by

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stuffed with seafood. The globes, in general, are cooked by deep-frying, sautéed in oil or done in a barbecue method. The heart of the artichoke is the main part that is being eaten.

Globe artichokes can be harvested while still small, cooked, and eaten whole. Boiled Globe Artichokes can be deep fried in butter. Smaller artichokes can be quartered, tossed with oil, and roasted. Immature artichokes can also be pickled or canned. Globe Artichokes may also be used to flavour liqueur.

Its stems, which are often dispensed with, are also edible. The stem of artichoke tastes similar to that of its hearts. In Vietnam, artichoke tea is savoured as a beverage. Artichokes have also been referred to as a sommelier’s nightmare, as consumption creates a sweet taste in the mouth that interacts with other foods and beverages, including wine.

Cooking

Whole Globe Artichokes are prepared for cooking by removing all but 5-10 mm or so of the stem, and (optionally) cutting away about a quarter of each scale with scissors. This removes the thorns that can interfere with handling the leaves when eating. Then, the artichoke is boiled or steamed until tender, about 15-45 minutes. If boiling, salt can be added to the water, if desired. It may be preferable not to cover the pot while the artichokes are boiled, so that the acids will boil out into the air. Covered artichokes can turn brown due to

the acids and chlorophyll oxidation.

Eating

After cooking, the large leathery scales forming a tight rosette are pulled off one by one, and their soft, inner basal part dipped in some kind of sauce, perhaps butter, lemon, mayonnaise, malt vinegar or vinaigrette. The dipped soft part is then pulled off with the teeth and all the rest of the leaf discarded. The fleshy, edible part is found by many to be delicious, but is quite sparse in proportion to that which is discarded.

This process continues until most of the leaves have been removed and the remaining ones are too small and delicate to bother with eating. This point is difficult to judge and the novice artichoke eater may wish to seek guidance by discreetly watching a companion. Finally, a knife is



used to remove the thistle or choke (the immature florets), the whole top layer of delicate feathery growth crowning the heart.

The thistle part is fibrous and unpleasant to eat, and has a way of getting everywhere when it is cut away from the heart. Therefore, it is wise to cut some of the edible heart away and discard it along with the thistle to avoid making a mess. It may be easier to remove by pushing it off the heart with a finger or spoon than with a knife.

The Artichoke Heart

Once you’ve eaten all the leaves you’ll see the heart or flower of the choke. By the way, the leaves closest to the heart of the choke are very tender and depending on the size and age of the choke you can frequently eat the whole cluster of leaves. Once you see a bed of fuzzy or hair like strands you’ve hit the heart. Scoop out the fuzz with a spoon and discard. The rest of the base of the choke is edible, referred to as the heart. This is the favorite part of the artichoke for some people.

It is the central top of the stem supporting the rosette that is sold cut up, pickled and bottled as “artichoke hearts”.

Baby Artichokes

Artichokes are popular winter season vegetables in the whole of Europe. Small or baby artichokes can be eaten completely without removing the inside spiny choke. Baby artichokes are often misunderstood as a separate variety, but they are not. They are just the smaller versions of larger artichokes, and their location on the lower parts of the artichoke plant is responsible for their comparatively smaller size. In the lower parts of the plant, the plant fronds deprive them of the sunlight, hence impeding their growth process.

Harvesting and Storage

Though more than 140 artichoke varieties are found across the globe but less than 40 of them experience commercial cultivation. Most of the artichokes are cultivated in France, Italy, and Spain, and almost the entire production of artichokes in the US is accounted by California. Their harvesting is generally done when the buds are still immature and are picked just before the petals are starting to open. Fresh globes are very much abundant in the Europe’s market in every season, but especially during the springs.

Here it deserves a mention that artichoke fields are maintained in continual culture for a period of five to ten years. Each cropping cycle is initiated by ‘cutting back’ the tops of the plants several inches below the soil surface in order to give an impetus to the development of new shoots.

To store fresh artichokes, sprinkle them with a little water and then refrigerate in an airtight plastic bag. Do not wash before storing. They could last a week when stored properly. ■

Nutrition	
1 - 10 ounce, medium artichoke, steamed or boiled	
60	Calories
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13.4 grams	Carbohydrate
114 grams	Sodium
6.5 grams	Fiber



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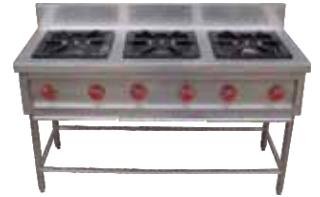
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Say Cheers to Beer



Summer is here and the desire to quench the unrelenting thirst with that golden pale, clear liquid of perennial popularity named beer, has again reared up. This desire makes many a person head for the nearby pub. There are not only several flavours of beer available now – ranging from raspberry and strawberry to cardamom, but there are also varied categories of beer flooding the market like crisp, hops, malt, roast, etc.

Be it summer, winter or rains, beer has always been in the season. As you take a swig of the wheat beer, served chilled to 45 degrees Fahrenheit from the beer mug, you may feel closer to heaven. It would come as no surprise to the passionate beer lover that beer is the Danish national drink.

In fact, this drink is imbibed in the drinking culture of several parts of the world. Produced by the brewing and fermentation of starches – mainly derived from cereals, the most common of which being barley – beer forms part of the culture of many nations. In urban India too the scenario is emerging to be not much different.

The increasing spending power and the rising youth population have increased the demand for beer in the country, thereby inducing several international beer brands to enter this fast growing market. Several others are eyeing the country for an early entry. The Indian brewers are also leaving no stone unturned to increase their market share of beer in the market.

Beer is the world’s oldest beverage; its history possibly dates back to the 6th millennium BC, in the nascent days of human civilisation. Beer is the world’s most widely consumed alcoholic drink and the third-most popular drink after water and tea. Many beer guzzlers would, however give second place to beer. Beer is part of the culture and social traditions of many countries and is consumed in countries all over the world.

Brewing is the process of making beer. Today, the beer brewing industry is a global business, which includes several multinational companies and thousands of

small producers ranging from brewpubs to regional breweries in its purview.

The Indian Context

In India, traditional beer has been prepared from rice or millet for millennia. The European beer was introduced in the country during the 18th century, and for this the British should get the credit. By 1716, Pale Ale and Burton Ale were being imported to India from England. To protect the beer from spoiling during the long journey, it had to have high alcohol content and hops were added to it. This led to the invention of India Pale Ale in about 1787, by Bow Brewery.

In 1830, Edward Dyer travelled to India and set up India's first brewery in Kasauli. It produced the beer brand Lion, which is still available. In 1835, the Kasauli brewery was shifted to Solan, near Shimla. In 1885, it became Dyer Breweries. Later, H. G. Meakin bought the brewery and it came to be known as Dyer-Meakin & Company. The company was later restructured as Dyer Meakin Breweries. In



1949, N. N Mohan acquired all the assets of Dyer Meakin Breweries and added a few more units. In 1967, the company was renamed as Mohan Meakin Breweries.

By 1882, there were 12 breweries in India, including the one in Rangoon, Myanmar. India produced 4,831,127 gallons of beer in 1892.

The Growth Trend

The popularity of beer in India is also increasing in the recent years. The Indian

beer industry has been experiencing impressive growth over the last decade. Strong beers, which have more than 5 percent alcohol by volume, dominate the Indian beer market. They comprise 70 percent of the Indian beer industry. The premium beer market is very negligible in India, accounting for a miniscule 5 percent of the Indian beer industry. However, this segment is showing rapid growth.

In fact, the premium beer market is outpacing the mainstream beer market by experiencing an awesome growth rate. The lifestyle changes, influence of western culture, and greater disposable incomes among young generation in India are some of the factors facilitating the growth of premium beers in India. Succinctly, the favourable demographics and socio-economic factors give lots of opportunities to expand the premium space in the Indian beer market.

In fact, the future of beer in India is really cool and tasty. India has one of the lowest beer consumptions in the world, making it a potentially huge market to



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be tapped. The potential of increasing beer consumption in India, especially in the favourable demographic backdrop of a sizeable section of young population with disposable incomes, is huge. No wonder, foreign brewers are venturing into or targeting at the Indian beer market which is pregnant with significant growth potential.

The Indian beer market is expected to show healthy growth in the years to come, due to the positive impact of demographic trends and socio-economic changes.

The first reason is economic. India, which houses nearly one-sixth of the global population with significant pockets of people with disposable incomes, portends to be one of the attractive markets for beer and other alcoholic beverages.

The second reason is social. A deep-seated traditional social aversion to alcohol consumption which was the feature of pre-liberalised Indian society is becoming relaxed. As more and more Indians are getting acquainted to western lifestyles through travel, Internet and television, their attitudes towards alcohol consumption is undergoing transformation. As a result of changing social mores, not only more men but also the women in increasing numbers are enjoying beer these days. This beer drinking trend can only expect to grow as the Indian society gets more and more liberal towards its drinks with further influences of globalisation.

The third reason is demographic, which is influenced by the economic and social factors. As India has a young population, the changing economic and social climate is expected to give an impetus to the beer drinking habit among the young generation of frequently partying crowd in the future years, many of whom are even expected to imbibe beer drinking as part of their lifestyles.

The Market

Several international beer brands have entered India and others are eyeing the country. Now an Indian beer drinker needn't be content only with Indian beer brands. Many renowned international beer brands like Carlsberg, Barons or Budweiser now have presence in retail outlets across the country and more

international players are showing a keen interest to enter the market.

However, the competition from the international players is not likely to give sleepless nights to the local beer manufacturers. In India there is a strong preference for the strong beer, which many local beer brands cater to, but most foreign players entering the beer segment are primarily known for their mild beers. Therefore it is expected that the foreign players would cater to the higher-end niche segment of Indian beer drinkers, whose numbers are also significantly increasing, whereas the national and local beer brands would continue playing their dominant role in the mainstream beer market of India.

As Indian consumers are showing inclination to experiment with their food & beverage options, new sub-categories of beer are emerging in the market. For example, many multi-national firms are introducing alcohol-free and flavoured beers in the market. Craft beers endowed with unique flavours are likely to penetrate the Indian beer industry, which till now is lager dominated. In fact, craft beers are likely to be very popular among women consumers. These new sub-categories of beer are estimated to account for 25-30 percent market share of regular lager beers in the near future.

Besides having a wide variety, beer also has (if consumed in moderation) varied health benefits. If you believe beer piles up LDL (bad cholesterol) and gives 'beer belly' then you are way off the mark.



Despite its immense worldwide popularity, it should be noted that beer is also one of the most complex and varied of drinks. It can taste like lemons or smoke, coffee or coconuts, bananas or bread, chillies or ginger. Beer can be crisply acidic and earthy, or it can be bracingly bitter and spectacularly aromatic. There is a wide variety of beers to meet all the above-mentioned tastes.

Today India has become a huge market for beer. No wonder you have several beer outlets springing up all over the country. Though presently, the overall Indian beer market has been growing at 5 percent per year, its growth potential in the future is huge.

People are willing to spend a few extra bucks for a place with the right ambience and good beer, just the way they spend extra for a cup of coffee at a sleek café. In fact, beer bars serving imported beers are likely to do better than cafes simply because people usually have only one or two cups of coffee, while appetite for beer tends to be much larger.

Creating Options

It may be mentioned that not only the love for beer is growing in the country but what is also expected to change in our country is the type of beers we would love. Strong beer has been popular in India but now the beer is also becoming a flavoured drink. This new avatar of beer is expected to have wide acceptance in the fast evolving food & beverage market of India.

A spiced beer for those who prefer something different is a perfect pairing with Indian gourmet cuisine. Another offering is fruit-flavoured strong beer that is positioned for younger consumers.

There is the growing popularity of craft beer. The craft beer is free of all the unwanted ingredients that one gets in bottled beer. Craft beer is savoured by millions around the world, and in India too, there are rising numbers of aficionados of craft beer. These beverages reflect the creativity of their maker and the complexity of ingredients.

It is a versatile beverage that not only enhances food when paired, but is also often brought into the kitchen as a cooking ingredient. The reason for the

popularity of craft beer is because it tastes much better than the beer water that is mass produced and mass marketed by the big beer companies.

India is already seeing very good growth of micro breweries. Currently, the laws of alcohol consumption in the country do not allow businesses with a microbrewery license to bottle beers.

The Flavours

For a beer connoisseur, it may be mentioned that there are seven flavour categories of beer. They could be categorised thus:

Crisp: These beers are light, clean in flavour, and crisply refreshing. Their range of colours varies from straw to amber. They have low to medium abvs, and are light to medium in body. While not particularly malty or hoppy, these types of beers show a bit of fruit flavour due to the employment of ale yeast.

Hop: These brews are all about the delicious aromas and pronounced bitterness derived from generous additions of hops. Though typically endowed with some malt richness, hops in these beers do provide intense flavour contribution. These beers range from medium to full bodied, vary from yellow to brown in colour, and have low to high abvs.

Malt: Malt-driven flavours dominate the flavour profiles of these brews; in each of them expect a degree of sweetness and deep malty notes of nuts, toffee, caramel, toast, and fruit. These beers range from copper to dark brown in colour, vary from light to full bodied, and are low to high in abvs.

Roast: These brews employ highly roasted malt grains for coffee and cocoa flavours. They have rich mouth feels, and very dark appearances. They can be medium-light to full bodied, from deep copper to black in colour, and are low to high in abvs.

Smoke: Brews that incorporate malts smoked over various wood fires, or aged in Single Malt Scotch Whisky oak barrels. These beers range from medium-light to full bodied, can be deep amber to dark brown in colour, and may be medium to medium high in abvs. They could be described as typically milder brews, were it not for the often dramatic smoky flavours.

Fruit & Spice: The flavour profiles of these beers are most notable for the bold fruit and spice flavours they possess; fruits and spices are sometimes added to further accentuate such flavours. These brews may be sweet, semi-dry, or dry, but are never overtly bitter. Abvs range from low to high; body is low to high and their colour ranges from golden to dark brown.

Tart & Funky: These are the sour brews that show rustic, earthy and winy notes. Some are rather light and elegantly acidic; some are darker and vinous, while others are exceedingly funky and sour. They can be light to medium-full bodied, range in colour from straw to dark brown, and may be extremely low in alcohol content or be even quite strong.





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Subtle Chettinad

Globalization and the rapid spurt of tourism all over the world have brought people together, turning world into a global village. People managing the tourism and hospitality industry are constantly on their toes to attract more and more visitors, for this they are highlighting the traditional and till now ignored cultural heritages.

To keep up with this trend, our own culinary pundits are packaging little known food traditions from the more remote areas of the country and promoting them as specialty “cuisines”. The best part about Indian cuisine is that one gets food with various regional variations. The variations that take place within one region are even more interesting considering that the marked

difference of food has to be subtle within the perimeter of its regional concourse.

Consider south India for instance. It is so vivid yet single in its approach, food-wise, retaining or protecting the distinct identity each “South Indian” cuisine (from different states) possesses. Where does south of India begins is an interesting question that intrigues, and identifying



the specific cuisine depends a lot on the way regional division is done, and not on the basis of state-wise distinction, even though state cuisines are held aloft if we go through intricacies.

One cuisine that is popular in that regard in terms of recipes liked by people and also finds a special mention in the south and culinary textbooks is that of Chettinad. The fashion for Chettinad cuisine is perhaps the most notable. What was once the humble pepper fry chicken, or dry ginger-chili-garlic mutton fry, served at what used to be known in the South as the military hotels, or the biryanis, the idiappams or string hoppers, hoppers, or appams with stew, that were served in every home, has now become popular as Chettinad cuisine as it comes

from a tiny fragment of the Tamil Nadu countryside called Chettinad.

Chettinad cuisine is diverse where one can try out the rice course with as many as in three different variations. Contrary to popular belief, this cuisine is not about spicy hot affair; the spices are used much more subtly.

South Indian Food Culture

The South Indian cuisine is rice based. Rice is combined with lentils to make wonderful Dosas, Idlis, Vadas and Uttapams. These items are glorious and delicious besides being nourishing and digestible (due to the fermenting process). They are combined with Sambhar (dal), Rasam



(tamarind dal), dry and curried vegetable and Pachadi (yogurt).

The rice preparations from the south are also masterpieces, like biryani from Hyderabad, lemon rice and rice seasoned with coconut, peanuts, tamarind, chilies, curry leaves, urad dal and fenugreek seeds. South Indian food is a brilliant blend of flavours, colours, seasoning, nutritional balance, fragrance, taste, and visual appeal.

Tamil Nadu, true home of Indian vegetarianism, is the land of the delicious Pongal, Idli, Dosa, Sambar and Rasam. Tamilian's staple diet is steamed rice and most of their food consists of grains, lentils and vegetables. 'Sadhams' (rice dishes) with different flavours are their specialty.

Spices are added for most dishes to give a distinctive taste. Coconut, Tamarind, Asafoetida are a must for most vegetarian dishes. Desserts such as Burfis and Payasams are also popular. To get a sample of the tasty cuisine, one

can participate in the celebrations of Pongal, a festival more popularly known as Makar Sankranti elsewhere, when Pongal (rice and lentils boiled together and seasoned with ghee, cashew nuts, pepper and cumin seed) is prepared as a custom. A non-vegetarian lunch includes curries or dishes cooked with mutton, chicken or fish and usually has coconut milk gravy. The Pappad and the Pickle finish a complete Tamilian meal.

Chettinad cuisine is a specialty in Tamil Nadu and is a delight for those who like hot and spicy non-vegetarian food. This type of food has several variations of fish, mutton, and chicken dishes of which the Chettinad Pepper Chicken is a specialty.

Chettinad Cuisine

Chettinad cuisine hails from the deep southern region of Tamil Nadu. Chettinad cuisine is a far cry from the bland cuisine of traditional Tamilian Brahmins - it is one of the spiciest, oiliest and most aromatic in India.

Although the Chettiars are well known for their delicious vegetarian preparations, their repertoire of food items is famous and includes all manner of fish, fowl and meats, as well as delicate noodle-like dishes and carefully preserved sun-dried legumes and berries that the Chettiar ladies make into curries. Oil and spices are liberally used in cooking and most dishes have generous amounts of peppercorn, cinnamon, bay leaves, cardamom, nutmeg, green and red chilies, etc.

Some of the popular dishes in Chettinad menu are Varuval – a dry dish fried with onions and spices (chicken, fish or vegetables sautéed), pepper chicken, Poriyal – a curry, and Kuzambu which has the ingredients stewed in a gravy of coconut milk and spices.

In the same range, one can include the numerous pickles, powders, specially roasted and ground spices, dry snacks, Papads, Appalam and Vada. Numerous shops now sell pre-packed snacks like Murukkus, small spirals of fried rice dough, chips and other edible 'hand grenades' like Thattai, Masala Vada and so on.

Cuisine's Offer

A South centric Chettinad's offer has an array of meat items ranging from the ubiquitous chicken, and mutton to rather exotic forest food such as dove, quail, gowthari and duck.

"I love to experiment with food and when it comes to variety in non-vegetarian cuisine, a Chettinad restaurant is the best way to go about it if one is thinking of south Indian variety. But here specific Chettinad restaurants are barely visible; all south Indian food is mixed up," says a regular at a south Indian restaurant in Delhi.

Drinks like Nannari Sarbath or Nongu, is a summer specialty that helps in reducing the body heat and considered best way to begin a Chettinad menu.

In the Chicken Chettinad, chicken pieces are cooked in a gravy made from onions and tomatoes, flavoured



with curry leaves, coriander and ground spices. There are some other things to pick from - Appu chicken dosai and the Madurai kottu poratta, which is served with river fish gravy, Paya gravy (made out of mutton leg pieces, coconut milk garlic paste and green chilly) and Mutton liver fry making the combination simply distinct. Some of the other Chettinad specialties include Pallatur mutton masala, Madurai malli chicken, Chicken 88, Appu karuvattu thokku (made from dry fish), Viral fish fry and Nattu kozhi milagu varuval.

Pepper, chilli, garlic and ginger are some of the key ingredients, which are used extensively in Chettinad preparations.

A Rich Tradition

A typical traditional meal in south India is served on a "Vazhaillai", a freshly cut plantain leaf (from banana tree). The Sappad or food that is served on a banana leaf where the size of the leaf varies from one community to another and act as a trademark for a community.

The top half holds the accompaniments of the meal and the lower one for rice, and in some communities, the rice will be served only after the guest has been seated.

The lower right portion of the leaf may have a scoop of warm sweet, milky rice Payasam.

Top left stations a pinch of salt, pickle, salad, a lemon wedge or chutney.

In the middle of the leaf there may be an odd number of fried items like small circles of chips, either banana, potato, vadas, thin papads, or wafers.

The top right hand corner is reserved for the heavy artillery: the curries – hot, sweet or sour, and for dry items.

For a vegetarian meal, the vegetables vary between the country ones – gourds, drumsticks, brinjals / eggplants and the 'English' ones – carrot, cabbage, and cauliflower.

For a non-vegetarian meal, in some cases, a separate leaf is provided for the fried meats, chicken, fish, crab, so on... on the list. But the variations are presented carefully, one dry next to the gravy based.

There may be a side attraction such as a Puran Poli, or sweetened dal stuffed into a pancake, puris, sweet rice or any one of the famed rice preparations such as Pulisadam, or Bisibela bath.

Ghee is used for eating rice. Sambhar, the highly spiced dal-based dish containing seasonal vegetables, follows and this is succeeded by Rasam.

After a final round of rice and curds or buttermilk or both, a traditional meal concludes with a small banana, a few betel leaves and nuts.

Food Ways

Paruppu (dal / lentil) is the main character of a common man's Chettinad diet. Every meal includes Paruppu. It may be served as a soup, chutney, spicy powder, sambhar, snack, or even as a sweet.

Rice being the staple food in the south, it has a significance of its own. It is divided into the following categories: long white grain rice (most commonly used), short grain rice (used to make sweet dishes) and round grain rice (not very popular, used for worshipping as it

represents health, wealth and fertility).

Rice course may be served in three different variations:

First, rice with sambhar: there are many forms of rice - such as the plain rice – ghee-boiled lentil (Sadam – Neai – Paruppu), coconut rice (Thengai sadaam), lemon rice (Ellimbichai sadaam), tamarind rice (Puliyodarai).

Second, rice with rasam: rasam is a tangy, spicy, watery and soupy tamarind concoction served with rice.

Yogurt with rice (Thayir sadaam): this is served last to cool the mouth and the digestive system. It may be served with non-spicy assorted vegetable dishes viz. the Aviyal (mixed vegetable stew), Kari (dry masala vegetables) and Kootu (coconut & vegetable sauté which are not too wet and neither too dry).

Finally follows the Palpayasam (milk sweet), a dessert and after the meal, paan or betel leaf and betelnut (Vetrielai & Paku) are taken, which freshens up the mouth and aids in digestion.

Being Distinct

An ultra hot and spicy, meat intensive style of food represents best the Chettinad cuisine. In south, one can easily come across a number of restaurants that would serve "Chettinad Only" food, all with self consciously ethnic names like Karaikudi (a town in south Tamil Nadu) or Aachi (the name given to the powerful Chettiar matriarchs). Chettinad food is specifically referred to the Tamil Nadu food and is attracting people from other communities.

Real Chettinad food isn't that hot, as perceived. The spices are used much more subtly.

Many chefs specialising in south Indian food abhor the fact that anyone and everyone (specializing in south Indian) find it lucrative (with temptation) to call their food a Chettinad specialty, but what they serve is mostly a general non-vegetarian style of south Indian variety.

Finding a few Chettinad restaurants in Indian cities won't be a big surprise in the times to come, but the authenticity of any cuisine when traditional food is marking its presence all across the country will remain a factor of concern of its popularity. ■

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

How do you define yourself?

A chef who loves to cook non stop

What is your philosophy of cooking?

To cook in such a way that it matches everyone's palate. This is the main thing in cooking that without knowing about guests' palate we cook for them and satisfy them. So I like to have mastery about my cooking keeping every guest's taste in my mind.

What is your area of expertise?

I started my journey with Indian cuisine and I love to cook Biryani as it is a food which needs expertise and concentration because it is cooked inside the pot which we seal from outside, so the main thing is that we can't see the dish whether it is cooked or it is burnt from inside.

Had you not been chef then what?

If I was not a chef, I would have continued my journey as a Civil Engineer because I had got selected in pre exams and I started my journey of becoming a Civil Engineer but left and started my new journey with my cooking passion.

What is your source of inspiration?

My cooking skill, I feel is a Gift of God for me. All my seniors in different jobs have inspired me too.

What has been the most rewarding moment in your career?

The most rewarding moment is when dignitaries, guests, my family and kids relish and appreciate my food.

How has the journey been so far?

My journey has been very interesting teaching me lot of new things along the way from my seniors. I have become more tolerable towards handling crises and also skilled to cook various types of cuisines.

What skills are necessary to be a good chef?

Chef should be skilled about choosing and selecting the right ingredients, conscious about slow cooking and proper hygiene. Skilled about plating and presentation of food finally as that has great impact on the visual appeal.

How do you de-stress yourself? What do you like to do in your ME time?

Watching comedy movies and video calling with my kids

Favourite Ingredient?

Celery Leaf and Stem

Fav Cuisine?

Indian Cuisine with flavorsome Biryani

Fav Spice?

Green Cardamom because it changes the mood of the food

The Best Compliment received?

The guest remarked, "Your food is like my mom's cooking, so the best."

What is Your philosophy of work?

If you put your heart and soul in your work, half the battle is won

Lessons learnt in the kitchen?

To be conscious of hygiene and team building without losing cool

Last meal on earth: What would you choose?

Kochu Patachingri

10 years from now?

Setting an example for youngsters through my skills and training as Corporate Chef

What are your future plans?

To excel in my work and shine as a Corporate Chef

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

Opt for becoming a chef if you can give your life for cooking without looking at your watch. It is a very exciting and challenging career where your hundred percent dedication and devotion is required.

Define yourself in one sentence?

A passionate chef who wants to keep learning each day

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Art of Plating

It is being widely believed that people eat with their eyes first. Unlike most popular notions, this actually may be true! We know for sure that if a dish is not appealing to eyes, in many cases it would not induce us to partake that dish.

This makes food plating and presentation a crucial aspect of the food service industry, especially in this age of increasing numbers of discerning consumers in the industry.

Creative and thoughtful plating, undoubtedly, enhances the appeal of the food. Focusing on presentation also gives ample opportunity to chefs to showcase their artistic side and play around with elements beyond the usual ingredients.

While there aren't any fixed rules or conventions when it comes to 'correct' plating, in fact there is no 'correct' plating as such, there are several important concepts and ideas which the chefs should ideally keep in mind while presenting their dishes for their guests.

They say colours, material and texture of tableware, edible flowers, in fact every single detail matters in making an impressive

presentation of dishes. One needs to take into consideration the balance and texture of each ingredient and how it plays into the composition of the plate, in order to make a memorable presentation.

The Role

In today's fast-paced world where people are having less and lesser time, pictures have become a popular mode of communication. This means chefs need to give guests something on plate which is not only delectable for their palates but is Instagram worthy as well. Food not only has to taste good but also has to look good. The artistry of presentation of food is not merely in the flavour or content but also in how it appeals to the eye.

A plate can drastically influence the way the food looks as it is like a canvas for the food you are about to present. Extrinsic visual properties of the dinnerware like colour, shape and finish greatly influence the diner's eating behaviour and experience.

Chefs believe in mindful eating and enjoying food with all senses. It is essential

that the visual composition of food must reflect the quality of food presented. Harmony between what is on the plate and the experience surrounding the plate is important to create an innovative experience.

Thus it is extremely important to put in equal effort in preparing as well as plating a dish, as plating in food service industry expresses the vision of the outlet, the personality of the Chef as well as his/her creativity. Tasteful food is a part of the entire dining experience and comprises 60 percent of the dining experience but the remaining 40 percent comprises of the ambience, mood, setting, design and feel of the experience.

The Principles

While there are no hard and fast rule for plating but a creative and thoughtful plating enhances both the look and taste of your food.

When think of presenting a dish, first choose ingredients and ensure they are of great quality and then comes the canvas

or plate on which the dish needs to be plated. Prepare the dish and then carefully look at all the colours in hand; here the colours would mean green as in samphire, red as in vine cherry tomatoes, white as in celeriac mash and so on.

Use of the ingredients in most precise manner greatly facilitates to make the plate more alluring to the eye. Most chefs however don't believe in using too many ingredients in the dish, to keep the dishes simple yet aesthetically appealing. Lesser the ingredients used in the dish the healthier it is. The use of locally available and seasonal ingredients facilitates to make an ordinary dish into an astonishing one.

It is important before starting to prepare the dish one should consider the kind of cuisine is planned. Is it a hearty steak dinner, or a delicate side dish, or an appetizer? Do not start building a plate until all flavours are finalised; so it is wise to have ingredients before beginning the actual plating process. One of the chef's favourite is Trilogy of Lamb, where the three different joints of Spring Lamb is put together, marinated and cooked in different ways, on one plate, and garnished with edible flowers.

The other element of plating food revolves around choosing the right plate so that it does not overpower the food that is on it. The food needs to be carefully placed on the dish so that it radiates elegance and beauty. Take some time to prepare a framework as to how the final dish would appear. Even sketch the dish as well to see if there are any doubts.

Always keep five basic elements in mind while plating. They are creating a framework, keeping it simple, balancing the dish, getting the right portion size, and highlighting the key ingredient. Using the plate as a canvas is the key towards mastering the art of plating. Use sauces, sprouts and other garnishes to frame the focal point.

There are ways to bring a plate to life. A plate should reflect the ideas put together to make it extraordinary. It should speak about itself. Using the fresh flowers, herbs and other ingredients and putting them together in a concept is what brings a plate to life.

While plating of food it should be kept in mind that hot food should be served hot and cold food should be served cold. This implies that if one puts a lot of time in plating a hot dish the chances are the guest would get a beautiful plate with cold food which would be a big miss.

The entire idea of food plating is striving to achieve a perfect balance in the dish to make it look appetising, visually appealing and creative. In reality, plating a dish is all about imbibing different ingredients on the plate to create an appealing look and feel to the dish.

For the Occasion

Plating really depends on the occasion too. How one would plate for Thanksgiving would be different than plating for a birthday celebration, thus adapting the presentation of the plate to the occasion is important. Plating a dish creatively to suit the theme or occasion is extremely important to allow guests to connect the food to the theme & occasion.

For example, for preparing a kids' party, choose



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fun food presentations that will encourage them to eat. Kids prefer 'fun' designs rather than serious and traditional ones. If it is an anniversary dinner it will have an elegant presentation with hues of romance in it.

A well plated and visually appealing dish immediately arouses curiosity of the guests/patrons as it is an interesting experience for them to connect to the theme or mood of the occasion with different ingredients and arrangements of the dishes.



Which Plate?

There is always confusion, whether to serve the food in white plates or in coloured plates. The plate either should be simple white, flat chinaware or pastel coloured handmade pottery. This could ideally be coupe plate/ flat plate/ deep coupe depending on what is being plated.

Most chefs prefer to use the white plates to present the food. White plate makes everything on it look better. The food textures and colours stand out on a pure white plate, making the dish extremely visually appealing to diners.

However, chefs are not averse to coloured plates either. On the other hand, it is always better to keep on experimenting with new plates in different colours in order to play with different trends. The shape of the plate also plays a vital role in bringing out the food right to make it more appealing.

The portion size and plate size also matters. Matching the portion size with plate size must be kept in mind, which is another important aspect

of food presentation. A plate that is too small for the food portion often looks messy and overcrowded. On the other hand, a small portion on too large a plate will look sparse.

Following Instinct

Do chefs follow their instinct while making the final presentation of the dish?

This largely depends on the mood and time in hand. If a request comes from a customer to quickly deliver a dish out of menu then it would be purely instincts. However, if a new menu is to be launched and it would be associates down the line who would be cooking the dish, then a framework has to be planned which would clearly outline time taken to prepare and plate the dish.

Thus it is important to know the needs of the guest to be able to justify what has been put on the plate for them. For that staying connected to the guests and understanding their lifestyles is necessary. Taking into account the guests' request and occasion, and other pragmatic factors need

to be addressed at the same time.

Texturally balanced portion sizes and carefully placed ingredients until the composition feels 'just right' is characteristic of good food plating. It is not just about asymmetry or symmetry but also a balance in flavour, texture, colour and space. Of course, his natural instincts on plating also plays role in the presentation of the dishes.

Following one's instinct while plating always works well for Chefs as perfect plating is subjective to an individual's idea and her/his creativity.

Tips for Food Plating

Strive to present the perfect plate where there is perfect balance of size, colour, shape and texture.

Moist ingredients should be placed at the base as they tend to move during delivery if they aren't held down by other food items.

Odd numbers of food items make for better visual appeal. For example, food items like shrimp, scallops, or bite-sized appetisers look better when served in odd quantities.

Overcrowding the plate is a big No. Never overcrowd your canvas, and keep it simple by focusing only on the essential ingredient/s.

Create a beautiful background for your plate by adding green vegetables or brightly coloured fruits as accent points.

Once you have plated your main ingredients, think of your squeeze bottle or spoon as a paintbrush, and your sauce as a medium. Then, use them to enhance your plate wherever suitable or feasible.

Choose edible garnishes and place them purposefully. ■

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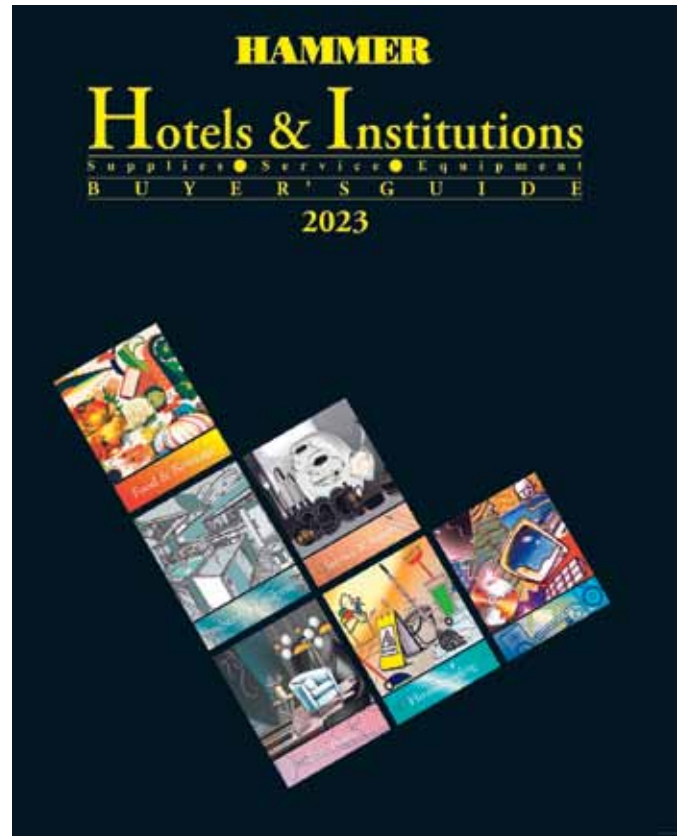
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Ishaan Singh, Director of Food and Beverage, Sheraton Grand Pune Bund Garden Hotel



Ishaan Singh comes with over ten years of hospitality experience, both in Indian and International markets. His expertise lies in Guest Relations, Food & Beverage and Nutrition. In his previous role as the F&B Manager at Soneva Fushi Resort Maldives, Ishaan was responsible for operations of 9 restaurants and 2 bars. Ishaan has worked with almost thirty Michelin Star chefs in the past and has been instrumental in the launch of several specialty restaurants. Having started his career with ITC Hotels, he was an integral part of the pre-opening team of the luxurious ITC Grand Chola, a 600 key hotel in Chennai. He was also handpicked to pre-open the prestigious ITC Kohenur in Hyderabad post which he decided to venture out into the international market.

Ishaan holds a degree in B.A Tourism Studies and Administration from IGNOU. Alongside, he pursued a Diploma in Hospitality and Business Administration from the WelcomGroup Management Institute, Gurgaon. He has also done his WSET Level 3 certification in Wines and Spirits and has completed a certification course in Motivating and Inspiring Individuals from the University of Michigan.

In his ten years of experience, Ishaan has received several awards and accolades including the Trophy of Honour for Overall Excellence at the WelcomGroup Management Institute. When not working, he enjoys indulging in outdoor sports like Tennis, Golf and Horse riding.

In conversation with **Sharmila Chand...**

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

The dynamic nature of the job in this wonderful industry and the excitement of innovating with the way food and beverage can be presented and experienced, keeps me driven and enthusiastic about my work everyday.

In the F&B industry no two days are the same, so it is imperative to challenge yourself creatively and do something different on a day to day basis.

Is your job challenging?

As exciting as my job is, it does come with challenges-

To be on your toes all the time and take swift decisions

Long and demanding physical hours

To be constantly brainstorming within to be creative as well as productive

Being a people's industry, it is crucial that every guest leaves the hotel with a good taste!

With the evolution in the industry, the staff attrition is always high, hence, retention trained resources is a constant challenge.

What kind of pressures have you encountered at work?

The pandemic has been a challenging

time for the industry, where in catering to the needs of the guests as well as the team has been difficult. Adapting the team to the new normal and ensuring consistency in the deliverables whilst ensuring safety of all personnel, was a challenge.

Any tips or insights you exercise to strengthen your team?

Engaging with the team to understand their needs, motivating factors, strengths and weaknesses, in order to assign them at the right place at the right time.

How is your experience at the present job?

The job at hand in my current role is extremely exciting with the ongoing projects. Post pandemic and with the market re-opening there is huge scope for repositioning of the hotel in line with the Legacy that it holds in the city of Pune.

We also have a new opening in the pipeline which is scheduled for quarter 3 of this year and would be a game changer for this property.

What is the USP of your F&B outlets?

'Chingari' is our specialty restaurant which carries with itself the old-world charm in a pool-side roof top setting

servicing authentic North-west Frontier cuisine. Chef Ghulam Qureshi brings with him the experience of his forefathers in this rustic Indian ambience catering to its own set of loyalist. A place perfect for a networking dinner or a family getaway. The outlet also comes with its own fusion Gin and Malt bar which caters to the different palates of our guests.

'Feast', our all day dining, has evolved with the city and the industry in its offerings. Being associated with many 'firsts', the restaurant has been awarded with many awards and accolades over the years and is a favourite for our enthusiasts.

What is your working philosophy?

I always want to improve at my job. I enjoy learning new things, gaining new skills and becoming proficient in tasks or studies that I already understand. I've realized that I work best in a group setting because I can learn tips from my co-workers and managers.

Your take on how best to cope with challenges of the present times?

Focus on your mental and physical health while maintaining a safe and hygienic surrounding and continue practicing the social norms.



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