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BAKERY REVIEW

Business Magazine for Bakery & Confectionery Professionals

Confecting Confectionery

Business
Delivering Fast Food

Feature
Mango: The King of Fruits

Ingredient
Nuts & Fruits in Baking

Product
Biscuits and Cookies

Beverage
The Milky Way to Success

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BAKERY REVIEW

Editorial

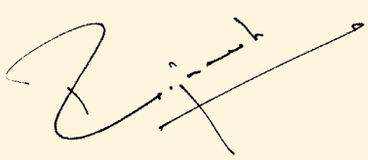
Sugar and desserts have a long history in India. Sweets hold a special place in the hearts of Indians. Confectionery is extremely popular with all age groups. No wonder there is a constant growth in the confectionery market and new entrepreneurs are keen to venture into this arena. Cover Story while outlining the opportunity for new entrepreneurs touches on various aspects that a newcomer must take into consideration.

The growth of QSR's is supported by long term healthy demand outlook backed by higher disposable income, favorable demographics and rising aspirations of the young generation. The Business story elaborates on the growing trend and discusses essentials for several enterprising investors want to enter this segment.

The season of mangoes is here and most of the bakery operators are busy developing dishes prepared from this cherished fruit. The Feature story looks at the popularity of this seasonal fruit which has incredibly versatile usage in the bakery.

The market for dairy-based beverages in India is a market worth exploring. For it is a happening market with lots of growth potential. Beverage section talks about how players operating in the realm of dairy-based beverages can have a huge market, a market which can yield lucrative returns to the manufacturers.

Biscuits and cookies are small, sweetened, cereal-based, baked products. Product section finds the similarities between cookies and biscuits. The stories are well complemented with regular information through News and Events section.



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BAKERY REVIEW

INSIDE

18 COVER STORY
Confecting Confectionery

24 BUSINESS
Delivering Fast Food

32 FEATURE
Mango: The King of Fruits

36 INGREDIENT
Nuts & Fruits in Baking

38 PRODUCT
Biscuits and Cookies

42 BEVERAGE
The Milky Way to Success

46 HEALTH
Berry Teeming with Health

DEPARTMENTS

04 Event

10 News Scan

16 Report

30 Profile

48 View Point

50 Product Preview

52 Interview

PASTRY EVENT

JUNIOR PASTRY INDIAN CUP 2023

August 2-3, 2023 during IHE Expo 23, at Greater Noida Expo, NCR

The Junior Pastry Indian Cup 2023, The National Pastry Team Selection for Junior Pastry World Cup, SIGEP, Italy 2024 will be held on August 2-3, 2023 during IHE Expo 23, at Greater Noida Expo, NCR. The event is organised by Hammer Publishers Pvt. Ltd., publishers of Bakery Review magazine, in association with IHE Expo 23.

The Event

The Junior Pastry Indian Cup 2023 (JPIC) is a team event, opened for all bakery/pastry – students/chefs aged less than 23 years as on 20 Jan 2024. The competition is a team selection event for the 'Junior Pastry World Cup' to be held during SIGEP Rimini, Italy on 20-24, January 2024. The team consists of 02 Contestants & 01 Mentor.

The objective of the event is to offer a training ground to Junior Indian Pastry Chefs to prepare for large international events. It also provides a platform to showcase the talents of younger generation who will be the future Pastry Chefs.

The event is a networking ground among budding pastry chefs and senior pastry chefs, by creating a sense of belonging and feelings of goodwill, quality, passion, creativity, collaboration and respect for colleagues. All are part of the ethics underpinning the pastry sector, giving it stronger roots and a constructive vision for the future.

It will be an opportunity to share experiences and a platform to learn, teach, network with the best Pastry Chefs for young people who represent the future of theinternational pastry-making sector. It is the competition with a vital role to play in achieving a career at the highest of technical standard.

Theme

This year the theme for the competition is - 'Myths and Legends'. It is about telling a myth or legend from India, to create a wider awareness about our culture and history, through the creations of pastry chefs.

The entries are open for the interested candidates.

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EVENT CALENDAR

Fispal Food Service
13-16 June, 2023
Expo centre Norte
São Paulo,Brasil
https://www.fispalfoodservice.com.br/

TRAFS
13-16 July 2023
Thailand Retail, Food & Hospitality Services
Bangkok International Trade & Exhibition Centre (BITEC)
Bangkok, Thailand
https://trafs.net/

Food & Hotel Indonesia
25-28 July, 2023
Jakarta International Expo
Jakarta,Indonesia
https://www.foodhotelindonesia.com/

India International Hospitality Expo
2-5 August 2023
India Expo Centre and Mart
Greater Noida, UP
https://www.ihexpo.com/

Food & Hospitality Thailand
23-26 August, 2023
Queen Sirikit National Convention Centre
Bangkok,Thailand
https://www.fhtevent.com/

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Scan to Explore

INDIA INTERNATIONAL HOSPITALITY EXPO
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AUGUST 2-5, 2023

6th Edition of the India International Hospitality Expo 2023

August 2-5, 2023, at IEML, Greater Noida

The India Expo Mart & Centre (IEML) is all geared up for the 2023 edition of the India International Hospitality Expo (IHE2023), which has emerged as one of the country's leading B2B show designed exclusively for the hospitality and food sectors. The Expo, to be held during August 2-5, 2023, will be representing verticals that are relevant to the hospitality sector, notably, Amenities, F&B and Kitchen Equipment, Furniture and Furnishings, Housekeeping, Laundry, Tableware and more.

Speaking regarding the forthcoming expo, Rakesh Kumar, Chairman, IEML, and Director General, Export Promotion Council for Handicrafts (EPCH), said, "IHE has emerged as one of the most well-managed hospitality shows across India and our core focus on B2B engagement and business generation has helped make a mark in Indian hospitality. We welcome decision makers from star hotels, resorts to guest houses as well as fine dining restaurants to cloud kitchens. If you're anyway linked to the hospitality sector, you're cordially invited to know how we can help you grow your business by sourcing from the best."

In addition to 1000+ exhibitors and over 25000 visitors, the 4-day expo will host the concurrent events with the support of prominent industry bodies.

Four-day conference loaded with knowledge-based discussions by industry leaders on emerging market opportunities, new technologies and sourcing alternatives. Some of the country's top hotel and restaurant CEOs like Rattan Keswani, Priya Paul, Zorawar Karlra and many others have spoken at the past editions of IHE Conclave.

At the Master classes the country's leading chefs and mixologists will share their recipes and expertise. The event has seen the likes of Chef Ranvir Brar, Chef Vineet Bhatia, Chef Ajay Chopra and many others.

The young chefs' competition, conducted by the Indian Culinary Forum (ICF).

Sommelier Training and Competition among the students for beverage master is added attraction.

And the much-awaited IHE2023 Excellence Awards, honouring the best and brightest of the hospitality world.

"We have been growing non-stop and our teams have been working round the clock to create IHE a very fruitful business experience for our exhibitors and visitors. We can guarantee a seamless exhibition experience to all our attendees and participants as the venue hosts some of the most prestigious events like the Auto Expo, Elecrama, COP14 and has catered to the state heads of over 15 countries. India Expo Centre and Mart has been the venue of out of the 12 biggest trade shows in India, is spread across 58 acres (2,35,000 sq. m.).

Like in the past six years, IHE2023 will be much more than an exhibition – it will also be a knowledge fest for professionals engaged in the food and hospitality sectors. From students of hotel management and the culinary arts, to professionals in the F&B, front office, housekeeping, kitchen management, purchase, and engineering departments of hotels, to owners and operators of standalone restaurants, IHE2023 offers something for everyone. It is a show that just cannot be missed. The show ensures all about helping businesses grow.

If you've been waiting to upgrade your Hospitality and F&B business, do not regret waiting till August 2023 to source from the best.

For further information visit:
Website: www.ihexpo.com

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The Distingu-ISH-ED Culinary Fest

École Ducasse India was a grand success

The École Ducasse campus in India recently hosted a three-day culinary fest named "DISTINGU-ISH-ED" at its world-class institute in Gurugram. The event was held from the 23-25 May and saw culinary enthusiasts from across the country compete for a spot at the winners' table. Professional chefs from top hotels and restaurants participated on Day one, and the second day saw home cooks fight for the winning prize. While Day 3 was the most exciting, as students from various culinary academies and high schools competed on the final day.

The event included competitions like Pizza Making, Artistic Breads Display, Pastry showpiece and Three-Course Menu. Some contests, like, Dress the Cake and Plated Desserts, allowed participants to prepare the elements earlier and assemble them at the event. The Mystery Box Challenge, sponsored by Nestle Professionals, was highly anticipated by all! Contestants got a few select ingredients, including the Nestle Spice Mixes, Pasta Mixes & Milkmaid, and cooked a signature dish in two hours.

The Pro-Am competition, where a working non-culinary professional paired up with an aspiring chef, saw the most participants. Amongst these dynamic duos were a few culinary students and their parents. Through the competition, they got to see their children in action and cook with them in commercial kitchens. Talking about her experience, Mrs. Harpreet Kaur says, "It's incredible to see my daughter, Gurneesh, transform into the incredible woman she's become. I thank ISH, its faculty, and its founders for creating such a conducive learning environment for her to grow and flourish."

The event even saw several home cooks. Ambika Nair, a teacher and a resident from Gurgaon, spoke about her dish to say that she loved making her mother's biryani recipe for the competition. "When I looked at the Nestle Biryani Spice Mix ingredients, I was surprised to see that they were similar to what she included in her dish. I used a few tablespoons today and was delighted that my biryani tuned out just perfectly. The judges seemed very impressed with what I created and gave me the second prize in the Grandma's Recipe challenge."

While Nestle was main sponsor, many others contributed generously to the event. These included Bakers Fantasy, 7 Sugar Lane, Elle & Vire, Damati Foods, Mangharam, Souvik Bose Designs and Robot Coupe. They contributed cooking equipment, ingredients and over 700 gift hampers for all winners and participants.

Some prominent guests were invited to judge the contest. These included celebrity hairstylist Sylvie, Chef Reetika Gill, food influencer Pawan Soni, publisher Sanjay Anand, and Chef Sanjeeb Ghatak, the General Manager of Devyani International, Chef Darmen Makawana corporate chef DLF, Rahul Kumar from Monin, corporate chef for Damati foods Chef Aabhas Mehrotra,Chef Sehaj Guman from APCA and Chef Tanya Joshi from Fabrica by Chef Saby.

Social media star Gurpreet Singh Tikku was also part of the jury on Day 3. Talking about his experience at ISH, he said, "I loved the dishes and desserts I tasted at the Distingu-ISH-ED Culinary Fest! The attention to precise techniques and cooking methods is visible in the way students prepare and plate their food. The most enjoyable part of today was hearing the story behind each recipe. I›m looking forward to returning to this campus and interacting with the students again."

Indian School of Hospitality (ISH) is the finest educational institute for hospitality management and culinary arts. The first École Ducasse campus in India is located at Indian School of Hospitality, Gurugram. ISH is part of Sommet Education's global network of 18 campuses across 8 countries. At its ultra-modern campus in Gurgaon (Delhi NCR), ISH offers degree, diploma and certificate programmes in hospitality management and culinary arts at the undergraduate and postgraduate levels. Their culinary programmes are offered with the expertise and industry recognition of the global École Ducasse brand – an institute founded by multi-Michelin-starred chef Alain Ducasse. The hospitality management programmes are offered in alliance with Les Roches, one of the world's leading hospitality business schools.

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A Slice of Goodness

Greedy Man Pizzeria has announced the opening of its brand new cloud kitchen in Khar, Mumbai, signaling the expansion for the pizza joint. The new kitchen represents a significant milestone for Greedy Man Pizzeria, allowing their bigger menu and introducing indulging options for customers to savour. Using only the freshest and most authentic ingredients, the team promises to provide an unforgettable dining experience that leaves customers craving for more. Be it a house party or a game night, ordering in is a perfect option.

Their menu offers a variety of classic and gourmet pizzas, ranging from Margherita to Quattro Formaggi, making sure that there's something for everyone's taste buds. The pizzas are cooked to perfection using traditional Romana-style techniques, ensuring that each slice is a delicious explosion of flavours and textures.

Apart from the pizzas, the menu also features a selection of sides designed to complement and enhance the pizza experience like cheesy garlic bread or fries.

Starbucks Now in Agra

Starbucks, the world's largest coffee chain, launched its first outlet in the city of Taj, Agra at Taj Eatery, near Kalkriti, Fatehbad Road. The project has been executed by CYK Hospitalities who provided Starbucks with project consulting- location mapping, leasing services, and finding the investors to expand the outlet chain.

Located in a cool, soaring space, with hand-carved wooden screens, and solid Indian teak tables, the customers can also experience the ambiance of local artwork carved on the walls of the outlet. The store will have free WiFi and be open all days.

On delivering the world's largest coffee chain, Starbucks outlet in Agra, Pulkit Arora, Director of CYK Hospitalities said, "As natives of Agra, we recognized the need for a premium coffee experience in the city and were delighted to play a role in bringing Starbucks to our hometown. It was a privilege to work with Starbucks India and developers Shivam Sharma of Bulland Housing."

Nothing Before Coffee Partners with Building Brands For Tomorrow

Nothing Before Coffee (NBC), a coffee chain currently having 35+ stores throughout India; offering an exclusive opportunity for people across regions to enjoy high quality, flavourful brewed coffee & beverages at economical prices. Nothing Before Coffee (NBC), a takeaway beverage specialty chain is all set to embark upon its franchising journey in the Indian market in collaboration with Building Brands For Tomorrow (BBFT, a restaurant franchising and startup growth consulting.

"At Nothing Before Coffee, we strive to provide an authentic and affordable coffee experience for all. Our vision is to become the household name for coffee and beverage cafes in Tier 1 & Tier 2 cities of India and beyond, offering a convenient and delicious coffee experience. We are proud to have created an environment where people of all ages can come together and enjoy our offerings without feeling intimidated by the complexities of coffee. We believe in the power of coffee to bring people together, and we're excited to share that with our customers," said Akshay Kedia, Founder & COO of Nothing Before Coffee".

Nothing Before Coffee has its footprints spread in both Tier-1 & Tier-2 cities of India and currently operates in 8 states, with 35 outlets, in high footfall hubs in a systematic radius of 3-4 Kilometers between each outlets, including National Capital Delhi, Gurgaon, Hyderabad, Jaipur, Udaipur, Ahmedabad, Bhopal, Indore, Surat, Nagpur, Raipur, Kota, Bikaner, Ajmer, Jodhpur, Bhilwara, Bhilai, Raichur, Ganganagar to name a few. The coffee chain plans to open 50+ stores in India over a 12-month period.

99 Pancakes Now in FMCG Segment

99 Pancakes, India's first pancakes QSR chain, has announced its entry into the FMCG segment, with its first product, Brownie Brittle Chips. The product range will be available in 4 variants – Almond, Pistachio, Strawberry and Coffee. The Brownie Brittle Chips will be manufactured and marketed by parent company, Euphoriya Hospitality and sub-branded by 99 Pancakes.

99 Pancakes, which came into existence in the 2017 with its first pancakes specialty outlet in Kala Ghoda, Mumbai, currently has 40+ outlets across 15 cities of India. The brand already has a great fan following amongst the dessert connoisseurs in Mumbai, Pune, Thane, Prayagraj, Varanasi and other cities. With the entry in the FMCG segment, the brand aims to cater to the tastes of the already existing customers and snack lovers as well.

99 Pancakes' Brownie Brittle Chips are typically cut into bite-sized pieces and are perfect for snacking, sharing, adding to desserts, or used as a topping for ice cream, yogurt, or pudding. These are crisp, thin, and crunchy snacks made from chocolate brownie batter.

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Beat the Summer Heat

The Kind Roastery & Brewroom Café has developed a tantalizing range of Summer Brews, offering a delightful respite and an opportunity to indulge in amazing brews. For coffee enthusiasts seeking a refreshing and floral experience, the Rose Relish Cold Drip is the perfect choice. This invigorating cold drip coffee is infused with a hint of rose flavour, providing a unique and delightful twist to your daily caffeine fix.

For those craving a taste of the tropics, the Pineapple Cold Drip is a must-try. Made with fresh pineapple, this fruity and tropical cold drip coffee will transport your taste buds to a sun-kissed paradise, offering a truly exotic and refreshing experience.

For those who prefer a creamy and smooth brew, the Coconut Cold Brew is a delightful option. Infused with the rich and luscious flavour of coconut, this cold brew coffee promises to be a creamy and indulgent treat, providing a blissful escape from the heat.

In addition to the cold drips and cold brews, they also offer an array of iced coffees to quench summer thirst. The Cranberry Iced Coffee combines the tangy and refreshing notes of cranberry with the invigorating taste of iced coffee, creating a vibrant and revitalizing beverage that will leave you feeling rejuvenated.

A Health-Conscious Delight

Pizzeria has announced the launch of its latest menu, the "Cheeseless Wonders." This specially curated menu by Chef Renato Viola is designed to cater to health-conscious individuals seeking flavorful options. With seven innovative pizzas, the cheeseless range offers a guilt-free indulgence without compromising on taste. Available in 8-inch and 11-inch sizes, both vegetarian and non-vegetarian preferences are well catered to.

The vegetarian pizzas in the "Cheeseless Wonders" menu boast an enticing selection of toppings, including spinach, onion rings, green chillies, green zucchini, cherry tomatoes, broccoli, mushrooms, paneer, olives, and capsicum. Meanwhile, the non-vegetarian options feature mouthwatering combinations like chicken tikka and roasted chicken. This unique menu was thoughtfully crafted to provide a healthier snacking alternative to traditional pizzas, meeting the evolving needs of calorie-conscious individuals.

On the launch of the new guilt-free menu, Krishna Gupta, Founder of 14° 41° Pizzeria India, said "The menu aims to challenge stereotypes by providing unique combinations that cater to diverse palates. The 'Cheeseless Wonders' not only prioritises a low-calorie composition but also delivers a burst of vibrant colours and flavours. Breaking away from the notion of pizzas as a cheesy guilty - indulgence that is calorie-dense, this new menu offers high-protein, fibre-rich, and low-calorie options for guilt-free bingeing. We are proud to present this one of a kind cheeseless menu "Cheeseless Wonders" which emphasises flavour with its unique topping combinations without having to compromise on health-conscious choices."

Hard Rock Cafe New Delhi Goes Local

Hard Rock Cafe New Delhi returns in an all-new avatar with a unique twist to its menu. Hard Rock Cafe introduces local flavours along with the regular classic favourites in its menu. Chef Cyrus, director of culinary and chef at Hard Rock Cafe, New Delhi has curated the menu keeping in mind the local taste of the patrons here. Whether you're a fan of classic American cuisine or more local flavours, you're sure to find something to tantalize your taste buds here.

Nothing spells comfort like a home style local food for a true blue Delhi palate. Chef Cyrus has created a hearty, and generous combination of scrumptious local dishes packed with delightful textures and exciting new flavours inspired by the diverse culinary offerings. Choose from the veg and a non-veg platter which offers a variety of kebabs from the tandoor. The veg platter includes- Banjara paneer kebab, saagwala paneer tikki kebab, gun powder paneer kebab, channa jor garam tikki, chilli dip, mint dip & laccha chaat ke pyaaz whereas the non-veg platter includes- Jaituni murg kebab,sole fish sholey kebab, Kashmiri tiger prawn, chilli dip, mint dip and laccha chaat ke pyaaz.

Relish the Chicken Skewers, Thela Chaat which is a Crispy golden fried palak topped with tangy tamarind chutney, fresh mint chutney, dahi chaat wala, pomegranate, roasted peanuts, crunchy sew & cilantro. Apart from this, they have a Mezze platter, Murg Kalmi Tangdi Kebab, Aloo Tikki Burger, and Makhani roll in the starters.

The main course boasts of a Taco Bowl along with a selection of Paneer Butter Masala, Chicken Butter Masala, Dhaba Style Palak Paneer, Rara Chicken and a selection of Biryanis. In addition to the delicious food, you'll also be able to enjoy live music and drinks from the Hard Rock Cafe's Delhi extensive menu.

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Ritual Daily Coffee Opens New Outlet

Who doesn't love a good coffee and wholesome breakfast to start their day, or have a quick meal and a cold brew before heading home? If you're searching for a new hangout place for your regular caffeine fix, Ritual Daily Coffee has expanded with a new outlet in Bandra. Renowned for its unique flavours of locally sourced single-origin coffee beans, Rituals Daily Coffee has collaborated with Mumbai's first premium sneaker/streetwear store Dawntown.

Ritual Daily Coffee opened in September 2022 as a vision of Michelin star and ex-NOMA chef Rahul Ramnani and Meher Kohli to create a cosy atmosphere in Bandra's busy neighbourhood. With the excellent curation of European-style food and an array of brews to choose from, the place very soon emanated a 'feel good' ambience – essential for a genuine café experience. From strong brews to sweeter blends or an extensive matcha menu, there is something here for every taste. The way you like your caffeine hit, or if you wish to acquire a distinct taste of beans from a family estate in Karnataka, at Ritual Daily Coffee you can have it all.

At this new outlet, customers can enjoy a menu that retains a flavour of the street culture while also being exclusive with their special taste from secret ingredients. Wraps, Croffle sandwiches, Burgers and Pasta are all go-to classics with complementing beverages, a fulfilling meal awaits. Within a premium sneaker and streetwear store, it serves as the perfect spot for sneakerheads to unite, shop and relax with some refreshing mocktails.

Cargill and Baker's Association Kerala Signs MOU for Innovation

Cargill and the Baker's Association Kerala (BAKE) has signed MoU to co-create healthier and innovative food solutions for the Indian food and bakery industry. This partnership enables Cargill to bring its global expertise in food ingredients, product formulation, technology, and innovation to consumers in Kerala and will revolutionise the State's vibrant bakery community.

The MoU was signed at Cargill Innovation Center in Gurgaon in the presence of Vijesh Vishwanath, the President of BAKE, and Simon George, Managing Director of Cargill's Food Ingredients business, South Asia. As part of this collaboration, Cargill will conduct workshops and seminars to enhance the skills and knowledge of bakers in Kerala. In addition, Cargill will provide customer feedback on fats to help bakers understand the requirements and preferences of consumers, today and in the future.

Furthermore, Cargill will conduct 'train the trainer' programs for upcoming bakers in Kerala. These programs will help junior bakers learn new skills and techniques that will enhance the quality of bakery products available in Kerala. Cargill will also test all new products developed at its facility in the Innovation Center in Gurgaon, to ensure products meet the highest standards of food safety and quality.

This initiative represents the shared commitment between Cargill and BAKE to support the growth of local bakers and small businesses in Kerala. It is a significant step towards bringing global innovation to Kerala's bakery industry and promoting knowledge sharing and skill development in the bakery industry, leading to better and more sustainable food products across the bakery industry.

Fat Tiger New Outlet in Indore

Fat Tiger has opened its new outlet in Indore. Located in the heart of the bustling city, the new Fat Tiger outlet boasts a modern and vibrant ambiance that is perfect for dining in or grabbing a quick bite on-the-go. Whether you're in the mood for a classic burger, crispy fries or a refreshing drink, Fat Tiger has got you covered.

The new outlet will serve the delicious and scrumptious menu including their signature burgers, fries, and beverages. The restaurant will provide a welcoming and comfortable atmosphere for customers to dine-in or take-out, with quick and efficient service.

Speaking on the announcement, Sahil Arya, Co-Founders and Director of Fat Tiger, said "Our aim has always been to provide our customers with high-quality, affordable and delicious meals that they can enjoy anytime, anywhere. We are excited to bring the same commitment and passion to the people of Indore with our new outlet. Our aim is to provide a memorable dining experience for our customers, and we are confident that our newest outlet will meet and exceed their expectations".

The new outlet features a modern and inviting interior design, with plenty of comfortable seating options for dine-in customers. In addition, the outlet also offers convenient takeout and delivery options for those on the go. With a menu that is tailored to suit the taste buds of every customer, Fat Tiger is sure to become a hit with foodies in Indore.

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Bakels Vision for India

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BAKERY INGREDIENTS SINCE 1904

The bakels group commenced operations in the Netherlands in 1904, and the company has a history of working with bakers for over 120 years. The company was controlled by the Bakels family until 1986 till ownership transferred to a foundation established by the family.

The foundation structure gives both ownership and financial security, enabling the Bakels group to take a long-term view to business development, including investment. The same is now being applied to India.

India is not a new venture for the Bakels group. The company entered Indian market with a joint venture partner in 1996. It developed a market for premium fruit preparations from Belgium, marketed under the Bakbel brand. A small range of bread ingredients and egg free confectionery mixes were also produced locally.

After taking full ownership of the business, the Bakels group has embarked on a strategy to become a significant player in the rapidly developing Indian bakery market. The group opened a new commercial office and baking centre in Mumbai by the end of 2020. Despite having to overcome covid related issues the company acquired a factory site in Tumkur, bringing it progressively into production in the second half of 2022. Indo Bakels is now ready for a very exciting future!

The Vision for the Future

The company is now reaching pan-India to provide collective knowledge of the Bakels group to Indian bakery companies. It is making bakers aware of its production capability, with the most modern production and high speed packing lines installed at Tumkur.

Food quality and safety – Indo Bakels is being supported in the gaining the FSSCI 22000 accreditation by group experts.

New product development – Bakels have a policy of sharing product IP so any product produced in the Bakels group can be transferred for production to India, giving Indo Bakels direct access to international ingredients manufacturers. All these group functions report to group technical director, and he is responsible to the group board for success in india.

What Next?

The company is in the process of reviewing which international consumer trends are important to Indian consumers, and later decide how to introduce those products to Indian bakery.

The major trends currently are health and wellbeing. This requires removing ingredients which are unhealthy and introduce ingredients with health benefits. Low GI Multiseed bread mixes are one such example. India has a large population suffering from diabetes. These bread mixes, while tasting great, also help reduce the risk of, or help manage, type-2 diabetes.

At the other end of the spectrum is a desire for premium and indulgent products. Premium quality confectionary products are increasingly popular in every market. Bakels can transfer them to India from every part of the continent.

Convenience, in particular buying products from quick service restaurants (QSR's), rather than shop for ingredients and cooking at home, is very important, particularly to the younger generation. From pizzas, through burger buns to doughnuts and muffins, Bakels has experience in servicing this demand.

Bakels' direct message to all Bakeries - Tell Us What You Want – Bakels Can Supply It!

The author is Paul Morrow who has an experience of 39 years in the baking industry of which 29 years with Bakels. He has an operations experience in Europe, LatIn America and South East Asia. He is the member of Bakels group management board as technical director. He is also the chairman of the British Society of Baking and President of the UK alliance for bakery students and trainees. He is UK representative on the executive committee of the European Association of Bakery Ingredient Manufactures.

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Confecting Confectionery

Indian confectionery market has been showing a steady growth and is, according to IMARC report, expected to touch Rs 485.9 billion in 2028, rising from Rs. 338.2 billion in 2022. This could be attributed to love for cakes and other confectioneries, like chocolates, by people irrespective of their age. Besides this, the trend of gifting confectionery products during festivals or special events like birthdays, anniversaries, et al. is sure to boost up the confectionery market, which, in turn, is sure to prompt would be prospective entrepreneurs to venture into this arena. Ashok Malkani takes a look at the increasing confectionery sales and how a new entrepreneur can venture into this lucrative field.

Sweets hold a special place in the hearts of Indians. It is believed that all things that go into making sweets are pure hence they are offered to gods in temples and form an important ritual in offerings by individuals to Gods. Sweets are also a sign of hospitality.

Sugar and desserts have a long history in India. It is believed that people in India had developed technology in 500 BCE to produce sugar crystals called khanda, which is the source of the word candy. Indians thus have a long history of a sweet tooth. But this phenomenon of sweet tooth is not just confined to India but is rampant all over the globe today.

Confectionery – from cakes to candies – is extremely popular with all age groups. No wonder there is a constant growth in the confectionery market and new entrepreneurs are keen to venture into this arena. According to Statista Market Insights, revenue in the Confectionery & Snacks market amounts to $110.90bn in 2023. The market is expected to grow annually at a CAGR of 8.96% between 2023 &2028.

Types of Confections

For an entrepreneur planning to enter the confectionery industry, it must me mentioned that confectionery is the art of making confections by using sugar and a carbohydrate based binding medium. There are various types of confections. Broadly speaking, they can be divided into following categories:

Flour Conceptions: Comprise of cakes (which are also made by home bakers), tarts, doughnuts, cookies, sweet pastries, or any similar confection made by using flour.

Sugar Confections: These comprise of candies, chewing gums, and jellies. Colour and sugar is their main ingredient. They have longer shelf life as compared to other confections.

Chocolate Confections: Cocoa powder and chocolate syrup are the main ingredients for these confections. They require refrigeration during warm climate.

Milk Confections: They are made mainly from thick milk cream or milk powder. Dry fruits, flavours and colours are mixed with the main ingredients. Commonly called as mithai they have very short life span, which can be extended by refrigeration.

Other Confections: These are made by flavoured, thickened and coloured soaked wheat extract.

Some of the popular confections (alphabetically) are:

Candy is a hard sweet confection that features sugar as a principal ingredient. Examples are lollipops, peppermint drops, etc..

Caramel, is an orange-brown confectionery product made by heating a range of sugars. It can be used as a flavouring in puddings and desserts,

Chocolates, made from cocoa beans, are bite- sized confectioneries.

Dodol , is a toffee-like sugar palm-based confection commonly found in Southeast Asia and the Indian subcontinent

Fondant is a thick paste made of sugar and water. It is often flavored and colored and is used as icing to decorate or sculpt cakes and pastries.

Fudge is a confection prepared by mixing sugar, butter and milk. It can be categorized as a type of chocolate, but it really lives in its own dessert world!

Chocolate

Confectionery is a broad term that encompasses a variety of sugary treats, including candies, chocolates, gum, and other sweets. Chocolate has, since long, been the desired confection globally. In India too, it is the favoured sweet.

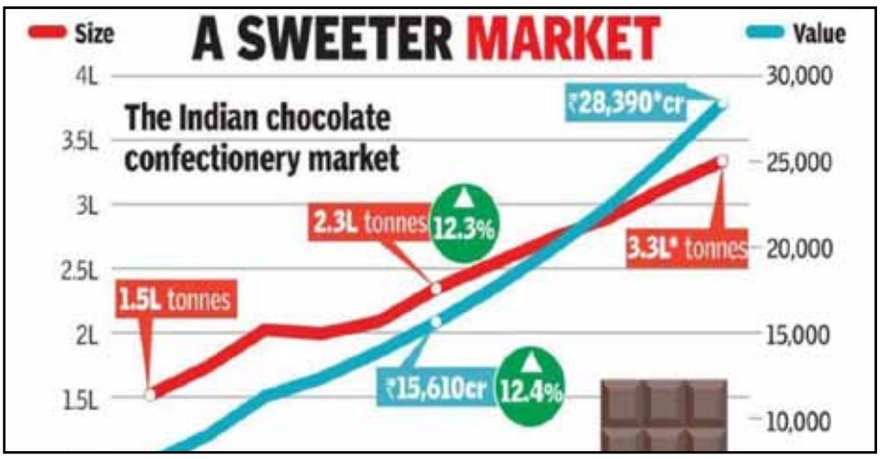
According to Zion Market Research one of the factors that is driving the growth of the confectionery market is the increasing demand for chocolate products. Chocolate is a popular indulgence for many people around the world. The chocolate confectionery segment includes products such as bars, boxes, and bags of chocolates, as well as chocolate-covered nuts and fruits. The increasing popularity of premium and gourmet chocolates has also contributed to the growth of the chocolate confectionery market.

According to IMARC India's strong economic growth over the past decade has catalyzed the country's per capita disposable incomes resulting in the strong growth of the chocolate industry. Another major factor driving the chocolate industry is the country's large young population which represents a key consumer segment for chocolates. Currently around half of the total population in India is below the age of 25 years and two thirds are below the age of 35 years. The India chocolate market size reached $ 2.4 Billion in 2022. Looking forward, IMARC Group expects the market to reach $ 4.1 Billion by 2028, exhibiting a growth rate (CAGR) of 8.8% during 2023-2028.

The love for chocolates, globally, has also resulted in celebrating a special chocolate day in February.

Confectionery Market

The global confectionery market, as also



the Indian market, has shown signs of recovering from the pandemic and is growing beyond the pre-pandemic days.

According to Fortune Business Insights, global confectionery market which was $ 188.52 billion in 2020 is projected to grow to $ 243.52 billion in 2028 growing at a CAGR of 3.8% in the 2021-2028 period.

As far as India is concerned the rise in demand for confections is expected due to the rapid innovations and creativity in product development. With several new products being introduced it will act as fuel to the market growth. Additionally, the high-profit margins in the confectionery industry, which drives manufacturers to develop new products and expand their offerings, are anticipated to bolster the market expansion.

Other factors driving the market growth include the rising trend of nuclear families, surge in the number of working couples (leading to a rise in the disposable income of families), the versatility of confectionery products for use in a range of events and occasions, the development of sugar-free and reduced-sugar confectionery products, the development of premium and high-end confectionery products, and widespread availability of seasonal and limited-edition confectionery products.

Global Data Report lists the top cities in the India confectionery sector as: Mumbai, Delhi, Kolkata, Bangalore, Chennai, Hyderabad, Ahmadabad, Pune, Jaipur, and Kochi. Mumbai accounted for the largest confectionery market.

Starting Bakery Confection Business

The definition of a confectionery establishment a decade ago and today has changed. Earlier, confectionery meant a shop with bakery and sweet items (candies, chocolates, toffees and cookies). Today a confectionery, besides the cake and candies includes a wide range of chips, and beverages too.

For an entrepreneur venturing into this field he has to be ready to cater to the needs and desires of the clients. Starting a confectionery is not a rocket science but it isn't easy as a pie.

Some basic steps to follow are:

Create a plan: As with any other business, it is equally important for confectionery. Your budget will decide on several factors, like selling only regular confectioneries, or several other things besides cakes and candies. If the budget permits you could have a special corner for something special like waffles or special flavoured pastries and cookies besides chips and beverages. Another factor worth considering is how much inventory you are looking to have in your shop, keeping in mind the fact that most food items have expiry date.

Location: You have to find an ideal location. It should be a densely populated area with no or minimal number of confectionery outlets. In the initial stages the property should be neither too big nor too small. Finding a commercial real estate agent who specializes in finding business spaces for purchase or rent can make your search much easier

Licenses: FSSAI license, GST registration, local municipal corporation health license, police eating house license, and fire license are the five licenses needed for bakery or confectionery shop. Any kitchen space will need to pass a health and safety inspection in order to be properly certified. Each state will have different regulations, so you must check with your local government to see what business licenses and permits you'll need to start a bakery in your area.

Marketing and branding: The name matters a great deal. You must have heard of "Break me off a piece of that ...." You know exactly which crunchy candy bar goes with that song. That's what is called good branding, which is necessary for making a splash! But all this would be essential only after you have decided on a name and made sure that the name hasn't been taken by another business. One concept for marketing the brand would be to establish social media pages for your bakery. This would help in getting the word out about your new business while building your brand.

To help boost your brand ensure that you have a well designed display board and logo to help you create your own distinctive brand identity.

Having a display area: Creating a display area in front of the confectionery shop, so that every product is easily visible to visitors who walk in, will help in boosting sales. This area would also need a display fridge to store cakes and pastries.

Separation of bank balances: It is, particularly in this digital age, necessary to have separate personal and business bank accounts. This has become an indispensable necessity as many people would like to make electronic payment (e-payment) which involves transfer of value from one payment account to another where both the payer and payee use digital device like mobile phone, computer, or a credit/debit/prepaid card.

Collaborating with online aggregators: Since home-delivery is becoming common, it is better if one collaborates with online food aggregators. It will also help if you have an online ordering website.

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Becoming Franchisee

Bakery and confectionery are businesses which, some believe, will never face recession. The saying "Anytime is tea time is also applicable to confectionery. Cakes, chocolates are in demand throughout the day by people of all ages.

But if one is not very confident and is hesitant to venture on his own he can opt for the franchise route. One can tie up with a reputed brand and take up their franchise. One of the perks of opting for a franchise is that despite not knowing the basics of confectionery, you can opt for its franchise and let the trained chef do the job.

There are important differences between independent ownership and becoming a franchisee. If you want to be your own boss, it is best you go in for ownership but if your desire is to have a lucrative business by providing an existing product which has already built up a brand name then you can opt for franchise.

Franchise business is currently considered one of the most profitable businesses. For those people who have good money to invest and want to earn good profits from the very beginning franchise is the right option.

Advantages

Though being a franchise has the disadvantage of limiting your liberty on several fronts it also has certain advantages. Some of the advantages are:

Access to proper training: In franchise the parent company provides you with proper training as well as guidelines of running the business to ensure that you have best chances for success.

Marketing help: The parent company assists the franchises with marketing strategies. In today's world of social media this training could help boost your business.

Faster ROI: Being a franchisee can give you the benefit of faster return on investment (ROI) as people may start walking in as soon as you open the doors of your outlet.

Other support: Besides training and marketing the parent company can help with government regulations. It could also provide equipment and other resources to get you started and help you throughout your franchise tenure.

Succeeding as a Franchisee

In spite of the help that a franchisor may offer one has to, however, recognize that you cannot run solely on brand name. You have to work hard to retain your customers. One has to remember that dedication and hard work are two important issues that will help you reap the benefits of success.

Though the franchisors usually provide you with a well established brand name, number of secret recipes, training, guidance and support for marketing and advertising, your effort to please the customers is essential for success. You can do this by keeping yourself up-to-date of the new trends and techniques of service to clients.

One may conclude with the advice: whether you want to be the owner of your own brand and you want to be a franchisee, you have to be dedicated to your job to succeed in the business. ■

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Delivering Fast Food

The growing trend in the QSR segment is likely to make several enterprising investors want to enter this segment. However it is essential for a newcomer to realize that the fast food industry has seen a rise as never before and there are a number of QSRs now all over the country.

The food industry, over the last few years, has been flourishing, The Indian restaurants and food services industry has been growing at a healthy pace mainly due to the increasing incomes despite the slowdown in sectors like manufacturing. The growth is supported by long term healthy demand outlook backed by higher disposable income, favorable demographics and rising aspirations of the burgeoning middle class, increasing internet penetration, increasing number of women joining the workforce, increasing focus on health and wellness, technological advancements and growing urbanization.

The most indispensable segment of the food service industry is the quick service restaurants (QSR) sector, which has grown at a fast pace. The youth being the brand conscious segment of the population, have contributed largely to the eating out culture and it is found that a majority of them prefer QSRs. India has observed a significant growth in QSR in the past 10-15 years.

Though a large share of the QSR market rests in metros and mini-metros, like Mumbai, Delhi and Bangalore, they are now expanding into smaller cities with smaller formats. QSRs like Subway, McDonalds, Burger King, Wendy's and

Dominos Pizza are spread across various types of cities. Chains like Jumbo King, Goli Vada Pav, Fat Tiger, Burger Singh etc stand in close competition to major national chains in terms of the number of outlets in their respective regions.

The opportunity in the QSR segment in India is believed to be so wide that not only are Indian entrepreneurs keen to invest in it but even international players are expanding their business. Looking at the sales one may note that beverages constitute 18% as product sale and 13% stock keeping units (SKU) Mix, respectively. The contribution of vegetarian food is marginally higher, at an estimated 45% in comparison to 40% for non-vegetarian foods. Dine-in contributes the highest 67% to total QSR sales and is followed by takeaway orders which account for 19% of sales. Home delivery is also picking up.

The demand for QSRs has prompted several international brands to invest in India. Some of them are: Au Bon Pain, Burger King, Carl Jr., Chilli's, Dominos Pizza, Hard Rock Café, KFC, McDonald's, Papa John's, Pizza Hut, Subway and Taco Bell.

Formats of QSRs

The QSR trend is fast picking up not only in the form of fast food outlets where you could dine-in or order to-go parcel but also as ghost restaurants and food delivery apps. Ghost restaurants are those which have no dining area but only deliver food.

Ghost restaurants only deliver food and do not have a dining area, making their operations nimble and more sustainable. The food delivery applications are mostly used by students and working class who do not have time to prepare home cooked meal. The demand for pick up counters is also increasing.

The fast pace of growth has many aspiring entrepreneurs desirous of venturing into this segment of the food industry. But there are several aspects that must be studied. Since it is one of the most out there businesses, it is also marred by stiff competition. With roadside food stalls which play on their low prices to foreign fast-food chains already known for their brand, it can be quite difficult to survive in the business. One thing that has to be borne in mind is that fast food that lives up to its name gains more business than fast food that is actually slow.

Starting a QSR

To start the business, besides getting the requisite licenses from the authorities, you must study the surroundings of where you want to start the business. In other words, decide on proper locale. The outlet must be placed in a location which has a high footfall of the target audience. Some of the ideal places would be market places or near university campuses or shopping malls.

As far as QSR licenses are concerned, you need to basically get licenses from FSSAI, VAT registration, permission

from local Municipal Corporation, fire license and police eating house license. To acquire the necessary licenses, a standard set of norms need to be followed towards food hygiene, health regulations, food safety.

Another aspect is staffing the restaurant. It must be realized that the staff in a QSR has to be always on its toes as there are hundreds of things happening simultaneously. Also, in this format of restaurants there is no actual cooking in the QSR kitchen but only assembling or final level of preparation of food.

An unbranded fast food restaurant is believed to need at least 5 to 6 staff members, including chefs. There has also to be necessity to train the staff to handle every position. As there is no specialization of chefs or waiters there must be coordination between the front and back restaurant operations.

You also need to ensure that you get the interiors right. It may be mentioned that the place should be about 450-500 sq. ft. to enable you to build a good kitchen and have a sitting space for customers. You must use your space diligently since most fast food restaurants conduct their operations within a limited space.

While considering the design of a modern limited menu kitchen one must know that, in this era of heightened food safety expectations one has to pay heed to quality of cuisine. In these fast moving times, the kitchen must be built with tomorrow in mind.

The interiors should provide not only a tasty palate but also pleasant surroundings. The interiors should provide a memorable experience which will make the clients return repeatedly. In other words, a meal should always be more than just delivering a product on a plate. It should be a total experience from the minute you enter the door to leaving.

A Successful QSR

To be successful in your venture it is necessary to plan your menu. Normally impulse buying is the order-of-the-day for customers in QSRs. Getting food at a fast pace is what usually attributes to the success of QSRs. They offer ready solutions to hunger or cravings by conveniently being where their audience is. Thus the time frame is short and so the menu has to be planned accordingly.

The menu has to be planned by researching the acceptability of different products. Based on this, you have to decide on the cuisine. You must keep the menu as simple to produce as possible. Remember, dishes with the same base ingredients, a combination of same sauces and the least amount of assembly time will enable taste and operations standardization.

Since consistency is of great importance you must finalise the supplier on his caliber rather than the size of his outlet. When the QSR is at a single city level a local supplier is preferable because he not only has the product knowledge but is also more economical. The deciding factor would be how well you can dictate your terms. Remember being a huge buyer of a small firm is often better than being the small buyer of a big firm.

If you plan to have more than one restaurant or if you are seeking to be a franchisee then standardization is essential. Consistency is the only way of the QSR being a success. If it is a chain, the consistency has to be observed across all outlets. Dishes with the same base ingredients, a combination of same sauces and the least amount of assembly time will enable taste and operations standardization. One way of

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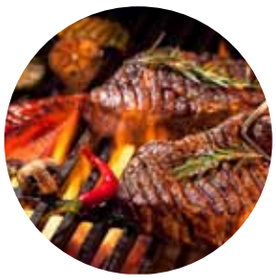
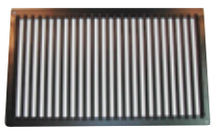


Grill Tray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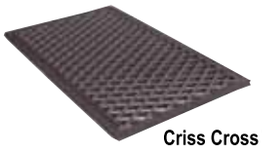
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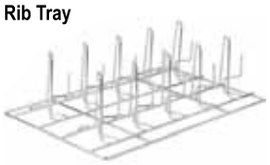
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achieving standardization is by having a base kitchen, where the food items are semi-cooked and then to all the outlets in the city for final level preparation and minor finishing.

This is one of the reasons why one finds that quality, quantity and taste remain the same in outlets of McDonalds, Dominos and, India's very own, Jumbo King. In the case of the former two the menu may be region specific but all outlets in a specific city normally remain the same.

Menu innovation and price are two major considerations for success of a QSR. To keep your restaurant ahead of others, innovations in the food menu are extremely important. This can be achieved by giving authentic items a new flavour, catchy names or a new way of presentation. McDonalds made their burgers popular in India by giving them an Indian flavour in the form of McAloo Tikki (a burger stuffed with potato patties). Innovation must take into consideration your targeted audience. Big chains like KFC, McDonald's, and Dominos, are always introducing new elements in their menu, or rehash their old menu to attract customers.

Price is another way of attracting customers. A combo meal or offering a discount is one of the methods adopted by some QSRs.

Marketing QSR

The quick growth of QSRs is giving rise to stiff competition. You have to thus venture into both, online as well as offline marketing modes. Today the customers are tech-savvy and like to do research about a restaurant which they would like to visit. Having a website would thus help you acquire more customers, since they would have all the relevant information.

It is believed that online ordering generates about 70% of the total orders. It is, therefore, advisable to integrate with online platforms.

Having an active social media presence also helps. This is an ideal platform for getting your potential customers as well as keeping in touch with the existing ones. Food photos are a great way to let customers see the type of food you have to offer.

Offline marketing would involve taking part in food festivals. Distributing pamphlets and flyers is another cost effective mode of offline marketing. Listing your QSR on travel guides and search engines is also believed to be beneficial for your business.

Technology

Technology is playing crucial role in QSRs all over the globe. This also applies in India. Generation Z and the millennial are now craving and demanding for technology-centric experiences while dining. Both groups expect technology to be a part of their dining experience, even if it is something as basic as free wifi.

The Basic aim of technology in QSR is to improve customer experience and increase operational efficiency. These technologies could said to be evolutionary rather than revolutionary

With fast technological developments and the tech savvy crowd it is necessary for the QSRs to adopt future technologies which would help them compete successfully in the market. Some of these technologies are:

Voice ordering: Though the concept of voice ordering in QSRs is till at nascent stage in India, it has been in practice for a long time in countries like the US, Canada, etc.

Smart devices like Amazon Echo and Google Home are already revamping the way people used to interact with technology, allowing the users to complete a task by telling the device.

Several restaurants are acknowledging the role that voice technology will play in the coming years and are working to make it more seamless for customers. Among them are well-known chains like Domino's, KFC, and Pizza Hut. Many of these players have enabled their customers to use in-app voice-activated ordering, while others have integrated with major virtual assistants – such as Cortana, Alexa or Google Assistant - to accomplish that task.

Use of POS: Most of the QSRs are using the Point of Sales (POS) software. Customers now don't have to stand in long lines because the POS system makes transactions faster. It also makes critical aspects of the business such as sales, payments, and inventory more streamlined. The result, of course, is increased sales and faster ROI.

Robotics and artificial intelligence: with robotics being a prime component of an era of automation in different industries, it won't be shocking to hear that QSR brands will be embracing this technology very soon. ■

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The Rising Bakery Industry & IICA!

If you are a passionate baker at home and enjoy experimenting with new recipes and treating your family and friends with your creations but are unsure whether a career in bakery & confectionery is ideal for you or not, or can't decide which institute to go to, then let's explore the opportunities and options this career can provide to you.

What is a Pastry Chef?

A Bakery and a Pastry chef is a culinary professional trained to prepare various kinds of bakery products, celebration cakes, chocolates, cookies and the final dish of a menu "The Dessert" for all occasions. Just remember that the pastry chef is most important member of the team of any kitchen brigade. He/she can also be an entrepreneur, running his/her own pastry shop, catering to varieties of demands of customers for celebrations, festival and daily needs.

Chef Virender Singh Datta, the founder and chairman of International Institute of Culinary Arts, New Delhi, established IICA in 2005, shared his insights on the burgeoning bakery sector, the myriad of employment prospects it offers, and how IICA works diligently to develop the future chefs.

It is well known fact that the hospitality industry, where food is the one of the most significant parts, is one of the largest and fastest growing industries in the world today, resulting in 8.0% of the total employment in the country.

The bakery industry in India is the largest of the food processing segments with an estimated annual turnover of about $ 7.60 billion in 2020 and the cake market is forecasted to reach $ 882.24 million by 2024 growing at an annual compound rate of 12.5% during 2019 to 2024 (Source: India's Bakery Industry – A Report, published Feb, 06, 2021).

With the entry of diverse International Food Service outlets like Cafes, Pastry shops (latest addition being Ladurée – The Pastry shop from France, serving authentic French pastry and bakery items – it has plans to open 66 outlets by the year end), the demand for dedicated and professionally trained chefs is bound to grow tremendously.

These establishments require skilled and knowledgeable cooks and pastry chefs to create delicious and beautiful food for their customers. The learned faculty at IICA, with more than a decade of experience in the industry, guide and mentor the future chefs with the latest developments and know-how, preparing them for this noble profession.

Today, a lot of IICA-ians are working with renowned organizations like ITC Maurya, The Oberoi, Ladurée, Colocal, and The Leela Palace, to name a few, and making a name for themselves in this dynamic industry.

Career Opportunities for Bakery Chefs

Pastry Chef - A pastry chef creates baked goods and confections such as cakes, cookies, pies, and tarts for restaurants, bakeries, and other foodservice establishments.

Bakery Owner/ Entrepreneur - A bakery chef can start their own bakery business or become an entrepreneur in the food industry.

Chef Virender Singh Datta
Founder and Chairman
International Institute of Culinary Arts

Research and Development Chef - A research and development chef works with food manufacturers to create new bakery products.

Bakery Instructor - A bakery chef can become a bakery instructor in a culinary school or an institute.

Bakery Consultant - A bakery chef can become a bakery consultant, providing expert advice to other chefs and businesses.

International Institute of Culinary Arts, New Delhi (IICA) helps in shaping tomorrow's chefs by providing excellent culinary & pastry education, hands-on experience, and practical training since over 18 years. IICA offers a vast range of specialized and certification courses in bakery, pastry, and confectionery.

In addition to offering globally recognized courses & being the first institute in the country to offer City & Guilds, World Association of Chef Societies courses, IICA now offers digital certifications by Culinary Institute of America – Pro Chef Level 1 (Bakery & Culinary).

Additionally, IICA provides students with opportunities to work closely with industry professionals through workshops, seminars, and guest lectures by world-renowned chefs & industrial training to enhance students learning and knowledge. IICA encourages its students to participate in exciting competitions like Food & Hospitality Asia expo, AAHAR - The International Food & Hospitality Fair and gain exposure to national and international culinary & pastry trends.

To ensure individual attention being offered to all its' learners, the institute provides for personalized career counseling by the in-house placement division. Whether you are looking for full time professional courses in bakery & confectionary or short term hobby chef programs; look no further this institute has all the options you need.

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Mango
The King of Fruits

The mango originated in Southeast Asia where it has been grown for over 4,000 years. Over the years mango groves have spread to many parts of the tropical and sub-tropical world, where the climate allows the mango to grow best. Mango is the favourite fruit of a great multitude among us. But not many among us know enough about this healthy and tasty seasonal fruit, which often comes with great fragrance too.

This juicy stone fruit or drupe belongs to the genus Mangifera. Its scientific name is Mangifera Indica. Though mango is native to South Asia, its taste has gained worldwide fame over the millennia. More precisely speaking, mango's origins can be traced to areas in north-east India, Burma and Andaman Islands.

Some 1,000 varieties of mangoes are grown in India, the world's largest producer of the fruit. The Alphonso mango grown on the west coast of India is termed as the "king of mangoes". The wide variety of mangoes produced in India, the range of taste and flavours and of course the long season from April to August, all contribute to positioning the mango as the potentially most important fruit of India. India produces many breeds such as Dussehri, Langda, Safeda and Chausa, which are grown in North India and can be harvested later even upto July, than the Haffus for which the season ends in May.

Alphonso mangoes are among the most superior varieties of mangoes found in the country. They are also more expensive than other varieties of mangoes found in India. Alphonso mangoes have rich, creamy texture and they have low fibre content. Alphonso mango was introduced in India by the Portuguese colonisers and they are primarily grown in Maharashtra and Gujarat.

Ambrosia of the Gods

A comfort food, mangos really can make you feel better! Beyond being delicious and rich in vitamins, minerals and anti-oxidants, mangos contain an enzyme with stomach soothing properties similar to papain found in papayas. These comforting enzymes act as a digestive aid and can be held partially responsible for that feeling of contentment we experience during and after our daily mango ritual. Yes, it is quite natural to crave those mangoes!

Mango, both in its green and ripe form is a very good tenderizing agent due to the many enzymes present in it, therefore it is ideal to include in any marinade. In India they use a sour mango powder made from dried flesh of green mangos called Amchur, both as a seasoning and tenderizing aid.

An average sized mango can contain up to 40% of your daily fibre requirement. For those who are physically active, whether working out or constantly on the go, mangos are also a great way to replenish that lost potassium. Deliciously rich in anti-oxidants, potassium and fibre - the mango is the perfect fruit!
Truly 'the king of fruit'.

Ripe, Rich and Tasty

Mangoes vary in colour depending on the variety and exposure to sunlight. Most mangoes start off with a dark green skin colour and develop patches of gold, yellow, or red as they mature. The skin is smooth and encloses yellow to orange flesh that is softly moist and richly flavoured. Mangoes emit a pleasant scent typical to the breed from the stem when ripe. Here is a helpful tip when selecting mangoes: no fragrant aroma usually means no flavour.

Mangoes may be round, oval or kidney-

shaped and vary in size from a small melon or large avocado. The most popular varieties are Alphonso or 'haffus', langda, chausa, dussehri, safeda, totapuri,etc..

The taste of the mango fruit is the best when it is ripened right. Premature mangoes lack the rich flavour and over-ripe mangoes grow flat in taste. An understanding of the ripening process is required to be able to serve the fruit at its peak.

The mango growing on a tree matures 4-5 months after flowering. In addition to the fruit colour and softness, proper maturity can be ascertained by the snap of the stem after slight pulling. Harvesting fruit with about 4 inch stem intact prevents leakage of milky, resinous sap. Fruit can be picked green and left to ripen at room temperature, usually a week.

Harvested fruit should immediately be washed to remove any sap which will reduce the change of anthracnose. After ripening, fruit keeps at room temperature for one week, or refrigerated for 2 weeks. Diseases include scale and mildew which can cause early fruit drop and both are controllable with spraying.

Selecting the ripeness of mangos can be determined by either smelling or squeezing. A ripe mango will have a full, fruity aroma emitting from the stem end. Mangos can be considered ready to eat when slightly soft to the touch and yielding to gentle pressure, like a ripe peach. The best flavoured fruit have a yellow tinge when ripe; however, colour may be red, yellow, green, orange or any combination.

Nutrient Properties

An excellent overall nutritional source, mango is rich in dietary fiber and carbohydrates. It contains diverse essential vitamins and minerals, many of which are particularly high in content. The antioxidant vitamins A, C and E comprise 25%, 76% and 9%, respectively, of the Dietary Reference Intake (DRI) in a 165g serving. Vitamin B6 (pyridoxine, 11% DRI), vitamin K (9% DRI), other B vitamins and essential nutrients such as potassium, copper and 17 amino acids are at good levels. Mango peel and pulp contain other phytonutrients, such as carotenoids, polyphenols, and omega-3 and -6 polyunsaturated fatty acids.

The tropical high calorie fruit is a great source of potassium and Vitamins A and C.

Every part of the mango is beneficial and has been utilized in folk remedies in some form or another. Whether the bark, leaves, skin or pit; all have been concocted into various types of treatments or preventatives down through the centuries. A partial list of the many medicinal properties and purported uses attributed to the mango tree are as follows: anti-viral, anti-parasitic, anti-septic, anti-tussive (cough), anti-asthmatic, expectorant, cardiotonic, contraceptive, aphrodisiac, hypotensive, laxative, stomachic (beneficial to digestion).

Mangiferin - rich in splenocytes, found in the stem bark of the mango tree has purported potent immunomodulatory characteristics - believed to inhibit tumor growth in early and late stages.

Mango Festival

Keeping in tune with the mango season, the Delhi Tourism and Transportation Development Corporation (DTTDC), organizes the Mango Festival each year in July, at Dilli Haat,

Pitampura in Delhi. The Mango festival aims to offer exposure for the thriving mango industry in India and to add impetus to mango usage and benefits. The festival displays over 400 uncommon as well as commercially popular varieties from growers across the country.

The fest this year will display some exceptional varieties such as Sirki, Suwarn, Neeleshwari, Royal SP, Raddy Pasand, Himasagar, Kensington, Neelam, Banganpalli, besides popular Dushehari, Langra, Alphonso, Kesar, Papitiyo, Tommy Atkins, Sensation and Nazuk Badan. Mangoes such as Abdullah, Ramkela, Aishwarya, Bombay Green from Kaleemullah Khan's nursery and one of the rare species Gula by Tariq Mustafa from Purkazi in Muzaffarnagar.

Culinary demonstrations by the Culinary Forum, interactive recipe contests and innumerable games, contests, quizzes and cultural extravaganza are organized at the festival every year. The festival will be witnessing Mango Quiz and Mango eating competition along with sale of fresh mangoes and processed fruits like pickles, chutney, mango pulp, juice, jelly, aam papad, jam and aam panna.

Culinary Usage

Mangoes are not only savoured raw, but have wide variety of culinary applications. It is common knowledge that unripe green mangoes are used in chutneys, amchur and pickles. In Gujarati households one can find Chunda, which is a sweet and sour grated mango pickle. In some parts of South-east Asia, mangoes are pickled with fish sauce and rice vinegar. Mangoes are also used to make murabbas in India.

Our scorching summers would have been much more unbearable without aam panna and mango lassi – the two most common beverages made from mango, in India. Mango shakes are also common features across juice counters in north India, and aamras, a thick juice made of the pulp of mangoes, where sometimes ghee and milk are added, is partaken with chapatis and pooris. Sugar is often added to the aamras for adjusting the sweetness of the delectable dish. Mangoes also play their role in our very own fruit chaats.

Mango jam and mango jelly can also be delightful additions to the breakfast tables. And of course, mangoes often do have role in smoothies, ice-creams and fruit bars. In bakery production, mangoes can play important roles. Mango cakes, mango muffins, mango breads can add value to a bakery's repertoire. Then there is the delicious mango pudding.

In the gastronomic realm, mango can not only play the main protagonist's role extremely well, but can also effectively play side roles. Mangoes can add value to salads. Mango cashew salad and mango pineapple red bell pepper salad can be wonderful side dishes to a sumptuous affair. As far as the traditional Indian sweet dishes go, mango burfi and mango kalakund with almonds could be innovative additions to the restaurants' menu.

Mangoes can also be used to develop some innovative cocktail recipes. Two such examples are the pineapple and mango rum cocktail, and mango, coconut and orange vodka cocktail.

So we can say that in these health conscious times, the Indian food service industry would do better if it has more innovative application of mangoes in its culinary renditions.

Some Delectable Recipes for Mango Dishes

Mango Pudding

Ingredients

Alphonso mango	750 gms
Milk maid	200 gms
Amul cream	300 gms
China graAA	10 GMS
Cardamom	2 gms
Water	240 ml
Full cream milk	240 ml

Method

Peel and deseed the Mangoes and make a pulp with help of blender. Keep 150 grm chopped mango to sprinkle into the pudding.

Pour the Condensed milk, Cardamom powder and Cream in a bowl

Whisk all the ingredients well to combine.

Heat the milk stirring it constantly. When it comes to a boil remove it from heat and keep it aside

Soak of agar agar (china grass) in one cup of water for 5 minutes.

Bring it to a boil and let it simmer till the china grass is melted. Strain it and add into the pudding mixture.

Sprinkle the chopped Mango into the pudding mixture.

Pour it in Glass bowl and let it set in the fridge for 4 hours.

If you want to you can de mould it on the platter and garnish with Mint leaves and Cheery. Serve it cold.

While de moulding pour some water from outside the glass bowl so that pudding de mould with fine finishing on top.

Prakash Kumar D. Executive Chef, The Woodrose Club

Mango Avocado Salad

Ingredients

Ripe mango, peeled and diced	1
Ripe avocado, peeled, pitted and diced	1
Small red onion, sliced	1
red bell pepper, diced	1
Chopped fresh cilantro	¼ cup
Lime juice	2 tablespoons
Olive oil	2 tablespoons
Salt and pepper	to taste

Method

In a large bowl, combine the diced mango, avocado, sliced red onion, diced red bell pepper, and chopped cilantro.

In a small bowl, whisk together the lime juice, olive oil, salt, and pepper.

Pour the dressing over the mango avocado salad and gently toss to coat.

Serve immediately or refrigerate until ready to serve.

Thayanithy Tamilarasu, Sr. Sous Chef, Signature Club Resort

Mango Profiterole

Ingredients:

For Choux Pastry	
All-purpose flour	70 grams
Butter	55 ml
Water	65 Ml
Salt	2 Gms
Milk	55ml
Egg	125 Gms
Vanilla essence	A few drops
For Choux Crumble	
Butter	40 Gms
Caster Sugar	50 Gms
All-purpose flour	50 gms
Yellow colour	A few drops
For Mango Cream Filling	
Sugar	125 gms
Milk	250 ml
Egg yolks	5 no
Butter	30 gms
Vanilla bean	2 no
Corn starch	50 gms
Alphonso mango puree	75 gms
Vanilla essence	A few drops
For decoration/ garnish	
Dark chocolate	40 gms
Fresh mango (alphonso)	1 no
A few mint leaf pcs	

Method

For Filling

In a saucepan, combine milk and scraped vanilla bean along with its seeds. Bring to a boil and keep at a simmer for 10 mins. Remove from heat, cover to prevent evaporation.

In a large bowl, set up an ice bath by partially filling it with a combination of cold water and ice. Set aside.

In a medium mixing bowl stir together sugar, corn starch. Keep the pan now on top of cold bath. Add milk and whisk gently. Add the egg yolks until the mixture is pale yellow, smooth, and fluffy for about 1 minute.

Remove vanilla bean from milk. While whisking continuously, slowly pour milk into egg yolk mixture, until all of it has been added then add mango puree.

After that Cook over medium heat, whisking constantly until Mango cream begins to thicken, about 5 minutes. Once it thickens, continue to whisk for one minute by pausing for seconds.

Switch off the flame. Whisk in butter until melted and thoroughly combined. Strain pastry cream through a fine mesh into a bowl. Immediately cover the surface of the prepared cream to prevent skin forming. Keep it outside for cooldown then transfer inside the freezer about 2 hours.

For filling

Take a mixing bowl and add all the crumbing ingredients and rub in hand until the mixture looks crumbly. Keep the mixture in the freezer.

For Choux Pastry

Preheat the oven to 350°F. Butter a baking tray.

In a saucepan bring milk, water, salt, and butter to a boil. When the mixture begins to simmer, remove it from the heat and pour the all-purpose flour all at once until a smooth thick batter.

Pour the mixture into a large bowl or food processor bowl and stir to cool until the stream is gone. Add the eggs gradually and continue processing. Add vanilla essence. When the dough forms a crest, it's ready.

Pipe your choux pastry for about 2 inch mound about 2 inches apart on prepared pan and sprinkle them with Crumble. Bake for about 30-35 minutes. Let the prepared pastry cool before proceeding to the filling.

Beat mango cream filling before piping to make it supple. Pipe into cooled Buns.

Then garnish with dark chocolate round, cream drops, cube cut mangoes and mint leaves.

Suraj Kumar Sahoo, Executive Chef, Novotel Vijayyawada Varun

Fresh Mango Cheesecake

Ingredients

Fresh Mango Pulp	250g
Cream Cheese	1kg
Icing Sugar	500g
Corn Flour	15g
Egg Yolk	3 nos
Whole Egg	2 nos
Amul Cream	500g
Sugar Free Biscuits	250g

Method:

Firstly break the biscuits and add them to a food processor. Process them to a fine consistency.

Into the mixture, add cinnamon powder and honey or melted butter and just process them once more till the honey is evenly mixed.

Grease a detachable 8 inch pie pan bottom with unsalted butter.

Place the cracker mixture into the pie pan and refrigerate for 15 to 20 mins for the bottom crumb layer to set.

In a bowl, beat the eggs and sugar together, add cream to the mixture.

Now fold in the corn flour to the mixture along with cream cheese, can adjust the consistency accordingly with the Fresh Mango Pulp.

Now pour the mixture into the pan.

Bake it at 160 degree Celsius for 45 mins in a steam bath.

Once the cake is baked, take it out of the oven to cool down.

Can take it out of the mold and garnish with fresh mangoes.

Gaurav Bansal, Chef De Cuisine, Brigade Gateway Bangalore

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Nuts & Fruits in Baking

Cakes are soft and spongy and often have the various creams and chocolates – well, ordinary cakes that is. When you chop and use candied and/or dried fruits, nuts and spices you come up with extremely different genre of cake. In the years gone by, before wedding cakes began to get all the fancy icing and became huge and ostentatious.

The earliest recipe from ancient Rome included pomegranate seeds, pine nuts and raisins that were mixed into a mash of barley. A few centuries later, during the middle ages, preserved fruits were being added and the term fruitcake was used.

Today almost all nuts, including hazelnuts, pecans and a host of others are used in cakes of different variations but initially Europeans were baking fruitcakes using nuts from the harvest – for good luck in the following year, saved and eaten before the harvest of the next year, so often a year old.

To imbue the nuts with flavours additional to their inherent aroma, it was customary to soak them in alcohol spiked with spices. Soaking of nuts in liquor is recommended for anything from 12 hours to 24 hours but if you leave them longer – it might not be harmful to the nuts; though might not give increased improvement in the result. A liquor, a liqueur or plain water soaking would get you the desired feel of the nuts.

Cake Baking

The two methods of making cakes followed by bakers are - 'The Creaming' method and the 'Wet then Dry' method. In the Creaming the ingredients usually include butter, sugar, eggs, milk and the dry products including the flour, raising agent and any additions of nuts. Cream butter is not melted, just softened with sugar. Eggs are added one by one – all additions of nuts are done before milk and flour to avoid over mixing the flour.

The second method is that when the wet ingredients (including oil or melted butter); here the sugar and eggs are mixed until pale and fluffy and oil and other wet ingredients are added. These tend to be wetter than the creaming method cakes.

To retain moistness of cakes that use nuts in generous proportions, chefs thinks that in case of a dry fruits cake, it is always good to bake at a low temperature and use a water bath in the bottom shelf of the oven, which helps to keep the cake moist too. Also to make sure nuts don't sink to the bottom making the end product bottom heavy it is advisable to coat the liquor soaked nuts with flour. Honey as part replacement for sugar in the recipe is also one technique that can be uses as on account of its hydroscopic property it helps draw moisture from air.

Probably the German stole the recipe that originated five hundred years ago has dried fruits and almonds with spices that give it a totally distinct flavour. The German cake has more ratio of cake batter as compared to nuts and fruits, especially when compared to the American fruitcakes.

The Preferences

Most chefs believe that walnuts, pecan nuts, hazelnuts, almonds are mostly used because they become dry and increase in size through which they preserve the food taste and flavour. Other also agrees with the use of these nuts and adds macadamia and Brazil nuts to it too.

For all walnut lovers the brownie with walnuts is a delight but when once in a while a bad walnut explodes in the mouth it is the worst taste and takes a while to be rinsed out! Walnuts in the shell should be stored in a cool, dry place. One needs to be more careful with the shelled walnuts because walnuts contain high percentage of oil, which easily turn rancid. Exposure to light, moisture or heat will reduce their shelf life. Once opened, walnuts are best stored in an airtight container in the refrigerator. For long-term storage, one can also freeze shelled walnuts in airtight plastic bags, they thaw quickly at room temperature.

If most other nuts have an international appeal, the cashew nuts are somehow more Indian in their flavour – after all we do consume copious amounts through Diwali and in Indian sweets. But if you have been missing cashew nuts in your cake, there is a definite reason. Cashew nuts are used by chefs as per the guest demand. Sogginess of cashew nut is avoided by first putting the nuts wrapped in icing sugar & then roasted in oven.

Few chefs on the other hand feels, due to their higher moisture and oil content cashew may not be suitable for a particular recipe. Broken cashew nut yields good results when used in a biscuit with high temperature bake might not be the best option for a dry fruit cake!

A minimum of 6:1 ratio of mixture and dry fruits should be good to give a mouthful of nuts every time you bite into it. By roasting the dry fruits, the moisture content evaporates, and the dry fruits absorb the moisture from the mixture. There should be a good mix of rich moistness and a good blend of fruitiness and sweet spices with nuts contributing to the crunch, and that truly sums up the saga of a nutty fruitcake – with tea or coffee or just to munch on its own!

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Biscuits and Cookies

A cookie in Scotland is a plain bun and in USA, a biscuit is a quick bread like a scone, but in India, cookies and biscuits have great deal of similarities between them, both in terms of appearance and usage. For example, both can be eaten as sweet and/or savoury snacks, and both are convenient accompaniments to tea and coffee.

Biscuits and cookies are small, sweetened, cereal-based, baked products. They are broadly characterized by dough properties and then further classified by the process used to form and place them on the oven band. In India, cookies and biscuits are from the same family though biscuits are often plainer than the cookies, and cookies tend to have ingredients like butter, peanut, nuts, fruits, chocolate, spices, etc. in them. Biscuits & Cookies are actually different in terms of texture, ingredients and much more.

Often shaped as discs, there isn't much difference between the two in terms of preparation. They are both baked goods. The key difference lies in the ingredients. Cookies are large, heavy, chunky, rough, and crispy and have more flavours and require many ingredients. On the other hand, biscuits are crispy, thin and fluffy. Biscuits only require a few ingredients and take a short time to bake. Both are staple accompaniments to your tea and coffee and you have seen them as part of so many desserts.

Different Bites

Cookie, English name, is derived from the Dutch word 'koekje' which means 'little cake'. Cookies are loaded with flavours and take more time to bake, because of the thick batter and dense ingredients that range between nuts, oats, chocolate chips and resins. They are generally moist and chewy in texture.

Softness of a cookie would depend on how long they have been baked. Cookies can be made with relatively soft dough that could be done with oatmeal or even chocolate chips. They could be refrigerated, or moulded, which would require stiffer dough. Rolled or pressed cookies need cookie cutters, which could result in different decorative shapes of cookies. Soft sandwich cookies could have sweeter fillings, including jam or vanilla icing. Decoration of cookies could include icing, which enhances their status as a confectionery.

The origin of biscuits and cookies could be traced back to the 7 century AD, and their presence in the ancient times was spread from Persia to Europe. By the 14 century, they were consumed across all sections of society; from royals to the common man on the street. Biscuit derived its name from the Middle French word 'bescuit' which is derived from the Latin words bis (twice) and coquere (to cook, cooked), which means 'twice-cooked'. With a light texture and a crusty exterior, biscuits are generally made of butter, flour, and sugar or salt. They are thinner in dimension as compared to cookies.

A basic recipe of biscuits includes flour, shortening, baking powder, milk and sugar. Savoury versions would include cheese or another dairy product. Shortbread and Scottish style cookie with caramel are also internationally popular. These are almost staple items; to be enjoyed with tea or coffee at around 9 am in the morning, or later in the afternoon; with the typical 'English Tea' service.

In Europe, the style and presentation of cookies and biscuits differ. In Italy, the biscuits enjoyed with the coffee are often thin wafer style or soft centre cookies, served with cappuccino. Called Biscotti, these are also popular with a morning cup of coffee at home. In France, we can find

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more of pastry style cookie. Another typical French accompaniment to tea or coffee or to be enjoyed on its own would be their macaroons. In Germany, typical cookies are often centred with fruit jam and often decorated with glace cherry. The Dutch tend to include gingerbread in their range of biscuits in a big way – many among us would remember the gingerbread house from the Dutch fairytale Hansel and Gretel with fondness.

Three Tiers of the Industry

Today in India, the biscuits and cookies segment has witnessed appreciable growth over the last decade. Since ages, the production of cookies and biscuits in India is broadly comprised of three tiers. Each of these tiers has not only contributed to the growth in the market share but even towards the quality enhancement of the biscuits and cookies, over the years. The three tiers of the biscuits and cookies market in India are:

The Neighbourhood Bakery: Most of us in North India would remember the small local bakery shop where you took your own ingredients, and for a nominal fee the bakery made biscuits you wanted with your desired choice of additives like nuts or flavours. The customer was the real king and they could customise their biscuits according to their taste.

Even today, in this age of retail bakery chains and bakeries in five star outlets, the neighbourhood bakeries hold their own identity, offering a wide range of products in their shelves. There were always bigger players too in this segment like Frontier Biscuit Factory, whose biscuit factory was established in 1921 in Pakistan. The company now has an impressive presence in the Indian bakery industry. Frontier Biscuit Factory is being recognised as a leading manufacturer of handmade egg less biscuits. It has maintained a track record of serving self-developed handmade egg less biscuits. The bakery chain's main aim has been providing high quality products to its customers.

The Five Star Outlets: They are fanciest lot in the market. Pastry Chefs get a free hand to test their creativity in these outlets. Unusual offerings are being churned out by the hotel property's Chefs frequently which are usually kept in the guest's room in the day or are offered on the side, with a pot of tea or coffee. These creations also form part of the routine festive hampers sold at coffee shop outlets of these hotels.

Large Manufacturers with Pan-India Presence: While some purists might argue about the quality of produce of this segment, the produces of the players of this segment are most widely available and consumed. Their prices are affordable, and they rule the bakery market. The players in the segment include right from big national names like Parle Agro and Britannia to other new entrants.

While the imported biscuits have also lately made an impressive presence in the up market stores and outlets of the metropolitan cities, these are often far too expensive and cater to only a niche segment in the market. However, they are able to provide a window to the consumers, and facilitate them to be aware of the international variants in the biscuits and cookies segment, which may soon be made in India too.

Health Factors

Biscuits provide instant energy as they are full of nutrients required to generate energy in the body. Biscuits contain complex carbs that are gradually released. In addition, they have whole grains, fibre, and protein, which are necessary for energy production. Some of the biscuits may also have vitamin B, which play a crucial function in releasing energy.

Fibre is an essential food with several health advantages. Biscuits may not be high in fibre. However, different kinds of biscuits made with specific ingredients can be fibrous. Biscuits made with whole grains can be rich in fibre and provide health benefits. Also consuming whole-wheat biscuits instead of white-flour biscuits provides needed minerals.

Avoid eating biscuits which are made in Palm oil. Palm oil has fat content, consuming which on a regular basis may increase certain heart disease risk factors. Also, reusing the palm oil decreases its antioxidant capacity and further exposes you to various heart diseases. It is the cheapest and one of the most unhealthy oils to consume and most commercial non-branded biscuits are made using it.

Packed to Success

The cookies and biscuits market is too tuned in to the importance of advertising, packaging and marketing.

Every Indian festival is an opportunity for targeted packaging. Five star hotels do brisk bakery business during Christmas, Diwali or the New Year eve, and in these festivals packaging play a very big role. However, the traditional biscuit makers like Frontier Biscuit Factory, Paljee or others would offer specialised packaging for even Rakhi and Holi, apart from Diwali and Christmas or the New Year. There is a taker for all denominations and style of product in the cookies and biscuits segment.

Marketing strategies for cookies and biscuits industry include promotional advertising; evoking the health benefits of a given brand over all others in the market, implying they are pure enough for a steady growth of your children or for facilitating a healthier lifestyle for the middle aged couples. ■

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The Milky Way to Success

It is said that milk is a complete food, full of nutrition and health benefits. Generations have passed but milk still retains its value in Indian household and everywhere else. As per an Indian mythological belief, milk is one of the few things God gave to humans from the treasury of heaven.

And probably true in today's perspective where the importance of milk, as a staple food, has led the food industry to make it more interesting and tasty. It contains 'high quality proteins' that are well suited to human needs. Milk proteins substantiate amino acids presence in our diet, which we otherwise don't get through cereals and vegetables.

India is not only the largest milk producing country in the world but also happens to be the largest producer and consumer of dairy. The market for dairy-based beverages in India is a market worth exploring. For it is a happening market with lots of growth potential. Especially, in the scorching Indian summers like these, players operating in the realm of dairy-based beverages can have a huge market, a market which can yield lucrative returns to the manufacturers. Among the value added dairy products in India, the milk-based beverages have a very lucrative margin.

The Market

The stupendous growth in the dairy -based beverages market in post-modern India with its discerning consumers could be attributed to the growing health consciousness in the urban Indian society, along with less time to concoct healthy beverages at homes. The marked increase in disposable incomes in India during the last two decade can also be regarded as a contributing factor towards the growth of India's dairy-based beverages market. The health conscious and time-starved segment of the young generation of India, who are frequently on the go, are especially likely to love these dairy-based beverages.

It is expected that more players from dairy segment and even from aerated drinks and FMCG segment would enter the milk-based beverages market of India in the near future.

Over the years, the market of milk-based beverages in India has undergone significant changes. It is no longer limited to lassi, chach and flavoured milk. Gone are the days when lassi in India was associated with homes and dhaba, and chach was a home-made drink. Now the milk-based beverages market is not only crowded by packaged varieties of lassi and chach (buttermilk) options, but there are oats milk, coffee milk and juice mixed with milk adorning the shelves. There is far too much variety in the market than it was there a decade earlier.

From jeera chach to probiotic drinks... the segment is encompassing an awesome range. In the background of growing health consciousness in the urban Indian society, dairy-based probiotic beverages are not likely to remain uncommon in the evolving Indian food & beverage market. What is more, these beverages are available in multiple flavours namely rose, jeera (cumin), mango, and pineapple. Milk-based beverages with infusion of fruit and nuts would gain currency in the Indian market.

Milk-based beverages with the influence of coffee can also be a market worth exploring.

Flavoured Milk

Of late, flavoured milk has gained the status of regularly consumed beverages rather it is now preferred over aerated drinks. It has all

the benefits of regular cow's milk, which in its ready to consume new avtaar is always readily available. A recent study reported that children who avoid milk tend to become fatter than children who drink milk. This may be because high-energy drinks such as fruit juice or soft drinks are replacing milk. As milk is a healthier choice, flavoured milk is intruding the market that was only meant for soft drinks.

Flavoured milk no more means the regular vanilla and strawberry ones. Industry has come up with new flavours, colours and even bottles to woo milk lovers. Adding flavour and colour allows milk to compete next to soft drinks and juices in the rapidly growing beverage sector, even though juices do not go out of consideration because they are health supplements.

Flavours of chocolate, strawberry and banana are now found alongside exotic new flavours. Expanding the types of flavoured milk in the market increases their appeal, while maintaining the natural image of milk nutrition. Flavoured milks are traditionally positioned as health drinks; addition of fortifiers, such as calcium, highlights the added benefit.

New flavours include butterscotch, pineapple, coffee, elaichi, kesar badam, coconut, etc. Studies conducted by the flavoured milk industry shows that flavoured milk has gained the status of most popular beverage followed by soft drink and fruit juice. It is even more popular than spring water, sports drinks or non-carbonated fruit or iced tea.

Milkshakes & Smoothies

While home consumption of milk might be a simple blended exercise of fruit and plain milk, the commercial version is often sold as a cold beverage made from milk, often with added ice cream, flavourings or sweeteners and syrups with sauces. Most fast food outlets use machines and often the overdose of sugar and flavourings just takes away the food value factor of the milk content.

Milk shake recipes that use yogurt or fresh fruit without ice creams are technically called 'Smoothies'. Yet another term for them, popular is a 'Frappe'. Its popularity revolves around the acceptance of 'Coffee Frappe' which is enjoyed while on the move or as a relaxing beverage during any time of the day.

Many a consumers, children and adults alike, would shy away from making a milkshake at home but not hesitate in getting one from a commercial outlet. One of the reasons could be that it seems a healthier option when compared to a carbonated drink and often the consumer does not look at the fat or sugar content of the commercial product.

Then there is a variety of choices that the consumer is faced with. While at home one would make one type of milkshake, in a commercial outlet the sheer options available can ensure that each member of the family gets to try something different and share it to get a wider experience.

Of course the creamier and smoother feel, as also the chilled factor of a commercial product makes it more appealing during the warm season. Many an individual consumer has been enticed into buying ready flavoured powder or concentrate that makes the actual task of churning up a milkshake far simpler – just open the sachet, add milk and ice and it is ready.

With increased availability of international

products in the Indian market there is easy availability of many a brand that were earlier available only during international travel. It is worthwhile to pay attention to added ingredients that extend the shelf-life of these items making it even less healthy in terms of advantages to be gained from a milk base drink.

There are also low fat versions or even sugar free options for those who wish to avoid these two factors while enjoying the 'milkshake factor'. These products are not ideal for growing children though adults could also be warned to just be aware of the food value and other contents of the product.

For the medically challenged who are unable to enjoy a milkshake there is no reason to feel left out. There is the version of Soy Milk or Rice Milk available to them. However, the limited option is a serious problem for them in the readymade sector. Yet the imaginative and innovative consumer can try almost any combination at home.

Milk shakes are neither seasonal nor age or gender specific, however, in summer they tend to sell more. While the old fashioned versions will always be available – like the vanilla, strawberry or chocolate options, newer versions are continually added by the dedicated Chefs.

The new age milk shakes might become more exotic or even more 'adult' in its approach by using exotic fruits or expensive contents to ensure that the young customer of yesterday continues to enjoy his glass of milk, albeit in a different form.

Healthy Choice

Human being is the only mammal who drinks the milk of another mammal and this drink is most pleasurable at a cold temperature when the mercury rises. A cold glass of milk, flavoured or natural just before going to bed or the first thing in the morning is liked by all age groups.

Today, dairy is an essential part of family's diet, as it is for most Indians. Indians have exhibited a strong preference for dairy products due to historical and cultural reasons. The country is the world's largest producer of milk, which is an important part of the diet given its nutritious value. A family's dairy intake rises along with its income. Studies, too, establish this trend. This love

for dairy products is set to grow if numbers are to be believed.

Most children run from mothers offering glasses of milk, but it has been found that children who drink milk in childhood tend to be healthier than those who do not. Though not proven it has been suggested that regular milk drinkers are also found to smoke less than others.

As is the case with most enjoyable products, there have been scares about milk consumption as well. While some studies link it to breast cancer others say that too much of milk or even other dairy products could be harmful as it leads to high cholesterol levels. Most of these studies are then refuted in a short time by yet another study that would declare that drinking milk does not cause coronary artery problems and that it actually protects against poor health.

Dairy products make up 12% of the daily protein consumption of Indians.

Benefits of Milk

Milk is beneficial. The benefits of milk could be linked to its high calcium levels and that this might counteract the adverse effects of the saturated fat content of milk. Dairy products provide nutritional requirements such as proteins, vitamin D, calcium and potassium. However, they are also known to provide excess calories and saturated fatty acids. Some studies show that cheese, yoghurt and dairy fat may protect against diabetes mellitus.

Nutritionists suggest it is not a good idea to totally cut out dairy products. One should have three portions of dairy food in their diet each day. It has also been said by that drinking milk helps gain muscle and lose fat after exercise. The impact of drinking milk after heavy weightlifting has found that milk helps exercisers burn more fat.

Moreover, there should not be concern about weight gain from the consumption of dairy products as scientific studies have shown that dairy proteins also help reduce adipose tissue and body weight. In fact, researchers found that the milk drinking group had lost nearly twice as much fat, while the carbohydrate beverage group lost one pound of fat. Those drinking soy lost no fat. At the same time, the gain in muscle was much greater among the milk drinkers than among those who drank either soy or carbohydrate beverages.

You must talk to your dietician regarding your food choices, especially when you plan to drastically change your food habits.

Need of the Hour

So we can see there are now various segments within the milk-based beverages which the entrepreneurs or would be entrepreneurs operating in India could explore upon to cater to the growing number of experimental consumers across the country. However, the segment of milk-based beverages in India has a market need for more innovative flavours and more numbers of cost-friendly packaging options.

The second route can help milk-based beverages to make deeper inroads into India's huge but less tapped rural market. Presently, milk-based beverages are being sold in metal cans, glass bottles, tetrapaks, pet bottles and pouches. A great many of the dairies operating in India are expected to focus on the milk-based beverages, in the near future.

Now India's food service industry can also come up with different innovative milk-based beverages of its own and promote them across its outlets in a much bigger way than it is doing now. These beverages can especially cater to the younger generation of savvy health conscious consumers.

Like regular bars, the bakeries in India can also demarcate a section in their space where people can sit on stools and sip different delectable milk-based beverages. Such a space can be aptly termed as 'Milk Bar.' ■

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Berry Teeming with Health

Cranberries can be described as a group of evergreen dwarf shrubs or trailing vines, going up to 2 metres in length. Their height ranges between 5 to 20 centimetres. They belong to the subgenus Oxycoccus of the genus Vaccinium. These shrubs have slender stems and evergreen leaves, and they do bear edible and delicious fruits. The fruits of the shrub or vine are also known as cranberry.

The fruit is initially light green in colour and it becomes red when ripe. The cranberry fruit is a berry. The cranberries are characterised by their acidic taste, which becomes apparent despite their sweetness.

The US is the largest producer of cranberries in the world. Among the US states, Wisconsin is the leading producer of cranberries, accounting 65 percent of the country's annual cranberry production.

Cranberries are also used as a major commercial crop in Massachusetts, New Jersey, Oregon, Washington in the US and in some Canadian provinces such as British Columbia, New Brunswick, Ontario, Nova Scotia, Prince Edward Island, and Newfoundland.

The cranberries are native to North America. In North America, native Americans were the first to discover the edible use of cranberries. They mixed mashed cranberries with deer meat to make a dish called pemmicana. They also used the cranberry for medical purposes. They used cranberry in poultices to bring out the poison from arrow wounds.

Culinary Applications

Cranberry is subjected to various culinary applications. Cranberries can be had raw or as dried and sweetened. Cranberry juice is a very popular usage of this delicious fruit. For reducing its innate tartness, cranberry juice is often sweetened or blended with other fruit juices. Cranberries are also processed as cranberry jam.

Cranberry sauce or cranberry jelly is also delicious. At Christmas dinner in the UK, cranberry sauce is traditionally accompanied with turkey. In Europe, the cranberry sauce or jelly is typically slightly sour-tasting, whereas in North America it is sweeter. Cranberries are also used in health bars. Cranberries have applications in many cocktails, which include Cosmopolitan, and also in mocktails.

Cranberry is also used in muffins, scones, cakes and breads. Cranberry muffins can be an uncommon and delightful addition to a bakery's repertoire in India's bakery and confectionery industry as could be cranberry scones, cranberry cakes and cranberry breads. In fact, cranberries are extensively used in desserts. Cranberries can also play their role in adding value to cookies and salads.

Health Benefits of Cranberries

Cranberries, due to their high nutrient and antioxidant content, are often referred to as superfood. They are spruced with several health benefits.

Half a cup of cranberries contains only 25 calories. There is evidence which indicates that the polyphenols contained in cranberries may reduce the risk of cardiovascular disease.

Cranberries are rich in nutrients like Vitamin C, fibre and Vitamin E. Vitamin C is a powerful antioxidant, which blocks some of the damage caused by free radicals. It also facilitates in boosting immunity and building up resistance against infectious diseases. In old times sailors used to carry cranberries to prevent scurvy.

Vitamin E due to its antioxidant nature helps in preventing or delaying chronic diseases related to free radicals.

The cranberries are spruced with a wide array of phytonutrients, which are naturally derived plant compounds. They can prevent a number of health problems.

Cranberries contain flavonoids and other natural compounds that promote good health. Cranberry juice contains a high amount of salicylic acid which can help reduce swelling, prevent blood clots. The cranberry juice also has calcium, magnesium, phosphorus, iron, zinc, potassium, and sodium.

This wonder fruit can prevent stomach disorders and diabetes also. Cranberries can also help in preventing development of cavities in teeth.

It is about time our food service industry makes more proactive usage of cranberries with its myriad health benefits in its menu, than it is doing now. The increasing numbers of health conscious consumers in India wouldn't mind greater infusion of this delicious fruit in their dishes, wherever it is feasible. Especially, greater usage of cranberries can bring in more market potential for a great many bakeries in the country.

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Indian Bakery Industry Poised for Significant Growth

Chef Mohammad Sameer, Executive Pastry Chef, Umbrella Cafe Il Paco, Saudi Arabia

Chef Mohammad Sameer, currently an Executive Pastry Chef, Umbrella Cafe Il Paco, Saudi Arabia, did his hotel management from IHM RIG Greater Noida, Diploma in Hotel & Tourism Management from AHLEI (American Hotel Lodging & Educational Institute) and Higher Diploma in Tourism & Hotel Management from HTMI Switzerland. After graduating he was involved in pre-openings of hotels and restaurant and eventually landed a job as a pastry chef at a high-end hotel. He is associated with the pastry industry for over 10 years.

What inspired you to be a Pastry Chef?

I was inspired by the pastry shops in the hotel lobbies, whenever visited a hotel, watching the creative delicious treats. I was always fascinated by the way chefs transform simple ingredients into something so beautiful and flavourful.

What are the challenges you face in your day-to-day working as a Pastry Chef?

As a pastry chef, we face multiple challenges and impediments on a daily basis. Some of these challenges are creative, while others are operational or personnel-related. The most common challenges are:

Long working hours
Working with in a tight budget
Meeting strict deadlines
Managing a team of staff

How much importance do you give to the health quotient in your baked and pastry creations?

We believe that healthy eating should not mean sacrificing taste or enjoyment. At the same time place a great deal of importance on the health quotient in baked and pastry creations. We believe that everyone deserves to enjoy delicious food that is also good for them. That's why we use only the freshest, highest-quality ingredients and make everything from scratch.

How do you ensure the quality of ingredients?

We only source our ingredients from suppliers that we trust to provide us with high-quality products. We also have strict quality control standards in place to ensure that our ingredients meet our expectations. When we receive our ingredients, we inspect them carefully to ensure that they are of the highest quality. We also check for any signs of contamination or spoilage. Also we store our ingredients in a cool, dry place to prevent them from spoiling. We have a system in place to rotate our inventory so that we use the oldest ingredients first.

Do you think hotel bakeries in India face stiff challenges from retail bakery outlets?

Both high-end stand-alone retail bakery outlets and star hotel bakeries can coexist and thrive in the Indian market. They cater to different market niches and as such there is little risk of losing of market share of one segment because of the growth of the other.

What are the prevailing trends in the Indian bakery industry?

The Indian bakery industry is growing at a rapid pace, driven by a number of factors, including:

Increasing disposable income and urbanization
Changing lifestyles
Rising health awareness
Increasing online penetration

As a result of these factors, the Indian bakery industry is expected to continue to grow at a healthy pace in the coming years.

What is the role of technology in the growth of bakery industry?

Bakeries are increasingly using innovative technologies to improve their operations and to create new and exciting products. Some of the technologies that are being used include:

Automated baking equipment:
Digital marketing
Social media

What are the challenges faced by Indian bakery industry?

The Bakery industry faces number of challenges, including:

Rising costs of raw materials
Competition from organized players
Changing consumer preferences
Lack of skilled labour
Government regulations

Despite these challenges, the Indian bakery industry is still growing. Bakery businesses that are able to overcome these challenges are well-positioned to succeed in the Indian market.

What you think is the future of bakery industry in India?

The Indian bakery industry is a rapidly growing, with a compound annual growth rate (CAGR) of 9.3% between 2019 and 2024. The Indian bakery industry is also expected to become more organized and professional in the coming years. This will be driven by the increasing competition from multinational brands and the growing demand for high-quality bakery products.

The Indian bakery industry is a dynamic and growing market. The trends that are shaping the industry are providing bakeries with new opportunities to grow and to reach new customers. The Indian bakery industry is poised for significant growth in the coming years. The industry is expected to benefit from a number of factors, including the rising disposable income of Indians, the increasing urbanization of India, and the growing popularity of western food trends.

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Bakery Ingredients

The company is presently serving the bakery industry & HORECA by representing leading national brands in bakery ingredients like 'Morde' Chocolates, 'Rich's' Whip Toppings & fruit fillings 'Cargill' bakery Fats & Dry yeast 'Pristine' Pre mixes 'Trust' Icing, Breakfast & 'Demerara' sugar 'Food coast' ketchup & sauces, 'Frutins' canned fruits & vegetables 'Nature fresh ' Refined Soya bean & sunflower oils, 'Hungritos' Frozen products, 'Kerry's' Bread crumbs and 'Bagrry's' Muesli & cereals.

Growth in the above segment of the industry at all levels has also been instrumental in widening the products baskets and additional SKU'S in each segment with over a dozen brands giving them an opportunity to serve the greater part of the industry.

The company is supplying to leading hotels groups, coffee chains, popular bakers & confectioners, they also have wide experience of handling C&F operations for last more than 35 years, They are presently handling J. K. Paper Ltd. & Foodcoast international. Serving the customers efficiently has always been their priority.

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Suite Heart Forever

Established in 1987, with a view to serve the travel and tourism Industry, Petals pioneered the portion pack in Northern India thereby improving the catering standards especially in the Travel Industry. The Petals brand Suite Heart sachets and blister packs are well known for their quality because premium quality ingredients and packaging material are used and hence can be served with confidence. They can be trusted because completely automated and hygienic processes are used ensuring the safety of users. The Suite Brand of Portion packs have now become popular as correct portion size helps immensely in controlling waste as also giving the user his money's worth. The entire range of Petals products can be customized to promote the image of the company. They are also available in the attractive, standard Suite Heart packing. Portion packs in the form of sachets, blister packs or kits aid inventory control, are easy to handle and store and also increase shelf life of the product. Petals is also actively involved in packaging development where the entire task of design, material selection, testing, procurement and packaging of a product is undertaken. Contract Packaging of products with facilities specially created with the required ambience is another field in which Petals specializes. The company has been ISO 9001 certified. Although based in New Delhi, Petals has satisfied clients all over India. Their long list of Prestigious clients include the Indian Railways, Indian Airlines, hotels and Hotels and Hotel chains like ITC., ITDC. etc and leaking Fast Food chains.

Petals Packaging Company
petalspackaging@gmail.com

ADVERTISER'S INDEX

COMPANY	PAGE NO.
AAKAR EXHIBITIONS	45
BUNGE INDIA PVT. LTD.	05
COMBI CRAFT	27
DEVYANI FOOD INDUSTRIES LTD.	31
EURO FOODS PVT. LTD.	13
I2I CONSULTING	23
I HOMEZ INDIA TRADING LLP.	29
INDIA EXPOSITION MART LTD.	BIC
INDO BAKELS PVT. LTD.	15
INSTITUTE OF BAKERY & CULINARY ARTS (IBCA)	49
INTERNATIONAL INSTITUTE OF CULINARY ARTS	01
IPCO PROCESS & BELT TECHNOLOGY INDIA PVT. LTD.	35
KAY SONS OILS PVT. LTD.	21
MAVEE FOODS	07
MEKGIDA	09
PASTRY STUDIO PVT. LTD.	47
RANS TECHNOCRATS INDIA PVT. LTD.	41
REMINGTON STEEL ARTS	43
STRAT SURE ASSOCIATES	37
STEC HOTELWARE LLP	17
VRB CONSUMER PRODUCTS PVT. LTD.	FIC
WHITECAPS INTERNATIONAL SCHOOL OF PASTRY	39
WINDSOR CHOCOLATIER	11

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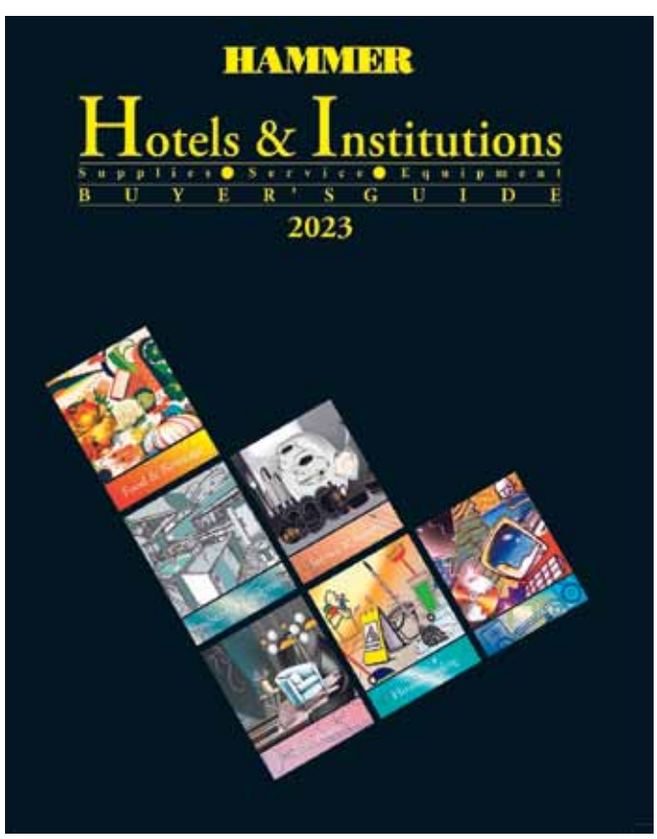

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"Creative, Calm Headed & Passionate"

Chef Gaurav Motling, Pastry Chef, Taj Santacruz Mumbai

With more than a decade experience in bakery, Chef Gaurav Motling is currently handling all bakery operations at Taj Santacruz Mumbai. Earlier he has worked with leading hospitality chains like Hyatt, Marriott and more. His passion for pastry stemmed from childhood and he graduated from RIZVI College of hotel management. At a young age he has received several accolades for his culinary prowess.

In an interview with Sharmila Chand he talks about his work philosophy and more …

What are the current hot trends in Indian Bakery industry?

There is so much innovation happening around us all the time. It is imperative we adapt and innovate in order to stay ahead. Currently however the following are the hot new trends: multi grain bread, charcoal buns, gluten free and vegan range, etc.

How did you become a Pastry Chef?

I was always was very inquisitive regarding the art of bakery and pastry. From childhood my eyes would light up seeing crafted desserts in vibrant colours and unique textures. I loved trying to recreate them on my own. While working with the Taj I get to hone my passion and have with the under the guidance of the maestros from the industry learnt to perfect my art.

What is your working (Cooking) philosophy?

Never to lose my calm irrespective of what challenge lies ahead. My focus remains the smiling face of happy patrons savouring my handcrafted delicacies at the end of the meal.

What are your Hot Selling bakery items?

Veinnoiserie & Chocolate Puddings

What is in demand these days in Bakery?

Innovative desserts with fusion flavours, Egg free & vegan macaroons, Gluten free & vegan desserts are in demand these days. These are currently in high demand and loved by our discerning guests.

What about the health quotient? How do you take care of that aspect?

Health has become an integral aspect. Keeping this in mind we provide no added sugar desserts, vegan & gluten free dessert options all without compromising on the tastes as we use only the finest ingredients to handcraft each delicacy.

Your favourite tool?

The Palate knife because it is multipurpose tool.

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

Keeping in mind the Allergens of our patrons

Regulating the Temperature of desserts

Perfecting the flavour combinations

What do you like about your job?

I love the creativity that comes with the job as we are limited only by our own imagination!

What is your strength as a bakery chef?

Having spend years working with one of the most prestigious hotels in the city, I have learnt to quickly adapt and adopt the new trends whilst ensuring to trying the recipes & trends in order to continually innovate and exceed guest expectations.

What are you passionate about besides baking?

Apart from baking the Indian grills & BBQ is where my passion lies.

How do you like to de-stress?

A bite of our moulded chocolate can cure any stress.

What are your dreams?

I hope to grow to become the Executive Pastry Chef

What is your Mantra for success?

Whatever I do I do it with lots of dedication, passion and love!

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

Chocolate is my favorite ingredient as it is so versatile. The possibilities of creativity with chocolate are limitless.

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

Chef Antonio Bachour. His creativity has no limits and there always so much to learn from his creations.

Your fav comfort food?

Seafood!

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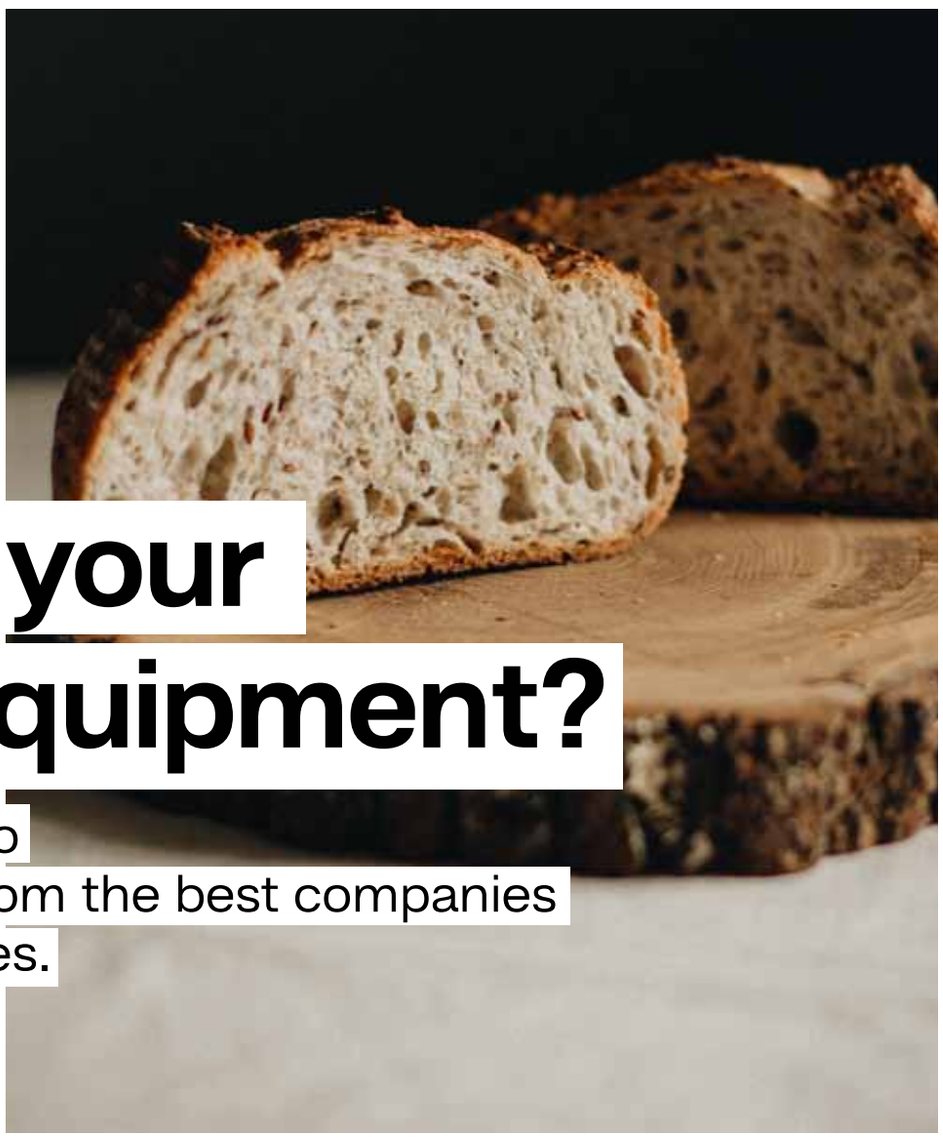

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Junior Pastry Indian Cup 2023
Third Edition

PASTRY EVENT

JUNIOR PASTRY INDIAN CUP 2023

Organized by Hammer Publishers Pvt. Ltd. (Bakery Review) in association with IHE Expo 23.
At India Expo Centre & Mart, Greater Noida, NCR, India during August 02-03, 2023

Are you ready to take your passion for pastry to new heights?

Participate in the 'Junior Pastry Indian Cup 2023',
the National Pastry Team selection for the prestigious
'Junior Pastry World Cup' to be held at SIGEP, Italy in 2024.

The competition is open to talented Indian Male / Female Pastry Chefs
Aged under 23 years as of January 20, 2024. Participants must have been born on or after January 20, 2001.
Each team comprises of One Manager, also a Jury, for the Junior Pastry Indian Cup 2023 and Two Participants.

Competition Theme:

This year the competition will embrace the rich heritage of India. The theme for the competition is "Myths and Legends."
Competitor need to share a myth or legend of India incorporated in pastry creations.

www.jrpastryindiancup.com

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BAKERY REVIEW

IHE INDIA INTERNATIONAL HOSPITALITY EXPO
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