

HAMMER

Food & Beverage

Apr-May 2023 • Volume XX Number 4 ₹ 100

Business Review

Business magazine for food service & food retail professionals

Go Man-Go

Business

Food Festivals: Growing Vertical in Foodservice Business

Feature

Food Waste: A Global Problem

Food

Pork on the Platter

Beverage

Mature Wines

Cuisine

Lebanese Cuisine

Ingredient

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Chefs these days prefer “local” and “seasonal” fresh fruits to fulfill menu obligations and meet customer demand for delectable dishes prepared from seasonal fruits. The season of mangoes is here and most of the operators are busy developing dishes prepared from this cherished fruit. This king of fruits, also the national fruit of the country can be had in many formats. The cover story looks at the popularity of this seasonal fruit which is incredibly versatile in the kitchen and also used in salad, blended in smoothies or juice and used in a wide range of sweet and savoury dishes.

Food festivals are becoming extremely popular not only in metro cities but also in smaller towns of India. As consumers are increasingly becoming aware of regional cuisines they desire to try new dishes from different regions of the country. Business story emphasise on the growing need of food festivals for foodservice operators to make consumers aware of their offering.

Roughly one third of the food produced in India for human consumption every year gets lost or wasted due to fragmented food systems and inefficient supply chains. Most of the loss occurs even before the food reaches the consumer. Feature story talks about how food wastage is becoming a serious global problem and what steps should be taken to minimise it.

The food section talks about growing demand for Pork as important meat product. Beverage section elaborates on vintage wine quality and style of making it. Catering section discusses the importance of food safety in the wedding celebrations. Operations section goes deep into the role of interactive menus. The theme of the cuisine in this issue is Lebanese.

As always, the opinions and perspectives encapsulated through our features are complemented by the rich source of information of our News and Events section.

Food & Beverage

Business Review

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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.

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For further information visit:
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DISTINGU-ISH-ED

Culinary Fest 2023, 23-25 May, 2023

Indian School of Hospitality (ISH) one of the finest educational institutes for hospitality management and culinary arts, with The École Ducasse campus in India located within the institute, will be organising 'DISTINGU-ISH-ED Culinary Fest 2023', which is an absolutely unique culinary competition for professional chefs, home bakers, home cooks, students and the trade. With exciting prizes on offer and an impressive array of judges, this is a perfect competition to expose the skills of budding chefs.

Dr. Zubin D'souza Ph.D, CHA, CFBE, currently working as the Dean of the Indian School of Hospitality, in an exclusive interview elaborates on the objectives of the culinary fest 2023. Zubin D'souza has been associated with the hospitality industry for close to twenty-eight years. Twenty-six of those years were as a Chef in some of the hottest dining destinations across the globe. For the last two years, Zubin has been the Dean at ISH. As a chef, Zubin has plied his trade in the UK, Hong Kong, Ethiopia, Australia, and India.

Zubin has two PhDs – one in Organizational Behaviour and the second in Human Analytics. He has also achieved the Certified Hospitality Administrator (CHA) and Certified Food and Beverage Executive (CFBE) certifications from the famed American Hotel and Lodging Educational Institute (AHLEI). He holds a Postgraduate diploma from the highly acclaimed Oberoi Centre for Learning and Development (OCLD), and MBA and BBA degrees apart from a three-year Diploma in Hotel Management.

Zubin is also the author of eleven books. Nine of the books are culinary books that explore off-beat culinary topics like Ayurvedic cuisine and Yogic food. His last two books explored leadership in a rather unique fashion.

The excerpts:

Give a brief on Indian School of Hospitality and École Ducasse India?

In the short five years since its inception, Indian School of Hospitality and through its invaluable partnership, Ecole Ducasse India has turned into the premier culinary institute in the country and a school of reference where several curriculum additions are introduced each year to create ideal culinary graduate profile – 'The Thinking Chef'. ISH truly believe in the development of the community as a core tenet of hospitality.

This aspect of Indian School of Hospitality



Dr. Zubin D'souza

resonates closely with the fundamental ethos of Chef Alain Ducasse, the multi-Michelin starred founder of Ecole Ducasse. He had set up the institute originally as his way of repaying his debt to the industry that had given him so much. After visiting the campus, he consented to the first overseas campus of Ecole Ducasse in the two decades since its inception.

What association does École Ducasse India have with Indian School of Hospitality?

The Indian School of Hospitality hosts the Ecole Ducasse campus in India. We are Ecole Ducasse and we come under the Sommet brand umbrella. Sommet is the company that is the largest hospitality education provider in the world. Under the broad umbrella of Sommet lie several other marquee brands like Les Roches and Glion apart from Ecole Ducasse and Invictus from South Africa.

What are the objectives of the Culinary Fest 2023?

Distingu-ISH-ED is the name of the culinary event that is taking place on our campus from the 23-25 May, 2023. It is a broad canvas on which we aim to create a platform where participants from the industry can pit their skills against each other, where students can derive inspiration from these stalwarts of the industry, where home chefs can earn recognition for their unsung excellence and where students can learn the beauty of competition and the challenges of dealing with talent and skill sets amongst their contemporaries.

Who will be the participants and what are the selection criteria?

Our competitions are spread over three days.

Day 1, May 23 is for professional chefs from the trade. Home cooks and bakers take centre stage on Day 2, May 24 and it is a student

competition day on Day 3, May 25. We do not have any selection criteria for the competitors apart from the fact that they should sign up for precisely the categories that they are eligible for. This means that we wouldn't want an amateur or student to go head-to-head with a professional

What are the different categories in the competition?

Each day comes with its own set of competitive sets. Right from bread and chocolate displays for trade veterans to Grandmas recipes for the home chefs, we've have tried to create a space for everyone to come and display their talents. The numerous competitions and the criteria are made available for viewing on our competition landing page.

What are the preparations to be made by the competitors?

Preparations by the competitors are completely dependent on the categories that they are participating in. There are no preparations required for the mystery basket or the Pro-Am competition while there are extremely specific requirements for the bread display or the patisserie competitions.

How and who will judge the preparations?

The judging is based on a point-based Matrix prepared for the judges. The judges are a blend of trade industry experts, celebrities and food connoisseurs with the panel being headed by Chef William Groult who is the pedagogical head of Ecole Ducasse Paris who is flying in specifically for this event.

What prizes are on stake for the winners?

We are blessed to have an amazing bunch of industry partners who have come together to sponsor an impressive array of prizes for our participants. We have Robot Coupe sponsoring Immersion blenders for winners of the trade competitions and fancy hampers that are being given by Mangaram Food colours, 7 Sugar Lane and Nestle Professional for the winners and separately for the rest of the participants.

We have participation certificates issued by Ecole Ducasse for all the entrants apart from trophies for the winners. Winners also receive bespoke leather aprons and Souvik Bose creations have designed a very special apron for the competition winners as well. Vouchers for Culinary workshops from Ecole Ducasse Paris and Ecole Ducasse India are also on offer in very specific categories.



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Playboy Beer Garden Opens First Outlet

Jay Jay and Kwaliti Restaurants, in collaboration with PLBY Group, Inc., a leading pleasure and leisure lifestyle company and owner of Playboy, one of the most recognizable and iconic brands in the world, launched The Playboy Beer Garden in Gurugram. Nestled in Gurugram’s corporate sector, the venue will cater to important business, entertainment & lifestyle goers across the city.

The venue celebrates all things playful and sophisticated – a true embodiment of the iconic Playboy brand. The Playboy Beer Garden’s bustling location offers business and leisure guests access to nearby premium shopping destinations, and are destined to become an after-work cocktail and culinary destination. The venue will cater to a new generation of guests who appreciate highly curated experiences and refined dining.

Spread across 4,500 square feet, the restaurant has a seating capacity of 120 pax. The interiors are based on a mid-century architecture and feel. Open to children over 12 and above, the concept of the beer garden is different from its club format. The Playboy Beer Garden is a gastro

pub that offers a wide range of cuisines, cocktails beers and more. The brand offers an elaborate F&B menu, ranging from burgers, pizza, fish & chips, sushi, dim sums and tapas (small plates). The brand will also have a large selection of beers as well as beer on tap for its customers.



With its Rabbit head logo, the brands visual identity is brought to life amidst archive-inspired artwork and other quintessential design and décor elements. Live performances, an elaborate DJ booth are what guests can look forward to along with a fantastic memorable experience.

Dr. Rohit Malhotra, CEO of Jay Jay and Kwaliti Restaurants said, “We are delighted to open in Gurugram. The Playboy Beer Garden is a different concept from what

the Playboy Clubs have to offer. It sets a new benchmark of innovative F&B concept for 21st Century Indian tastemakers and professionals. With its bespoke interior, epicurean food and beverage offering, as well as the latest in dance, music & entertainment, everyone will be able to bask in a sophisticated and playful atmosphere with unmatched levels of services and exclusive experiences that only the iconic Playboy brand can deliver. We are now looking forward to opening new locations across the country for people to enjoy what our brand has to offer!”

‘Wakai’ Launches in Bandra

A premium fine dine restaurant that serves the most delectable of Japanese dishes, Wakai has now launched in Bandra. Famous for crafting exquisite delicacies from the land of the rising sun, Wakai’s latest location is another prime destination for foodies from all over to experience the mystically pure palette of Japan.



Founded by Shardul Singh Bayas, Sameer Tirani and Chef Pervez Khan, Wakai Bandra has been the talk of the town ever since its coveted launch. Nestled in a beautiful and

bustling corner of Khar West, the restaurant officially opened its doors in May 2023.

Signature dishes like the Black Cod Miso and the Truffle Sea Bass Gyoza, as well as a wide range of Sashimi, Sushi and Nigiri will be served to intricate perfection at Wakai Bandra. For resident vegetarians, the Japanese Vegetable Curry cooked in traditional eastern style could be the perfect way to pamper taste buds, while the Eggplant Tofu is a great choice of indulgence too!

And that’s not all! If you are in the mood for a heady sip, there’s a stellar collection of international Sake to pick from. Lovers of Japanese cuisine will also find many other unique surprises adorning Wakai’s vibrant menu.

Boasting of a rich ambience that serenades the eye from each and every corner, the establishment has been designed and imagined by Atelier Ashiesh Shah.

EVENT CALENDAR

Thaifex- Anuga Asia

23-27 May 2023

Impact Exhibition and Convention Center
Bangkok, Thailand

<https://thaifex-anuga.com/>

Fispa Food Service

13-16 June, 2023

Expo centre Norte
São Paulo,Brazil

<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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New Microbrewery in Ghaziabad

Good news for fresh beer lovers in Ghaziabad, who previously had to drive far to get their fill. RDC's first microbrewery, Hit A Pint, is now brewing and pouring in Ghaziabad. Hit a Pint is one of the largest microbreweries in Ghaziabad, which produces 3000 liters of fresh beer in a month.

The brewery sources its beer malt water from Germany, with flavours curated to suit the Indian palate. Hit A Pint serves a variety of beers, including craft beer. It will offer a variety of freshly brewed beers and cocktails along with a diverse and rich menu, which is curated by F&B experts.



Quote on the launch,

Siddharth Chaudhary, Founder, Hit A Pint, said, "As a microbrewery and restaurant, our goal is to create a unique and memorable experience for every customer. From the quality of our craft beer to the freshness of our ingredients, we strive to exceed expectations and leave a lasting impression. We believe that good food and good beer bring people together, and we're proud to be a part of that tradition."

At Hit A Pint, one can choose from a wide variety of brews in the Margarita, Classic, or Premium categories. A Hawaiian Margarita and an Ultimate Fresh Margarita are available in the Margarita segment. Bloody Mary and Cosmopolitans are some of the unique and innovative cocktails served at the brewery.

As a fine dining restaurant infused with a resto bar atmosphere, Hit A Pint caters to an upscale crowd, primarily families. The resto bar also has open workstations at one corner which can be utilized by the people who want to work and enjoy their drinks along with. The bar, unlike other resto bars, has an unconventional lower seating style, inspired by the bars in New York. The beveled mirror on the walls adds to the brewery's grandeur, giving the impression of a larger space.

Besides fresh beers, Hit A Pint serves handcrafted cocktails and delicious delicacies. With an array of delicious food paired with craft beers, the place offers one of the best dining experiences around.

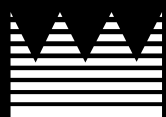
Starbucks Now in Agra

Starbucks, the world's largest coffee chain, launched its first outlet in the city of Taj, Agra at Taj Eatery, near Kalkriti, Fatehabad 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."



TAYLOR

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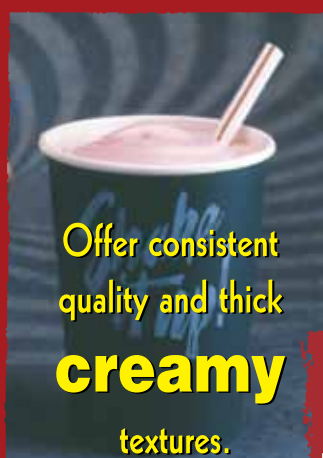
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Pilibhit House Presents a Millets Based Menu

Known for its soul stirring experiences and Sattvic living philosophy, Pilibhit House, Haridwar- IHCL SeleQtions has curated a distinct millets menu, encompassing contemporary delicacies with an Indian heart. The dishes are made using lesser-known regional ingredients and inspired by recipes of the noble house's ancestral kitchens. An extension of the existing vegetarian menu, the Millets special has been curated to promote a healthier and sustainable lifestyle and celebrate the International Year of Millets.

Millets known for its many proven benefits for health and agriculture lost their prominence over the years. This superfood is a rich option for a light meal as well as apt for consumption across all seasons. The culinary team of Pilibhit House, experimented with recipes and techniques to curate an exquisite dining experience - an amalgamation of taste and textures, presented in a refreshing new avatar. These dishes will be a permanent highlight on the menu, encouraging guests to make healthier choices. The luxury hotel has also taken the initiative of training and educating their talented team on the benefits and usage of this multi-



purpose superfood for more culinary innovations to come alive in the future.

Commenting on the launch of the Millets menu, Executive Chef Mani Mohan Pathak said, "The new menu truly aligns with the Pilibhit House's core ethos. We have always focused on crafting dining experiences that are perfectly balanced for one's body and mind. With growing awareness about the nutritional values of Millets, there's been an increase in guests' interest to explore and savour healthy food even while travelling. Incorporating millets into classic recipes, we have also experimented with local Garhwali delicacies and ingredients to present a robust and soul-satisfying menu."

The scrumptious menu that boasts of millets as a hero ingredient, also

imbibes lost spices and the finest regional ingredients to create a perfect medley of flavours. Guests can savour appetizers and small plates such as Home-made mix millets nachos with Bhangjeera or noon dip, Barnyard millets upma, and mouthwatering Paneer ghee roast on a ragi disc. To delight the palate further are dishes using local seasonal vegetables such as Barnyard Millet & Basil Konjee with masala jawar crisp, Pahadi



kafli with bhanjeer ki chutney and Raagi roti, Ligude or Kachnaar subzi (Guriyal ki subzi), well-balanced Churkani Dal that consists of diverse types of beans, a flavorful Himalayan Red Rice Idly and more.

Patrons can also look forward to refreshing 'Buransh ki Chuski', a local Himalayan spiced iced gola made with buransh (rhododendron) flowers or Raagi, Flax seed & Jaggery ki Ladoo to end their meal on a sweet note. Mocktails such as local Timur salt infused Sharbat & Shikhanji make for soothing companion.

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.

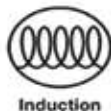
Relish the Chicken Skewers, Thela Chaat which is a Crispy golden fried palak topped with tangy tamarind chutney, fresh mint chutney, dahi chaat wala, pomegranate, roasted peanuts, crunchy sew & cilantro. Apart from this, they have a Mezze platter, Murg Kalmi Tangdi Kebab, Aloo Tikki Burger, and Makhani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

The founder of Kuan Kitchen Club, Chef Lai Kuan Geo, returned to Tamra Restaurant at Shangri-La Eros New Delhi with the magic of Nyonya cuisine. Peranakan cuisine or Nyonya cuisine comes from the Peranakans, descendants of early Chinese migrants who settled in Penang, Malacca, Singapore and Indonesia. Nyonya cooking is the result of blending Chinese ingredients with various distinct spices and cooking techniques used by the Malay and Indonesian community. This gives rise to Peranakan interpretations of Malay and Indonesian food that is similarly tangy, aromatic, spicy and herbal.

The signature collection at Tamra included Scallop & Seafood cake, Sesame Spring Chicken, 2 Ways Pork Belly, Mushroom in Claypot, Hainanese Chicken Rice, Roasted Bamboo Rice Cakes, Chili Pepper Salt Ocean Basket, Whole Red Snapper Chili Jam, Bosomboh, Chai Kuih, Asam Laksa and Char Kway Teow from Penang, and more.

Commonly known as the Asian food guru, Chef Kuan was born into a Chinese family in Malaysia. With more than three decades of experience as a Pan-Asian Cuisine specialist, he travelled the world at the tender age of 19 and began his incredible culinary journey in Amsterdam in 1989. Over the years, Chef Kuan has found himself at the helm of culinary operations of various Asian specialty restaurants within South-East Asia, the Middle East, India, Maldives and Mauritius. In South Africa, Chef Kuan is the culinary mastermind behind some of the most prestigious Asian restaurants in the country, including his first Asian eatery L'Orient in Cape Town, Macau Asian Tavern in Cape Town, Kitima at Kronendal in Cape Town and most recently, Tang in Sandton in Johannesburg.

"I was fascinated about traveling to explore new food from different continents in the world. My work experiences have made me very flexible to adapt to all kinds of environments and I always find myself fitting in well easily. I am super excited to return to Tamra for my second stint and bring the magic of Nyonya cuisine to the capital city", says Chef Kuan.



TripGo Hospitality on Expansion Mode

TripGo Hospitality, one of Bengaluru's emerging F&B retail players, has robust business expansion plans in FY 2023-24. Upbeat about starting the financial year on a positive note, TripGo Hospitality has announced new investments and business expansions.

'Oyster, Bar & Kitchen, the flagship brand of TripGo Hospitality, has tasted massive success in Bengaluru and recently expanded its seating capacity from 150 to 250. Owing to the popularity, TripGo is looking forward to replicating the success of Oyster, Bar & Kitchen with new outlets in Bengaluru & neighbouring F&B hubs like Pune & Goa.

In the near future, the company plans to launch a premium gourmet cafe offering a variety of handcrafted coffees and another format catering to a high-end segment with an elite, premium bar that enjoys artisanal cocktails. Speaking about the expansion plans, Devanshi Tripathi, Founder & CEO, TripGo Hospitality said, "TripGo Hospitality was born out of a dream to become an entrepreneur & it has been a rewarding experience till date. True to its spirit, Bengaluru has laid the path to the successful growth of TripGo Hospitality and now we are at a crucial juncture in expanding our business beyond our shores. Looking forward to yet another enterprising and fulfilling journey in the times to come"



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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.

Bustle, Mumbai's Newest Restaurant

Bustle - At the rooftop, Mumbai's newest all-day cafe and rooftop restaurant combines luxury and cosy ambience and is one-of-its-kind in the area. It provides exuberant resort vibes, with its earthy decor, eclectic chic aesthetics and seating right under star-studded skies. The immaculate decor sits in stark contrast with the panoramic view of the hustling and colourful city in the backdrop, giving the restaurant's apt name a whole new meaning. Be it any time of the day or a beautiful sundowner, Bustle is the place to be.



Bustle is owned by Sunny Rachwani, a restaurateur whose family has been in the restaurant industry for 40+ years. After successfully running the crowd-favourite 90ft Above, Bustle is Sunny's newest passion project and his best one yet!

Commenting on the launch, owner Sunny Rachwani said, "We are extremely grateful for the success of 90ft Above, but after 7 years, we knew it was time to reinvent ourselves. With Bustle, we've gotten a whole new team, created an atmosphere that caters to people across ages but is youth-centred and brought in global vegetarian food that not a lot of other restaurants cater to. The place champions both a lounge where you can relax and a party place to dance to the tunes. Our food and drinks are going to be in line with our elevated and modern vibe and we can't wait to open up Bustle's doors to our loving patrons."

The restaurant specialises in 100% vegetarian global food, a rare sight to see, that too with an added Indian twist. It's headed by Chef Vinayak Mohite who's previously been associated with names such as London Taxi and Woodside Inn. The menu features fare across Indian, Lebanese, Mexican, Japanese, Chinese, Thai, Burmese and more, making sure that there's something in store for everyone.

99 Pancakes Ventures into 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, Euphoria 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.

Vikesh Shah, Founder, 99 Pancakes, "We started 99 Pancakes six years ago with a specialty product - Pancakes, and we've been able to penetrate the markets across India very well. The overwhelming response from our customers has given us the courage and motivation to further expand ourselves and venture into a new segment of Fast Moving Consumer Durables (FMCG)."



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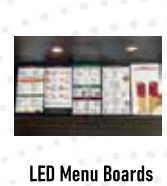
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Branding Mushroom

"Planet Mushroom" which was recently launched during Aahar'23, undoubtedly is a game-changing brand, offering mushroom enthusiasts a one-of-a-kind experience. As the brand pioneers a new era for mushrooms, it invites consumers to embrace the incredible possibilities that lie within these remarkable fungi. The debut of this unique and specialized brand has captured the attention of both mushroom enthusiasts and culinary connoisseurs, sparking excitement and curiosity within the gastronomic community.

"Planet Mushroom" distinguishes itself by focusing exclusively on the production, cultivation, and distribution of premium-quality mushrooms. The brand aims to revolutionize the mushroom industry by offering a diverse range of carefully cultivated mushroom varieties, elevating the culinary experience to unprecedented heights.

With a steadfast commitment to quality, sustainability, and innovation, "Planet Mushroom" promises to redefine the perception of mushrooms and explore the boundless potential

they hold as a culinary delight. From earthy and aromatic morels to delicate and buttery chanterelles, the brand aims to cater to the discerning tastes of mushroom enthusiasts, chefs, and food lovers around the world.

The brand's foundation rests on the philosophy of responsible farming and ethical practices. "Planet Mushroom" sources its wild mushrooms from carefully selected, environmentally conscious foragers who prioritize sustainable foraging. This commitment ensures that customers not only enjoy unparalleled flavour but also contribute to the preservation of the environment.

In addition to its commitment to quality, "planet Mushroom" is also passionate about promoting mushroom education and awareness. The brand plans to collaborate with renowned culinary experts, mycologists, and food influencers to share knowledge, recipes, and creative uses for mushrooms. Through these partnerships it hopes to inspire individuals to explore the versatility of mushrooms in their own kitchens.



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AHAR Introduces 'Waayu'

The Indian Hotel and Restaurant Association (AHAR) has launched its own zero-commission home food delivery app in Mumbai. 'Waayu' food delivery app with zero commission debuted in Mumbai in May 2023.

"The Waayu app is an attempt to democratise the food delivery ecosystem with zero-commission. With the removal of commission fees, restaurants can price their dishes more competitively, passing the savings to consumers," said AHAR president, Sukesh Shetty.

Waayu is a new food delivery app that is expected to soon integrate with Open Network for Digital E-Commerce (ONDC). It claims to bring affordable, delicious meals at unbeatable prices. While other food delivery partners like Swiggy and Zomato charge anywhere between 9% to 22% commission per order, Waayu food delivery app charges zero commission per order. Instead, the new food delivery app charges a fixed fee per restaurant outlet per month.

The app is founded by Anirudha Kotgire and Mandar Lande of Destek HORECA and is backed by the Indian Hotel and Restaurant Association (AHAR).

Waayu, which is backed by Mumbai-based Indian Hotel and Restaurant Association (AHAR), is also onboarding restaurants from most parts of Mumbai BMC, Mira Bhayander, Navi Mumbai, Thane, Pune, Palghar, etc. The company is also planning to extend its services in other metro and non-metro cities.

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The Aravali Kitchen



Huang

Courtyard by Marriott Aravali Resort is a breathtaking property in the heart of Aravali, Haryana, where nature meets modern-day comfort and splendour. An oasis of tranquillity located in close vicinity to the mega metropolis of New Delhi, the newly opened property is an ideal urban retreat. Spread over a special 360-degree design layout, the luxurious property offers unparalleled spaces and experiences for business and leisure short vacations.

The resort has stunning indoor and outdoor banquet spaces that offer multiple experiences for weddings, social gatherings and MICE meetings. The resort has lush outdoor lawns giving the corporates an opportunity to host off-site as well business video conference meetings.

The location is also ideal for hosting Family Day events where the teams can relax and enjoy amongst serene environs. The verdant lawns and greens provide an idyllic backdrop for hosting scenic weddings and other social events.

Culinary Options

The property offers culinary options comprise four dining venues namely Glaze - a cosy laid back lobby lounge, The Aravali Kitchen - an all-day dining experience, Olive Grove - the poolside bar, and Huang - the Pan-Asian specialty restaurant.

The Aravali Kitchen

The lively all-day dining restaurant, inspired by local cultures, brings a wide

range of authentic regional cuisines and international favourites. The restaurant features a live station concept, with a deli counter and a variety of seating options across the indoors and the fresh crisp outdoors.

Glaze

A premium lounge that serves impeccable coffee and tea during the day and transforms into an international-style bar, offering an eclectic mix of fresh beverages and cocktails by night. The lounge is ideal for business meetings during the day and evening conversations and engagements as the sun sets.

Olive Grove Bar

A casual setting that invites guests to sit back, unwind on the sun loungers and relish coolers with a side of classic bar snacks. One can also catch a beautiful sunset in the bargain!

Huang

Savour the best of the Eastern world with the Pan-Asian restaurant, bringing unique and authentic flavours from the region. The restaurant's menu brings to the table an eclectic mix of delicacies packed

with the rich flavours and delicate aromas of the East with a live station design that resembles the vibrant Asian street food markets.

Huang located on the ground floor of Courtyard by Marriott Aravali Resort is the Pan Asian Specialty restaurant. The name has been inspired by the story of Huang He Valley (Yellow River) which is said to be the birthplace of the Chinese Civilization and for that particular reason is often referred as "Mother River".

The food at Huang is influenced by Cantonese cuisine, the origin of the cuisine comes from Southeast China around Hong Kong. Cantonese cuisine is one of the eight culinary traditions of Chinese cuisine. Culinary offerings at Huang are well thought out and hand-picked by Executive Chef Shibendu Ray Chaudhury and his culinary brigade of highly qualified chefs. Huang is defined by its ingredients, the well curated menu and the team's understanding of the cuisine and the ingredients they use which will bring in the authenticity.

The interiors of the restaurant are well curated with a combination of jet black and teal blue, transforming the space into a classical Chinese dining setting with a touch of modern interpretation.

The famous offerings at Huang are: Chilli Butter Bean Bean Har Gao, Chicken & Chive Shao Mai.

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Summer is the season when one craves for something that is not only cool but also delectable and scrumptious. And what is more cooling and palatable cuisine than the one prepared with the delicious and luscious mango! The season of mangoes is here and most of the F&B outlets are busy dreaming up delectable dishes prepared from this cherished fruit for their keen clients waiting avidly to taste a delicacy that is beyond compare from this king of fruits.

Ashok Malkani looks at the popularity of this seasonal fruit, its origins and how healthy it is for your wellbeing and physical fitness.

As May beckons more piercing heat, one saving grace of the season is mango. Mention mangoes and everyone – from children to the elderly – start drooling and slurping. This king of fruits, also the national fruit of the country can be had in many formats – from mango juice to mango cake, mango pudding, mango cheesecake and even mango salad. F&B outlets – ranging from stand alone restaurants to those in star-hotels – have special mango fiestas for their guests.

Raw mangoes are used in making mango chutney, pickles, dals and other side dishes in Bengali cuisine. Aam panna and mango lassi are a couple of favourite drinks during summer. Mangoes are also used to make murabba (fruit preserve)

Prakash Kumar D., Executive Chef, The Woodrose Club, Bengaluru states, "Mango is one of the most popular fruits. These delicious fruit is available all over the world – from Asia to America – and are loved for their taste and aroma. Mangoes have a beta carotene and antioxidants that are converted to Vitamins by the human body."



He adds, "Mango, 'The Kings of Fruits', is an economically important fruit in various parts of the world. In addition to its excellent tropical flavour, mangoes embody nutrition and make eating healthy and delightful sensory experience. Mangoes have been a part of Indian culture and cuisine for centuries and are commonly used in various dishes, desserts, and drinks."

Gaurav Bansal, Chef De Cuisine, Sheraton Grand at Brigade Gateway, Bengaluru, declares, "The attractive aroma, bright colour, luscious texture, and most importantly, the taste are what make mangoes deserving of credit. Additionally, it is only available naturally during the summer, causing many people to eagerly await its arrival and ultimately increasing its value and rarity."

"In India, mangoes hold the title of 'king

of fruits" due to their abundant nutritional value. This fruit, which has been growing in India for centuries, is a great source of vitamin C. As the national fruit of India, mangoes symbolize prosperity, abundance, and wealth, contributing to the country's image."

Thayanithy Tamilarasu, Sr. Sous Chef, Signature Club Resort, Bengaluru, avers, "Mangoes are one of the most popular fruit in the world due to their deliciously sweet and juicy flavour, versatility in culinary applications, and numerous health benefits."

He adds, "Mangoes are native to south Asia, but they have been cultivated and enjoyed for thousands of years in tropical and subtropical regions worldwide. They are rich in fiber, vitamins A and C, potassium and antioxidants, making them a nutritious addition to any diet. Furthermore mangoes are incredibly versatile in the kitchen .they can be eaten on their own as a snack , sliced and added to salad ,blended in smoothies or juice and used in a wide range of sweet and savoury dishes . Mangoes are also used to make chutney, jam and dessert like mango sorbet, pudding and pie. In addition to their culinary appeal mangoes have cultural and religious significances also."

Suraj Kumar Sahoo, Executive Chef, Novotel Vijayawada Varun attributes their popularity to their incredible deliciousness, sweetness, juicy flavour and a rich, creamy texture. He adds, "They are also very versatile and can be used in a variety of dishes, from sweet desserts to savory dishes like curries and chutneys. Besides being a healthy choice, they also hold a cultural significance in many nations, where they are honoured in customs and festivals, which contributes to their appeal. Mangoes are widely cultivated in tropical regions around the world, making them readily available and affordable in many countries.

Mango Milieu

Though everyone – irrespective of the generation gap – loves mango, how far are they acquainted with other aspects of the fruit, except its taste?

The word English mango is derived from the 16th century Portuguese word manga, from the Malay mangga and, subsequently, from Tamil word man. The scientific name of the fruit, *Mangifera indica*, refers to the plant bearing mangoes in India. The mango tree is about 30-40 metres tall and has a crown radius of about of 10-15 metres. Some

of the trees bear fruits for as long as 300 years.

It was, till 2019, believed that mangoes originated from a single domestication event in South Asia before spreading to Southeast Asia. However, a study in 2019 found that there was a higher unique genetic diversity in Southeast Asian cultivars than in Indian cultivars, so there is a higher possibility of that it was domesticated first in Southeast Asia.

Mangoes, which are believed to have originated from the region between northwestern Myanmar, Bangladesh, and northeastern India, are believed to have diverged into two genetically distinct populations: the subtropical Indian group and the tropical Southeast Asian group. It is now cultivated in most frost-free tropical and warmer subtropical climates

King of Fruits

The Indo-Persian poet, Amir Khusrow, in the medieval times, termed mango as "Naghza Tarin Mewa Hindustan" (the fairest fruit of Hindustan). No wonder it is considered as the king of fruits in India. Mangoes have been enjoyed from times immemorial. The Mughal Empire was especially fond of this fruit. Allaudin Khilji is said to have been fond of this fruit. Babur has praised mango in his Babarnameh.

Mangoes have continued to be popular with people till today. Today it is called the king of fruits. Why is this phrase suited to this fruit?

Suraj states, "In India, mangoes are revered as the king of fruits due to their intense flavour and numerous culinary uses. Mango cultivation is shown to have existed in India for more than 4,000 years, giving them a lengthy and illustrious past. In ancient India, mangoes

were a sign of aristocracy and wealth and were frequently given as gifts to kings and emperors. In Ayurvedic medicine, they were additionally employed for therapeutic purposes. Mangoes are one of the fruits that India produces the most of today, and the country values them highly in both food and culture. In particular, the Alphonso mango is renowned for its high quality and is regarded as the king of mangoes."

Thayanithy is fervent in his appreciation of mangoes. He states, "Mangoes have a distinctively sweet and juicy flavour that is unparalleled by any other fruit. There are over 1000 varieties of mangoes grown in India, each with their unique taste and texture, making them a culinary delight for people across the country. This fruit holds a significant place in Indian culture and mythology. In Hinduism, mangoes are associated with Lord Ganesha, the remover of obstacles, and are often offered to him during festivals and rituals. Mango leaves are also used as decoration."

He adds, "Mangoes are widely grown and consumed in India, making them an important part of the country's economy and agricultural sector. India is the world's largest producer of mangoes, with over 40% of the world's mangoes grown in the country. Mangoes have become an essential part of the Indian diet, and their availability during the summer season is eagerly anticipated by people across the country.

"Overall, the unique taste, cultural significance, and widespread popularity of



**Gaurav Bansal****Prakash Kumar D****Thayanithy Tamilarasu****Suraj Kumar Sahoo**

mangoes in India have earned them the title of 'King of Fruit' "

Gaurav disclosed, "In India, mangoes hold the title of "king of fruits" due to their abundant nutritional value. This fruit, which has been growing in India for centuries, is a great source of vitamin C. As the national fruit of India, mangoes symbolize prosperity, abundance, and wealth, contributing to the country's image."

Prakash, states, "Mangoes have been a part of Indian culture and cuisine for centuries and are commonly used in various dishes, desserts, and drinks. That is the reason why it is dubbed as the King of Fruits."

Effect on Health

The pandemic has made people more conscious of their health today and they are worried about consuming sweet edibles. However eating mangoes, it is believed, are beneficial for your health due to their high antioxidant levels.

Gaurav declares, "Mangoes offer a variety of health benefits, including their abundance of prebiotic dietary fiber and various antioxidant properties. They have been found to help protect against colon, breast, and leukemia cancers. Mangoes also contain potassium, an essential component for healthy cells and body fluids, which aids in regulating heart rate and blood pressure levels."

Thayanithy observes, "Eating mangoes is generally considered to be good for health, and there are many health benefits associated with consuming this delicious fruit. However, as with any food, moderation is key, and eating too many mangoes may lead to health issues.

One of the primary health benefits of mangoes is their high nutrient content. Mangoes are an excellent source of vitamins A and C, as well as dietary fiber, potassium, and antioxidants. These nutrients can help

boost immunity, promote healthy digestion and reduce the risk of chronic diseases such as heart disease, diabetes, and certain cancers."

He adds, "Mango are also low in calories and fat, making them a great additions to weight loss. However," he cautions, "it is important to note that mangoes are also relatively high in natural sugars and carbohydrates. While this is not necessarily a bad thing, people with diabetes or other conditions that require careful management of blood sugar levels should consume mangoes in moderation and consult with their healthcare provider to determine the appropriate serving size. Summing up, I would say that eating mangoes in moderations can provide numerous health benefits due to their high nutrient content, fiber, and antioxidant properties. However, as with any food, it is important to consume mangoes as part of a balanced diet and lifestyle."

Suraj declares, "Mangoes are typically regarded as a healthy fruit since they are packed with nutrients including vitamin C, fibre, and antioxidants. However, due to their high sugar content, overindulging in them may cause digestive disorders. It's important to eat them in moderation as a part of a balanced diet."

Prakash too is of a similar view. He avers, "Eating mangoes in moderation is generally considered safe and healthy. In fact, mangoes are a good source of dietary fiber, antioxidants, and other essential vitamins and minerals. Mangoes may offer protection against some cancers, including breast, colon and prostate. They may help lower bad cholesterol levels. However, excessive consumption of mangoes can lead to weight gain due to their high sugar content. "

One can say that the key takeaways are: Mangoes offer numerous benefits due to

their high antioxidant levels.

The high fiber content in mangoes may help improve digestion and prevent constipation.

Its potassium and magnesium content promotes heart health.

Mangoes may lower the risk of cancer by decreasing oxidative stress with the help of carotenoids, ascorbic acid, and polyphenols present in the pulp.

Excess consumption of mango may cause diarrhea and increase blood sugar levels.

Intake of mangoes may improve immunity, reduce the risk of heart disease, and enhance digestive health. In addition, the carotenoids i. in mangoes may support eye health. However, overconsumption of mangoes may cause diarrhea and allergies

Varieties

When one speaks of mangoes, it may be mentioned that there are several varieties of this 'king of fruit'. There are close to 400 varieties of mango across the world.

Prakash declares, "There is variety of mangoes available in India, like:

Banganpalli, grown in the state of Karnataka, ia known for its sweet and juicy flavour.

Alphonso , from Konkan region, has a rich, creamy tender texture. It is non- fibrous, juicy and pulpy

Totapuri , grown in South India its mostly used in Indian cooking when it raw.

Kesar, from Gujarat its similarly to Alphonso.

Ambika, originating from Bangaldesh,, is now being cultivated from India more.

Malgoba, is grown in Tamil nadu and Karnataka. It is pulpy and juicy.

Thayanithy, adds some others to the list like:

Tommy Atkins: This variety is the most widely grown mango in the United States and is also popular in other parts of the world. It

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has a mild, sweet taste and is firm

Haden: This variety is one of the most popular types of mango in the United States and has a sweet, tangy flavor and a soft, juicy texture.

Keitt: This variety is large, oval-shaped, and has a sweet, juicy flavor with a mild tartness. It is primarily grown in Florida

Kent: This variety has a sweet, juicy flavor and a soft, fiber less texture. It is primarily grown in Florida, Mexico, and Ecuador

Ataulfo: This variety is small, sweet, and has a buttery texture. It is primarily grown in Mexico and is also known as the "Champagne Mango".

He concludes, "Overall, the popularity of different mango varieties, vary depending on factors such as availability, regional preferences, and cultural significance. However, Alphonso and Tommy Atkins are some of the most widely known and consumed mango varieties."

Gaurav gives some additional information on some of the varieties, thus:

"Alphonso is a highly regarded seasonal fruit known for its superior sweetness, flavor, and richness. Although it is expensive compared to other varieties, it can be found in many parts of India.

Dasheri is a mango variety that grows in different regions of India, particularly in North India. Uttar Pradesh is the largest producer of this variety. It also grows in Pakistan, and Nepal. It is enriched with a diverse range of minerals and nutrients.

Kesar mangoes are greenish in color and slightly ripe, delivering a delectable taste.

Totapuri is predominantly cultivated in South India, and its good quality pulp makes it one of the top mango varieties. This medium-sized tree produces slightly yellow fruits and is transported to different parts of the world.

Bainganapalli, a late-season variety originating from Andhra Pradesh, makes up almost 70% of the mango cultivation in that region. Known for its fleshy and meaty texture, it is ideal for direct consumption, unlike other varieties, and is often used for canning.

Suraj also cites some of the varieties mentioned by others. He adds, "While Kesar is renowned for its sweet and juicy flavour, Alphonso is renowned for its rich, creamy texture and is regarded as the king of mangoes. Langra is well known for its fiberless pulp and tangy flavour and Totapuri is typically used in pickles and chutneys."

Aamlicious Festival at Khandani Rajdhani

A parampara that customers bid their time for each year, the grand celebration of the mighty aam isn't an aambaat. And Khandani Rajdhani can easily be credited for it. An out and out ode to the juiciest mangoes of the season, the Aamlicious Festival comprises both simple and distinctive dishes that are an ecstasy for the great Indian palate. Starting from a nostalgic delicacy like Aamras to indulgent delicacies such as Palak Aamras Chaat, Mango Sabudana Kheer, Kachi Kairi Ring Dhokla, Ker Sangri, Mango Pulao and Mango Fajeto; the mango-ificent menu is enough to make a mango-bananas! Not to mention, the blockbuster Mango Jalebi as dessert, is no less than a sweet twist in the tale.

Mango Khasta Kachori Recipe

By Maharaj Bhawar Singh, Corporate Chef, Khandani Rajdhani

For Dough

2 Cup - Maida
2 tbsp - Oil
Salt to taste

For Stuffing

½ Cup Moong dal (soaked for 2 hours)
1 tbsp -Green coriander - (finely chopped)
1 pcs Green chilli - (finely chopped)
1 tsp Coriander powder
1 tsp Fennel powder
¼ tsp Red chilli powder
½ grams Asafoetida (1 pinch)
½ tsp Ginger powder (or 1 inch piece grated)
½ tsp Salt (as per taste)
¼ tsp Garam masala
½ tsp Cumin seeds

Garnish

1 tbsp Rosted Dal,
1 Cup Mango ripe sweet Pure (Aamras)
1 tbsp Green Chutney
1 tbsp Ripe Mango Cube

Method:

Take Maida in a big bowl, add salt and oil and mix well. Now add little water at a time and knead soft dough same as required for making chapatti. Don't knead the dough too much. Cover the dough and keep it aside for 15-20 minutes to set. Meanwhile prepare stuffing.

Stuffing:

Coarsely ground the soaked moong dal. Preheat pan and add 3-4 tbsp oil in it. When oil is sufficiently hot, add cumin seeds and saute for while. After sauteing cumin seeds add asafoetida, green chilli, coriander powder, fennel powder and saute the spices for few minutes. Now add ground dal, salt, garam masala, ginger powder and red chilli powder.



Mix all ingredients really well. Stir constantly and cook dal until it dries up and nice aroma can be smelled (if dal sticks to the bottom of pan then add some more oil). Take out the roasted dal in a bowl so that it cools quickly.

Dough is also set. Take little amount of dough, equal to size of lemon, and roll giving it a round shape. Take one dough ball and flatten it with help of your fingers giving it a shape like bowl. Now fill this bowl with 1 tsp stuffing and lift from all sides for sealing the stuffing. Likewise prepare all Kachori.

Frying:

Preheat oil in a wok for frying Kachori. Oil should be medium hot for frying kachoris and now roll the stuffed dough ball with your hand or fingers gently into thick Kachori. Place the kachoris in medium hot oil for frying. Place as many Kachori as possible in the wok at one time. Flip the side when Kachori turn puffy and are slightly brown from beneath. Keep flipping the kachoris and fry until they turn golden brown in color. Keep the flame low and medium, to get crunchy and crusty Kachori. Place the fried Kachori over a plate with absorbent paper. Likewise fry all kachoris.

Decorative Kachori with Rosted fried Moongdal, Ripe Mango Cube, Sev, green coriander chutney or Mango Sweet Pure chutney with Serve

Mango Overview

Some of the qualities of this delicious fruit are:

It is good for dieting as half a cup of sliced mangoes contains only about 50 calories. So you can replace any of your high-calorie snacks with a mango. It fills your stomach and curbs your hunger.

Mangoes can even be eaten by babies. They aid digestion and even build the baby's immunity. They also promote brain development. However the mango must be peeled completely otherwise it could cause an allergy like diaper rash. You can also mash the fruit and add it to the baby's food. ■



Foodservice

The growth of Middle East and India markets for Fagor Professional

Fagor Professional has been re-establishing the foot print in India with active presence in the industry and has evolved a good growth in the sector.

The company has recently combined their Middle East and SAARC region together with an intention to provide better delivery terms from their warehouse in United Arab Emirates. With this movement, Fagor Professional will be able to give access to their partners selective materials from UAE warehouse as low as 10 days delivery lead time to Indian ports.

The Spanish manufacturer believes in the power of collaboration and partnership and looking forward to developing strategy to take the business to the next level. Focus will be on customer service and providing exceptional experiences to our customers with fast deliveries.

With these collective efforts, Fagor Professional will be able to meet the demands of the region in a better way.

You make it happen

Food Festivals:

Growing Vertical in Foodservice Business



Food festivals have become an important slice of the foodservice industry. These fiestas help in boosting the image as well as the revenue of the foodservice outlets. They also help in exchange of ideas for creating new dishes among the chefs who intermingle at these fetes. With the layman becoming increasingly engrossed in the food sector and having a desire to try new dishes from cuisines of different regions of the country the food festivals have become popular not only in metros and tier I cities but also in tier II and tier III cities. **Ashok Malkani** views the importance of these festivals for the restaurateurs and also the steps that they can take to ensure their prominence and esteem.



Food Festivals have become popular with consumers and almost every city has a festival. Most of the businesses take time off to participate in these festivals, which, over the years, are witnessing increasing footfall. With the fusion of social media and food, these festivals are trending and gaining popularity. More and more people are looking to connect to these events.

Food fairs have become a norm with all restaurateurs and hoteliers. These shows provide an opportunity for one's business

to grow, get inspired and connect with old and new acquaintances. It also enables the restaurateurs to know not only different dishes which are popular in different parts of the country but also to enable them to try it in their territories. It also gives them an inkling of the latest technology being used by different segments of the hospitality industry.

Anish Rajan, Food and Beverage Manager, Novotel Visakhapatnam Varun Beach and The Bheemili Resort managed by Accor, is of the opinion that different food festivals help the

restaurateurs to promote their fare as well as make people aware of the extraordinary dedication, hard work, practice and precision required to execute the very finest cuisine

Prithipal Singh, Corporate Director - Food & Beverage, Pride Hotels Group, disclose, "There are so many food festivals in India. They promote culture, nature, healthy food, and different state-specific cuisines.

Tarun Renu Samvedi, Food and Beverage Manager, The Orchid Hotel Mumbai Vile Parle says, "Food festivals provide a distinctive and captivating perspective on the culinary industry. We are fortunate to live in a wildly culinary-focused era, when some truly magical dishes are conjured up by some incredibly talented individuals at these festivals. These festivals feature some of the best restaurant owners and chefs cooking up signature dishes."

Background of Food Festivals

Food festivals, which are aimed at celebrating specific cuisine, are hallmark events, of limited duration. They enhance the awareness, appeal, and profitability in food business. Food fests are often based on traditional farming techniques, seasons and food culture of an era, throughout the world.

While historically aligned with culturally significant food harvesting periods, contemporary food festivals are usually associated with businesses entities or nonprofit organizations and engage a great deal of marketing.

Food festivals celebrate specific food products and often come with straightforward names that identify the event, the products that are promoted, the year of the festival, and the place where it is celebrated.

Harvard anthropologist, Theodore Bestor, states that culinary imagination is a way a culture conceptualizes and imagines food. One would not be erroneous in stressing that there is no "Indian" food but rather an enormous number of local, regional, caste-based ingredients and methods of preparation. Since the country's independence the variety of these foods and their preparation has been classified as regional or local cuisines. They have enjoyed not only patronage all over the country but also foreign countries. The food fetes have helped in making these cuisines internationally popular with the result that many multinational corporations have entered the Indian food arena.

Importance of Food Festivals

Food festivals in India have become an excellent platform not only for the upcoming but also established foodservice outlets to market their goods and display their best offerings to the crowds visiting these events. Food Fests are the place to celebrate food and culture. With the rise of 'foodie culture,' they are also becoming a hub for restaurant marketing.

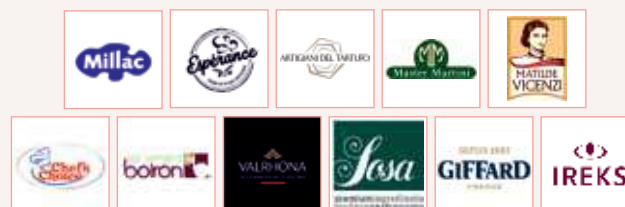
Anish affirms "Food Shows are key to create awareness on products, increase demand and supply. They help restaurants to develop new products for their customers. They are great platforms for promoting and showcasing new and innovative products to potential customers. They provide a space for businesses to engage with their target audience and receive feedback on their products, helping them to improve and adapt to meet the needs and preferences of their customers."

He further adds, "An individual or a restaurant will gain more knowledge on new products. A restaurateur would understand the value of its products by comparing the price as well as the methodology and taste. Benefits accrue when individual business



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or restaurants start implementing the changes. Food shows provide an opportunity for individuals and restaurants to gain knowledge about new products by trying and tasting them, and understanding their suitability in terms of price comparison or methodology. However, the real benefits come when this knowledge is applied to create value for the business or restaurant by using the new products in their menus or creating new dishes based on them. It can help in attracting more customers, increasing revenue, and improving the overall dining experience for the customers.”

Tarun declares, “Running a restaurant consumes nearly all of your free time on weekends, holidays, and special occasions, regardless of how knowledgeable you are about industry trends and culinary advancements. Food shows offer you the chance to promote your outlet. The city's foodies are the target audience at these shows. As a result, there is a good chance that patrons who stop by our festival booth and had a good time will come back.”

He adds, “Taking part in food festivals can be a great way for businesses to gain more exposure, draw in new clients, and display their culinary prowess. It's a fantastic venue for both new and established restaurants to advertise their services and showcase their best products to the large crowd. The foodies in your city make up the target market. As a result, there is a good chance that if festival attendees have a positive experience at your booth, they will visit your restaurant again. The goal of a restaurant participating in a Food Festival is not only to attract customers, but also to observe how other restaurants operate. Word-of-mouth advertising can also be effectively produced by interacting and conversing with people. Word of mouth is the best marketing tactic, and food festivals can help you spread the word a lot.”

Prithipal states, “Food shows provide you a platform to showcase your talent to the world, boost brand visibility. By participating in food shows one can easily get visibility, which helps us in expanding the customer base.”

Preparation for Participation

The value of food festivals was not significant a decade or so ago, when social media had not yet become indispensable to running food business. But the way Instagram has become a minefield of ideas, food festivals have

transformed into an oasis of opportunities for restaurateurs.

Hard work is a second nature when it comes to participation in food festivals. One has to prepare days ahead for participating in a food fare. Logistics is an important and critical element for succeeding. One has to have proper equipment. Since you have to a lot of load-ins, which include not just the cooking implements and ingredients but also signage, you must have proper transportation.

One must also have proper food and preparation equipment to dish up delectable hot or cold dishes and beverages. Promoting your brand on the social media is also helpful in attracting the foodies to your outlet.

Make sure to purchase a sufficient amount of food storage and serving containers that meet your state health department's requirements. Also you should make necessary insurance policies.

You have to also take into account what your competitors will be serving as well as their prices.

One has to get involved in proper R&D process. It is important for restaurateurs to know whom they are competing against and create a menu accordingly. The menu must not only meet the palate of the visitors but also ensure that they meet the pricing of the competitors. Make sure to include items that can be prepared quickly and easily in limited space areas and are easy for festival goers to eat on-the-go.

There are other essentials too, like:

Creating special menu: Since people visiting the food fest are looking to explore new items so it is advisable have some unique items on the menu that will make your outlet stand out from the crowd.

Having a signature dish: Any dish that hits the right chord with its customers is sure to become a rage with the customers. Patrons love to have a one-time dish that is delectable and stands out from all the other restaurants. The key to success at a festival is to produce a very buzz-worthy dish.

A worthy tip: Most customers are not very particular about the presentation but prefer to have a dish that would sweep them off their feet.

Another preparation that one has to follow is that of training their staff adequately. Due to the fast paced nature and constant hustle and bustle around the multiple booths at a



Anish Rajan



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food fete one has to train the staff specially for such an atmosphere. They have to be able to quickly process orders.

If it is an outdoor festival, then working on hot days can be tough. Even if your staff is used working long shifts in the kitchen, working on site can be an extremely different experience with very different set of challenges. They thus need to be trained both, on how to prepare dishes on site and on how to preserve their energy.

You have to make them aware of what to wear to stay comfortable while working on site, outside. They should also have easy accessibility to water so that they can remain hydrated. If your staff has already been trained to handle event catering in the past, make a point to mention how the festival will be different from their normal catering tasks. You have to provide them the tools to succeed in the ordeal of participating in the festival.

Advantages of Participation

An exemplary way of growing and expanding marketing your outlet is by participating in food festivals.

Anish avers, “Food shows provide an opportunity for individuals and restaurants to gain knowledge about new products by trying and tasting them, and understanding their suitability in terms of price comparison or methodology. However, the real benefits come when this knowledge is applied to create value for the business or restaurant by using the new products in their menus or creating new dishes based on them. It can help in attracting more customers, increasing revenue, and improving the overall dining experience for the customers. Additionally, food shows also provide a platform for networking and building relationships with



suppliers and other professionals in the industry”

Prithipal Singh believes that participation in food festivals enables one to get increased visibility thus expanding the customer base of the outlet. “If one is capable of making a great impression then we can see the huge line of customers waiting outside our restaurant.

Tarun affirms, “Taking part in food festivals can be a great way for businesses to gain more exposure, draw in new clients, and display their culinary prowess. It's a fantastic venue for both new and established restaurants to advertise their services and showcase their best products to the large crowd. It is an excellent way to gather market research and test potential new products and recipes. The foodies in your city make up the target market. As a result, there is a good chance that if festival attendees have a positive experience at your booth, they will visit your restaurant again. A Food Festival's goal is not only to attract customers, it also gives you the

chance to observe how other restaurants operate. Additionally, networking with other restaurateurs can help you advance in the field. Word-of-mouth advertising can also be effectively produced by interacting and conversing with people, particularly tourists and foreigners. Word of mouth is the best marketing tactic, and food festivals can help you spread the word a lot.

In short one can list some of the advantages thus:

Capturing a new market: One is able to reach out to a new customer base and make them fans of your outlet. Once your food and

menu makes an impression on them, they will become your regular clients.

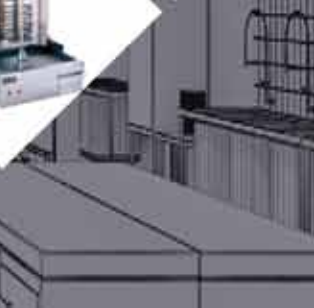
Promoting your brand: For those who are new in the restaurant business food festivals act as a game changer. They provide you with an opportunity to launch yourself in the industry. For experienced player the festival's popularity and media coverage offers you a scope for promoting your brand as well as access to a new customer base.

Connecting with customers: Festivals allow a restaurateur to put a face to his brand, since it allows them to connect with potential customers and popularise the outlet, taking advantage of word-of-mouth marketing. This also provides with an opportunity to try a new item to expand your menu by quickly gathering a feedback at the food fest.

Opportunity to network with potential investors: Food festivals open the doors for getting potential investors onboard. Normally several investors looking for business that they can fund visit these fairs, thus providing you a break to expand and grow your business. ■



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Food Wastage

A Global Problem

Food wastage is a much more than a serious global problem. It is a slap on humanity; a colossal human tragedy. According to FAO (Food and Agriculture Organization of United Nations), roughly one third of the food produced in India for human consumption every year gets lost or wasted due to fragmented food systems and inefficient supply chains. Most of the loss occurs even before the food reaches the consumer.

At the same time over a billion people in the world struggle with hunger. If this is not a colossal tragedy of our times, what is?

The Attitude

Food wastage is a rampant practice in India, as is hunger and malnutrition a rampant occurrence in the country. The Agriculture Ministry noted that crores worth of agricultural produce is wasted in India every year. It is strongly suspected things have improved in last few years. The huge food wastage in the country is not only due to inadequate cold storage facilities and poor transportation infrastructure. It is also a product of our lackadaisical attitude towards food wastage.

We waste food on our dinner tables, in our family functions, in wedding banquets in hotels and restaurants... it seems food wastage is almost a favourite pastime of affluent and middle class India. While doing

so, we conveniently forget that many millions of Indians have to bear the pangs of hunger, as we cheerfully waste food! It is a disturbing reality that hunger is widespread in India; a country which is the largest producer of milk and the second largest producer of fruits and vegetables in the world. India consistently ranks poorly in the Global Hunger Index.

Environmental Impact

Food wastage is not only morally and ethically wrong, not only does it create huge economic losses to the economy and the individual enterprises but it is also very much detrimental to our fragile environment, which is already struggling with global warming and myriad types of pollution. It is because production, transportation and cooking of food all lead to greenhouse gas emissions. Food waste accounts for considerable greenhouse gas emissions across the world.

As per the Food Waste Index Report 2021, almost 50 kg of food is wasted by an average Indian every year. Mostly the food ends up in dustbins reaching ultimately in landfills, creating potent greenhouse gases which have dire environmental implications. Meanwhile, we continue to be green washed into amassing more organic and sustainable products than we really need.

Food waste is one of the biggest factors

that leads to inflated food prices and inequity in the world and on the other hand prevention of food wastage helps in creating a positive impact on the environment. Production of food needs huge consumption of water and usage of land. If at the end of the day we as a society waste large amounts of food then that also amounts to huge greenhouse emissions, huge loss of water and vegetation, huge misuse of land...without any reason.

All these land could be used for other productive reasons, all these wasted water and vegetation could be preserved, which could have in turn contributed to a better environment, only if we didn't waste so much food.

An Initiative

Various measures have been proposed and implemented to control food waste. Little information is available on the extent to which food waste measures have been evaluated based on their economic, environmental and social performance.

Thankfully, reducing food waste makes for smart business sense, and thus the topic can be of interest to players in the food service and food retail industry. Businesses apply food waste prevention measures only if they find any economic incentive in it, since preventing food waste comes at a cost.

The transaction cost associated with food waste prevention is sometime so high that businesses let food go wasted. This could be managed by matching food supply and demand or increasing delivery frequency and buying small quantities. Research shows that there is a compelling business sense for food service operators serving hospitals, schools, sports arenas and other facilities to reduce food waste.

Champions 12.3 is a coalition of executives across government, business, international organisations, research institutions, farmer groups and civil society dedicated to inspiring ambition, mobilising action, and accelerating progress towards achieving SDG Target 12.3 of the United Nations' Sustainable Development Goals. Target 12.3 calls on the world to "halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses" by 2030.

The food service operators need to make a range of investments in food waste reduction programs, including purchasing smart scales or similar technology to measure their food waste, training staff in measurement and techniques to reduce waste, and redesigning menus. The financial returns come from reducing purchase costs by buying less food, increasing revenue from new menu items developed from unsold food or those once considered "scraps" and from reduced waste management costs.

Taking action across the food industry is vital if we are to halve global food waste by 2030. Reducing food waste in the catering sector isn't just the right thing to do it also makes good business sense. The catering industry has been a leader in piloting creative solutions for reducing pre-consumer food waste. The task now is to expand the pilots and for those in the industry to learn from what others have seen success doing.

Industry's Role

It is high time to give more serious attention to this massive scale of food wastage and take necessary action that not only benefits humanity but the environment as well. In Indian food service industry, it is not that restaurant and hotel owners and their Chefs and F&B Managers do not understand the concept of controlling cost of production by minimising or at least substantially reducing food wastage. In India's food service industry, most of them do understand this concept, but there is a huge gulf of difference between understanding a problem, and addressing it effectively.

Understanding the cost benefits from reducing food wastage requires basic business sense, but addressing it requires strong willpower by the managements of restaurants and hotels, which seem to be sadly lacking in food service industry. There is also an urgent need among restaurant and hotel guests in the country to be aware of the long term implications of food waste and to understand and how to curb the same.

It is often observed that after major gatherings at restaurants, hotels or at weddings and open banquets, huge

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amount of unconsumed food is wasted. If this food is properly managed and not wasted it could have been fed to needy people of the country.

Some restaurants and hotels are doing their bit by serving fixed portion to limit food wastage. Some restaurants in India have food controllers to check food spoilage, while some donate the excess food to their staff and other personnel. Smaller or stand-alone restaurants in the country are also seen donating excess food to the needy, or reusing non-perishable food.

The Control

Establishments have goal to sell the food and not to waste it in any way. However, some wastage of food does take place at these outlets. Foodservice institutions must calculate and keep an eye on how much food was prepared, and how much was sold and what was unfortunately wasted the previous day, in order to curtail wastage of the food in future.

At the same time if the food is saved, they try to give it to charity organisations, orphanages or night shelters but most face logistics problem in handling, resulting in food getting spoilt on the way. There are so many aspects related to the wastage of food like money, manpower, water, energy, natural resources, and many more.

Thus properties need comprehensive and strict control on the amount of food wasted in restaurants or hotels every day. To ensure minimum or almost zero food wastage properties must follow some pragmatic steps. They should always keep the right food stock to avoid wastage, and store food correctly. Practice stock rotation or first in, first out principal on a regular basis, ensure the right temperature control to maintain the shelf life of food, and label the food correctly and maintain a stock inventory of food products.

Pay attention to use-by dates of food to avoid their expiry, and keep a close eye on portion control to avoid leftover and wastage. Always anticipate demand of food with care and caution, and if at all there is food waste, compost them to reduce the adverse environmental impact.

Properties must measure the food wastage and thus develop an action plan for preventing food wastage and implement the targets, follow first-in, first-out policy, buy food products in those quantities which can be realistically use, adhere to proper storage procedures



which help maintain the shelf life of our food products, and follow batch cooking for banquets and buffets.

When planning for a buffet, take a correct assessment of in-house resources and also the number of guests and various bookings done in order to know the quantity of food required. This is one way of minimising the wastage of food. Only prepare those dishes in more quantities which are popular among guests. Be careful when buying vegetables and fruits. The food wastage will be less if they are procured in good condition. Moreover, they would also taste better to the guests, which in turn would again reduce their wastage. Always follow FIFO which is first-in first-out practice.

The initiatives taken in reducing food wastage should involve finding out how much food your establishment is wasting to begin with and what kind of food waste your establishment is producing. The primary goal of a waste audit is to identify where your operations' waste comes from, so that the wastage is reduced to some extent. Also, restaurant and hotel staff should be provided with a simple sheet of paper where they can keep track of what is being thrown out, why it is being thrown out, and how much is wasted.

Food wastage by guests also leads to the waste of labour of the Chefs to some extent, who often spend the whole day preparing varieties of delectable dishes. India can effectively use technology in reducing food wastage. The authorities can also speed up researches for developing eco-friendly and healthy food preservation applications that could be helpful in preserving food for longer periods and keeping farm produce fresh. This will in turn facilitate in reducing food wastage and increase food retailers' revenue, and can eventually reduce the global carbon footprint.

The Issues

It is about time India's food service and food retail industry make efforts on war footing to curb food waste. It is alarming that almost 40 percent of our fruits and vegetables produce are wasted due to various reasons, which include less than enough logistical support, paucity of refrigerated storage facilities, poor transportation infrastructure and underdeveloped marketing channels.

Food retail industry in India can significantly reduce food wastage if our cold storage facilities and transportation infrastructure are strengthened, our marketing channels for food are improved and we take serious and sustained steps towards pest control.

India's food processing capacity also needs to be greatly bolstered. India only process 10 percent of its food, resulting in huge food waste.

Addressing of above-mentioned factors can contribute towards reduction of food wastage. Along with all these factors, the attitude of India's people towards curtailing food wastage also seems to be in the need for drastic improvement.

Government Role

The government needs to contain food wastage in transportation, and improve storage facilities. Presently, the cold storage chain infrastructure in the country is far behind than what is required and much of the existing cold storage infrastructure needs to be brought up to global standards.

Food processing also needs to gear up so that additional raw food is saved by developing new products and at the same time provide more value to the food. This will not only help in feeding more people for longer time but enhance the food productivity and usage.

Union Government and/or state governments can play their role in curtailing food wastage in India's food service industry by doing audit checks of food service outlets at regular intervals, pertaining to food wastage, and awarding those restaurants and other food service outlets in the country which have performed exceptionally well in minimising food wastage in a given year. At the same time, those outlets which practice rampant food wastage without any signs of improvement in this regard could be penalised. The governments could assign an independent body for conducting these audit checks. ■

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Improving Human and Planet Health

Pedro Sancha serves as President, CEO and Director of NSF since March 2022. Sancha joined NSF from Ecolab where he was senior vice president and general manager of the Industrial Digital Group and led the Global Light Industries division. Prior to joining Ecolab, Sancha spent 14 years with Shell, where he held senior leadership positions in general management, sales, marketing, supply chain, strategy, and business development.

He began his career as a business consultant with Arthur Andersen and has extensive international experience, having worked in Northern Africa, Europe, Asia Pacific, and the U.S. He earned master's degrees in Engineering from the Polytechnic University of Madrid and the Ecole des Ponts Paristech in France, and a master's degree in business administration from Harvard University.

NSF is an independent, global organization that facilitates standards development, and tests and certifies products for the food, water, health sciences, and consumer goods industries. Pedro Sancha, share an insider's look at NSF's global business and its work in India.

What businesses is NSF into globally?

NSF is an independent, global services organization dedicated to improving human and planet health by leveraging the best available science and regulatory expertise in the food, water, health sciences, and consumer goods industries. NSF was founded in 1944 and is a World Health Organization (WHO) Collaborating Centre on Water Quality, Food Safety, and Medical Device Safety.

Our standards team facilitates development of public health standards, while our service teams test, audit and certify products and processes. The NSF mark assures consumers,



retailers and regulators that certified products have been rigorously tested to comply with all standard requirements. Separately, we offer customized training and education, risk management and consulting solutions.

Our world-class staff of engineers, microbiologists, toxicologists, chemists, and public health experts provide services in 180 countries from our 45+ offices, 35,000 client locations and virtually. Our ISO/IEC 17025-accredited, state-of-the-art global laboratories provide a wide range of testing, certification and technical services, as well as human health risk assessments.

What are future NSF's plans for India?

NSF has been servicing the Indian market for over 15 years, with headquarters in Gurugram. We take pride in partnering with the world's leading brands operating in India as well as with the major local manufacturers and food companies.

India is a key priority for NSF due to its growing population and economy, and the importance of the food, water, life sciences and consumer industries, which are NSF's

areas of expertise.

NSF India offer services across all our focus industries and services, including food safety, drinking water systems certification, health sciences regulatory compliance, management registrations and sustainability consulting. We also offer our suite of cloud-based, supply chain quality management software solutions.

In the food industry, for instance, NSF works across the food supply chain, from agriculture to food retail. We provide tailored services to local needs in India, including supply chain assurance, food retail audits and certification, sustainable seafood, and organic certification. Our work in this space is important to consumers and brands looking to ensure the safety of their products and processes.

NSF also offers Consulting, Training and Technical Services to our Food clients. These customized consulting solutions and training courses help clients face ever changing food regulations, manage quality across their supply chain, enter new markets, and develop their sustainability roadmap.

In the water space, NSF supports construction companies and manufacturers of water systems to ensure their products meet the highest standards of quality and are certified to internationally recognized standards for drinking water.

NSF also services the development of the local health sciences industry, supporting the biggest Indian pharma, biotech, med-tech and dietary supplements companies as they export their products to the US, Europe and the rest of the world.

Finally, our Management Registrations (ISR) division certifies all major industries against internationally recognized quality systems (ISOs), including environmental standards and information security – which is very relevant to the Indian IT sector.





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What are the key strengths that drive NSF's business globally?

NSF's greatest strengths are our independent, science-based approach and our global team of experts, which includes world-renowned microbiologists, toxicologists, chemists, engineers, environmental and public health professionals.

Our global team shares our mission to improve human and planet health globally and our vision to be our clients' trusted partner for all their safety, quality, regulatory compliance, and sustainability needs.

NSF has a strong track record of delivering innovative solutions to address the world's ever-increasing challenges in food and product safety, access to clean drinking water, and environmental contamination. According to data from United Nations, there are 600 million foodborne illnesses each year and 2 billion people live in countries suffering from high water stress (UN 2019).

NSF currently has 85 published standards and 62 published protocols in food equipment, home products, global animal wellness, organic personal care, water and wastewater, health sciences, and sustainability across all major industries. We also work with agencies or associations in markets around the globe to help countries develop their national standards. Our high credibility and localized services mean we bring a global mindset to local problems.

How do you feel about the prospect of doing business in India?

India is expected to become the world's most populous country sometime in 2023, and the third biggest economy before 2030. We began operating in the Asia-Pacific (APAC) region in 2009 with our India office and have grown from there. That office now supports the Indian sub-continent, as well as the Middle East markets. NSF is pleased to see our business grow alongside the Indian economy. We have technical teams with expertise across the food, water, health science and consumer industries, who work from different locations across the country to allow for close client proximity.

We also work closely with regulators, leading industry forums and trade associations to understand business challenges and offer expert inputs in food, water safety and risk management as well as regulatory compliance and environmental sustainability.

We are particularly excited to see the country's push towards a more sustainable food supply chain that aligns with the evolving Indian consumer values – including organic and vegan food or animal welfare, which are areas where NSF has leading expertise.

We expect the Indian market to continue to grow rapidly – both domestically as well as for exports, and NSF is uniquely positioned to help the local Indian giants scale up their local business as well as export "Made-in-India" products and services to the rest of the world.

Your views on doing business sustainably and becoming more socially responsible?

Across the globe, regulators, consumers, employees, and investors are demanding that companies of all sizes provide transparency and visibility into their sustainability efforts.

ESG is at the core of what we do, as we are dedicated to enabling safe and sustainable food, clean water and life-enhancing products and technologies. We also provide sustainability consulting services spanning all ESG areas, from climate action to animal wellness, sustainable seafood, or modern-day slavery – helping companies address the "say-do" gap. We meet our clients wherever they are – whether it is advising those who are at the beginning of their sustainability journey on where to start with our sustainability assessments or supporting companies with advanced ESG reporting structures with independent, third-party verification.

I believe we also need to "walk the ESG talk," which is why we have developed a comprehensive ESG framework that includes initiatives to reduce our own carbon and water footprints, ensure the safety and wellbeing of our team members, build a diverse, equitable and inclusive culture, support the communities we serve, and improve our own corporate governance and supply chain security.

It is reported that India's securities regulator has made it mandatory for the top 1,000 largest listed companies to provide sustainability reports beginning in FY2022-2023*. The introduction of this requirement is a sign that India will become a leading global market for sustainable development solutions. Sustainability reports will be seen as a top priority for companies to enhance their brand equity, connect with their consumers'

values, and meet expectations of all other stakeholders.

While speaking with various businesses on my trip to India, I noted many organizations have highlighted that they would like to create locally relevant sustainable solutions; this is an area where NSF can help businesses adapt and support local industry associations and governments with our regulatory expertise.

How do you see the Quality Assurance sector shaping up in India?

The overall landscape of how quality is perceived and valued has been evolving in India. India's focus is on safe food and water, not just food adulteration prevention.

FSSAI (Food Safety and Standards Authority of India) further reinforced this idea when it was created as a nodal body under the aegis of Ministry of Health and Family Welfare, Government of India in 2006 to ensure the development and implementation of globally benchmarked food standards.

In India, NSF offers not only food safety solutions, but also offer services for food equipment manufacturers. India's HCV program, which was launched in 2022, allows manufacturers who want to sell equipment in the Indian market to demonstrate hygienic design and material safety.

NSF is also actively looking at developing bespoke service offerings for the HoReCa sector.

The increasing use of software applications has revolutionized the TIC industry. Your thoughts and views.

Today, many companies are increasingly using food safety software solutions to comply with standards and regulations. Use of software allows for higher efficiency, streamlines workflows and even reduces costs.

When determining the right software provider it is important that a business evaluates security of their data and networks, as well as available services. NSF provides cloud-based quality and compliance software solutions to manage the supply chain, websites, and product quality all in one place. NSF software solutions have been designed and developed with security in mind. The platform runs on an ISO 27001 and PCI-DSS compliant infrastructure, so data confidentiality, integrity and access to clients are never compromised. ■

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Pork on the Platter

India is a country embodying a diverse culture of contrasts and dichotomies, which are rampant in various spheres of our lives. This dichotomy is also evident in India's food & beverage industry. On the one hand the Indian food & beverage industry is experiencing a rising trend of vegetarianism, and on the other hand it is experiencing increase in meat consumption. It sounds confusing but it is true.

With the increasing income levels and changing lifestyles, meat consumption in India is rising. Despite the fact that more than 35 percent of the Indian population is vegetarian, meat consumption in the country is not merely sizeable, it is huge. Chicken is of course, the favourite meat of most Indians. In our country, the consumption of poultry is expected to increase close to ten folds by 2050.

Pork is another of the important meat products, which can be enjoyed by the non-vegetarian and non-Muslim population. With the growing influence of global flavours on the Indian palates, pork's consumption in Indian food service industry is expected to increase in the near future. There are numerous forms of pork products available in the country, consisting of fresh, frozen, cured, smoked, uncooked, and fully cooked. Some pork

products are available breaded, seasoned or marinated.

Pork and Health

Pork is rich in nutrients, which translates to the fact that it has a high level of nutrients in proportion to its calorie content. It contains a high level of some of the essential B vitamins, such as B1, B2, B6, B12, Thiamine, Niacin and Riboflavin. It is also rich in other nutrients, such as phosphorous, zinc, potassium, iron and magnesium, which are important to our daily diet. The iron in pork is not only easy to absorb but also facilitates the absorption of iron from bread and vegetables.

Moreover, pork is rich in protein. And we all know protein is required for muscle building and for keeping the organs healthy. Our bodies require a certain amount of protein daily and the body does not store protein so we need to replenish it each day. A 3-ounce

portion of pork provides approximately half of our daily requirement for protein.

However, the high fat content of pork is a matter of health concern. Therefore it is always preferable to select lean cuts of pork. While purchasing pork, one should look for cuts having lower fat content, which include cuts from the loin or leg. Thankfully, pork producers these days have significantly changed production methods to produce much leaner meat than they were doing some 30 years ago.

Reducing Fat Content

Pork producers today have significantly changed production methods to produce much leaner meat than they did before. Better breeding and feeding of hogs and a grading system that stimulates the meat packers to trim more of the external fat than they did in the past has resulted in leaner meat.

There are numerous pork products available, consisting of fresh, frozen, cured, smoked, uncooked, fully cooked, and many heat-n-serve products. Some products are available breaded, seasoned or marinated. When the external visible fat on pork is removed before cooking, the result is a cut of meat that compares to chicken in calories, cholesterol and fat content.



There are various pragmatic methods to reduce the fat content and avoid adding extra fat when preparing pork. First of all, remove most of the external visible fat from the pork before cooking it. Prepare pork with herbs and spices to enhance flavour rather than using sauces.

It is better to cook pork using a low fat cooking method, such as roasting, grilling, broiling, steaming, poaching, braising, or stewing. Besides, it is always better to avoid using extra fat while frying the pork. To lower the amount of fat used when frying, stir-frying, sautéing, or searing pork in a pan, it is wise to use a non-stick skillet which requires less added fat, or use a non-stick skillet with a fat free non-stick cooking spray. After cooking ground pork, place it in a strainer and rinse under hot water to do away with the excess fat.

Thawing and Hygiene

Careful considerations must also be adhered to while thawing fresh frozen pork. Pork should never be thawed out on the kitchen counter because the outside of the meat will reach a temperature above 40°F while the inside is still frozen. The area that reaches a temperature above 40°F would be susceptible to bacterial growth.

Thawing pork in the refrigerator is a slow and safe method. This will result in the least amount of moisture loss in comparison to other thawing methods. The temperature of the refrigerator should be maintained between 35°F to 40°F to discourage growth of harmful organisms as the meat thaws. The meat could be left wrapped and placed on a platter or on a tray to catch the drippings as it thaws or could be unwrapped and loosely covered with plastic or foil.

After thawing in the refrigerator the pork can be refrigerated safely for three to five days. If you decide not to cook the meat within this time, the meat can be refrozen. Just remember that each time the meat is frozen it loses some of its quality. Pork should not be refrozen when thawed using the cold water or microwave methods. Moreover, pork that has been thawed in the microwave should be cooked soon, rather immediately. It is because in this method of thawing some of the meat may have started to cook during defrosting, resulting in some areas of the meat being at a temperature of over 40°F, which would encourage growth of bacteria.

Many times, fresh or thawed pork does not require rinsing prior to its cooking for the simple reason that any bacteria lingering on the surface of the meat will be decimated during the cooking process. However, pork chops and steaks sometimes benefit from being briefly rinsed in cold water to rinse away bone grindings that may occur when the chops and steaks are cut apart. Once rinsed, they should be patted dry using a paper towel.

Preventing Contamination

Needless to say a thoroughly clean working environment is essential in the prevention of contamination when working with pork, in fact while working with any meat. Wash hands thoroughly before and after handling raw pork. The work area, cutting boards, and utensils used for preparing pork must be thoroughly cleaned with hot soapy water after being exposed to raw pork and they should not be used for preparing other food products until comprehensively cleaned. This will prevent cross contamination of bacteria from pork to other foods.

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When working with other foods at the same time while preparing and cooking pork, use different utensils for each food. The same cutting board for cooked meat as was used for the raw meat should not be used, unless it has been properly washed and dried before using again for cooked pork.

When working with pork it is essential that the meat is handled and stored properly to ensure safety. You cannot see the harmful bacteria on the meat so you must handle pork while assuming that they are present. Trichina is a bacteria that is found on pork, which can cause a food-borne disease called trichinosis. Ideally, pork should be cooked at approximately 155°F to 160°F in order to do away with the possible danger of trichinosis.

Storage Concerns

Pork should be stored out of the temperature zone in which bacteria causing food-borne illnesses grow quickly. The danger temperature zone ranges between 40°F and 140°F. Raw pork can be stored in a refrigerator for several days, depending on the type of cut. If it is not to be used within the recommended time, it should be frozen to prevent it from perishing. Leftover cooked pork should be wrapped tightly and refrigerated as soon as possible.

Raw pork should be purchased just before checking out at the store so that it is exposed to unsafe temperatures for as short a time as possible. It should be placed in a plastic bag to prevent any leakage from contaminating any other foods. After purchasing, it should be refrigerated as soon as possible.

Roasts, chops and steaks can be refrigerated at 40°F or less for approximately three to four days and will remain safe to eat while retaining the quality of the meat. However, ground pork and fresh sausage should be refrigerated for no more than two days. Properly refrigerated semi-dry sausage can generally be stored for two to three weeks and dry sausage up to six weeks.

It is advisable to not leave any pork at room temperature exceeding two hours. If

Refrigeration Tips:

- Check the temperature of your refrigerator with an appliance thermometer on a regular basis to verify that it is maintaining the proper temperature.
- Store raw meats on the bottom shelf of the refrigerator to eliminate the chance of meat juices dripping down on other foods and contaminating them.
- Chill leftovers quickly by dividing them into shallow dishes before refrigerating. This will shorten the time that the pork is in the danger zone between 40°F and 140°F.
- If you are not sure whether the pork has been refrigerated for the maximum suggested storage time and you are questioning if it is safe to eat, do not taste test it . . . be safe and throw it away.

Freezing Tips:

- Use moisture proof wrap or bags when freezing meat. Wax paper is not moisture proof and should not be used for wrapping pork because it will not hold the moisture in the meat.
- Be sure all packages are marked with the name of the cut and the date it was frozen.
- A double layer of wax paper can be used between chops and steaks when freezing, so as to make them easier to separate when thawing.
- Freeze fresh pork as soon as possible to maintain the best quality.
- Store frozen meat in a freezer unit to obtain maximum storage time.
- Do not freeze canned meat. The liquid in the can may expand and cause the seal on the can to break open. Generally these items are processed to be stored in the refrigerator or are processed as shelf stable convenience items.

Tenderness Tips:

- Avoid freezing whenever possible to eliminate additional moisture loss during thawing, which results in less

Important Tips

tender meat.

- Keep pork from drying out in the refrigerator by keeping it tightly wrapped. If the meat dries out it will become tough.
- Cook to the proper temperature but do not overcook, or the meat will become dry and tough.
- Let meat rest for 10 to 15 minutes before carving, so as to allow juices to be distributed throughout the flesh.
- Cutting meat across the grain will produce slices with shorter fibres, resulting in more tender pieces.

Light Tips:

- When purchasing pork, look for cuts with lower fat content, such as cuts from the loin or leg.
- Before cooking, trim visible fat to reduce fat content almost in half.
- Cook pork using a low fat cooking method, such as roasting, grilling, broiling, steaming, poaching, braising, or stewing.
- Prepare pork with herbs and spices to enhance the flavour rather than using sauces.
- To reduce the amount of fat used when frying, stir-frying, sautéing or searing pork in a pan, use a non-stick skillet which requires less added fat, or use a non-stick skillet with a fat-free non-stick cooking spray.
- If using the drippings from roasted meat to make sauces and soups, cool in the refrigerator to cause the fat to rise to the surface. The fat will solidify, making it easy to remove and discard.
- After cooking ground pork, place it in a strainer and rinse under hot water to remove excess fat.
- After stewed meat is cooked, let it cool and then chill. Once the stew is chilled, the fat will rise to the top and can be easily scraped off to be discarded. Leaving the stew set overnight will also enhance its flavour.

cooked pork is not going to be consumed within four days of cooking, it should be frozen. One needs to use moisture proof wrap or bags when freezing this meat. As wax paper is not moisture proof it should not be used for wrapping pork because it will not hold the moisture in the meat.

Always select meat just before you are

ready to check out at the food store. Raw meats should not be put into bags with other foods. In warm weather, raw meat should be placed inside the car so that it can be exposed to air-conditioning. If the travel to home is expected take more than an hour, be sure to have a cooler where the meat can be stored in for the ride home. ■



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Kaffir Lime – Versatile & Zesty!

By Sharmila Chand



A popular tropical, Kaffir Lime is much sought after for its remarkable flavours and health benefits. While it is extensively used in South East Asian cuisines, its usage in herbal medicines is important. According to experts, every part namely, oil, leaves, fruit, and rind of kaffir limes are all utilized for different purposes. Rich in compounds like alkaloids, citronellol, limonene, and nerol, this fruit is also used as a flavouring agent in dishes owing to its unique tart and pleasant flavor.

A Star In The Kitchen!

A star favourite of chefs in Oriental kitchens, its strong unique aroma and flavour is good for the preparation of almost every dish including soups, curries, chutneys and salads. Kaffir Lime fragrant leaves add a lemon-lime essence to dishes so they pair well with food that requires a slightly sharp or tropical flavour.

When whole leaves are added to soups and broths, they add a burst of flavour. It

is to be noted that the flavour of Kaffir lime leaves blends beautifully with basil, cilantro, cumin, ginger, coconut milk, and turmeric.

Health Benefits

Helps in Oral Health: Rub the fresh leaves on the gums to promote good oral health. It also eliminates harmful bacteria that can build up in the mouth due to regular eating habits. Also the kaffir oil is an important ingredient in toothpaste and mouthwash that promote oral and gum care.

Reduces Inflammation: Lime, leaves or oil helps to get rid of all sorts of pain and discomfort. The anti-inflammatory effect of kaffir lime helps in arthritis, edema, migraine, headache and gout too.

Insect Repellent: The citronellol and limonene compounds found in kaffir lime, provides immediate relief in the burning sensation caused by the bugs.

Good for Skin: Helps in reducing scars and pimples marks.

Detoxifies the Blood: It has the perfect blend of volatile compounds that eliminate pathogens from the blood and provide immediate relief.

Stimulates Immunity: According to health experts, the antibacterial and antioxidant properties of kaffir lime are good for boosting the immune system. It is also known for preventing gastrointestinal illnesses and stimulates the immune system.

Grilled Chicken Drumstick

By Subhajit Sadhukhan, Executive Chef, Crowne Plaza Pune City Centre

"My favourite ingredient is Kaffir Lime. I add "Kaffir Lime" juice and "Lemon Leaf" to just about everything. Sour is one of the common palette, which is liked by 85% people. Citrus zest and juice are low-calorie, high impact flavor enhancers, as well as a great way to get more vitamin C. Use citrus zest in marinades, salad dressings, pastas, custards and more. Citrus juice enhances soups, marinades, dressings, desserts and let's not forget cocktails!

The kaffir lime is incredibly versatile with many benefits and uses. In the preparation of 'Grilled Drumstick',

Kaffir Lime is highly acidic, making it a great meat tenderizer. A thick coating of lemon juice applied one hour before cooking draws water from the meat, thus, improving the meat's texture.

From its delicious flavour to its potent health properties, it is worth incorporating into your diet. Whether you use it in your cooking or enjoy its refreshing taste, the kaffir lime is sure to add an extra zing in every dish. However, one must remember that adding too much of this marinade could actually toughen the meat."



Recipe

(Serves Two)

Ingredients:

- 4 chicken legs (drumsticks)
- 2 tablespoons of olive oil
- 1 piece of kaffir lime with leaves
- 1 to 1 ½ teaspoons of garlic powder
- ½ teaspoon of onion powder
- ¾ teaspoon of smoked paprika powder
- ½ teaspoon of ground mustard or Bengal mustard
- ¼ teaspoon of cayenne pepper (adjust according to desired spice level)
- ½ teaspoon of salt
- ½ teaspoon of pepper

Method:

Put the microwave grill on preheat to around 200-250 Degree Celsius.

While the grill is preheating, pat the chicken drumsticks dry and brush all sides of the drumsticks evenly with olive oil.

In a small bowl, mix together the garlic powder, onion powder, smoked paprika powder, ground mustard, cayenne pepper, salt, and pepper.

Squeeze the juice of the kaffir lime onto the chicken drumsticks and rub the spice mix all over the drumsticks, including under the skin.



Once the grill is hot, clean and oil it to prevent sticking. Arrange the chicken drumsticks on the grill, spacing them out evenly.

Grill the drumsticks for about 25-30 minutes, flipping them every 5 minutes to ensure even cooking. Check by pricking the toothpick till it's nice and tender.

Remove the drumsticks from the grill and let them rest for about 5 minutes before serving.

Notes:

For optimal flavor, be sure to season both the skin and the meat underneath it.

Allow the chicken legs to come to room temperature before grilling to ensure even cooking.



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Mature Wines

Some lucky people of wine making countries inherit a cache of old vintages of excellent wines. If you visit any wine cellar you will often find a section which is closed with a lock – these comprise often the best and the oldest vintages of the house.

Some wines are meant to be drunk young, while the acidity and aromas; body and flavours are intense and young, often a year or so old for whites; three or four years for the reds. However, more complex wines develop with age, destined from the vintage quality and style of making it. You just need to stock it right and have rudimentary knowledge of wines in case you are not having a good winemaker as a friend.

Decision of Good Vintage

It is not an adhoc decision taken by a group or an individual. Of course, the weather is there for everybody to notice so the first seal of vintage possibility



comes from there. Then the local bodies and consortiums take over and finally the international wine critics give their points and prices for that wine, which give the final stamp of credibility to its vintage value.

A good vintage wine is supposed to mature well. If ordinarily a winemaker suggests to enjoy his wine young (less than 2-3 years), a good vintage could take an extra three in the bottle. Then there are wine makers whose style of wines have been perfected to an extent that almost every year is good – in vintage years they do even better than their usual.

Respect, Age and Stress

Though a lucky few have drunk wines

as old as 120 odd years, our experience has been limited to 1948 French sweet wine; a Bordeaux from early 1960s; a 1959 Pinotage and a couple of old Brunello of early 1970s. The most common denominator here was the respect given to these wines by the winemaker.

For the wine maker wine is not just wine. They think of their wines as individuals. They are convinced wines get stressed when they travel long distance or when they are re-corked. I remember an evening when a gracious American winemaker shared a magnum of Chateau Latour (1984 vintage) over dinner. The two magnums had been brought by a friend from France to Delhi and he was to take them to the US.

When the wine did not seem perfect to him he explained that the wine is stressed after travel from France, it really should have been allowed to settle for a week at least! Decanting such a stressed wine would effectively kill it.

Vintage – Importance & Results

In many wine regions, especially in the New World, growing seasons are much more uniform. In the dry regions, the systematic and controlled use of irrigation also contributes to uniform vintages. However, such wines are regularly labelled as vintage largely because of their consumer demand.

Wines of superior vintages from prestigious producers and regions will often command much higher prices than those from average vintages. This is especially the case if wines are likely to improve



further with some age in the bottle.

Some wines are only labelled with a vintage in better-than-average years, to maintain their quality and reputation, while the vast majority of wines are produced to be drunk young and fresh. In such cases, a vintage is usually considered less important. However, it can serve to protect consumers against buying a wine that would not be expected to improve with age and could be past its best, such as with Beaujolais nouveau, a wine style made to be consumed within months of its bottling.

Critics of declaration of vintages are many as well. One wine columnist declared the vintage chart to be dead, writing that “winemakers of the world have rendered the vintage chart obsolete.” Yet

another says, “Winemakers now have the technology and skills to make good and even very good wines in undistinguished years.

Pre-Ordering Old Wines

Hotels and restaurants in India do not have very old vintages in their cellars. However, a section of Indians are now travelling widely, and they are ordering fancy expensive wines in France, Italy, etc. to celebrate important landmarks.

Pre-ordering your wine is not so far away from reality as some might believe; who could have imagined such a wide use of credit cards a few years ago. Once that facility is available we are not very far from truly deciding in advance what wine we want through the meal.

Quirks of Old Wines

They may begin to go off even as you drink them, and that is considered acceptable. Certain notes develop in old wines but that does not mean they are off! A typical note of petroleum in old Riesling is proof of its quality; the quirk of the wine.

Sediment comes in really old Bordeaux and of course Ports. They need to be decanted with style and finesse. Also, vintages have been known to have gone bad, despite best efforts and correct storage. If your bottle has suffered that misfortune do not try to fob over. Open another, maybe a younger version of the same wine, and move on... It also does not imply that all wines of that vintage in your



stock have gone bad. Each bottle reacts differently to the time it is ‘maturing’.

Decanting or Not

Decanting must also allow some air mixing with the wine. Shapes of decanters often reflect personal choice but the standard ones work best. A swan-shaped offering from Riedel is a piece of beauty and art rolled into one. It makes for elegant pouring as well.

Double decanting, where wine is decanted and then put again in the bottle, is singular to the western world because there you are allowed to carry your own wines for special occasions to a restaurant where you are recognised. If you have a few days’ notice of serving, merely stand the bottles at room temperature, then decant straight from the bottle in front of a candle or an electric torch. The light helps you see when the sediment is beginning to come into the decanter. Stop at this point.

Vintage Port becomes trickier because often the cork disintegrates when you open the bottle. Then it is best to use a very fine tea strainer. But remember, it is not a romantic sight; so you might as well do it alone.

Rights and Wrongs

Laura De Pasquale, Wine Director, says, “A spectacular wine that has had 30 or 40 years of bottle age is a precious commodity and should be treated as such. Assuming the wine has been stored properly, an older wine at peak or peaking needs to be treated delicately. Air is one of wine’s greatest enemies and decanting adds a lot of oxygen to that wine; upsetting the

balance and quite often causing the fragile fruit to fade away sooner than later.”

Simple steps to decanting would include: Stand the bottle straight up for a day or two; on day you intend drinking it, get a decanter, bottle opener; remove foil without shaking the bottle too much; tip the bottle and pour gently in a thin steady stream, without gurgling. When sediment shows – stop.

Importance of Glasses

If you have only a chipped mug, and the moment is right for having Champagne – grab your moment. Who cares about the glass! But when you are opening a wine, which has been in the bottle for decades, the glass should definitely be appropriate.

If you have invested in a good bottle of wine, chances are you do like and understand them. When you have old vintage wines, the glasses need to be just right for the aroma to be wafted. Also don’t just start swirling it in the glass as you would for a wine of two months or three years old. Gently sniff and then decide whether it needs further swirling.

Best Known Names

The Domaine Romanée-Conti is the most rarefied and expensive wine in the world, with vintages that need decades to mature. At a tasting for the 2006 DRCs, Bruce Palling hears one vintage intone “Leave me alone you fool–don’t you know I am trying to sleep?” Jokes apart, the wine has a long history. The Romans cultivated this tiny slice of Burgundy a couple of millennia ago, with the Benedictines taking over from the Bishops of Langres and Autun in the



tenth century. Its most illustrious five-acre vineyard was purchased by the Prince de Conti in the 18th century; upon his death it was sold to one of Napoleon’s bankers. Then, as of now, only a few hundred cases were/are produced each year.

But it’s not the pedigree that really matters. Rather, it’s the calibre of Romanée-Conti and the handful of other wines produced by the Domaine—all in mystique-fuelling miniscule amounts. The First Growths of Bordeaux–Latour, Lafite, Mouton, Haut-Brion and Margaux–produce on average 100,000 cases annually, whereas DRC releases around 6,000–and less than 500 of these are Romanée-Conti. The only other exclusive wine they produce is La Tâche, in twice the amount as the Romanee-Conti.

Other well known styles from around the world that offer great variety and good vintages are – Brunello from Montalcino, Italy; Rioja from Spain; Burgundy from Bordeaux, and Pinotage from South Africa. This is not to say that other countries do not have wines that will age well but internationally recognisable names assure good returns on value for money, provided you select and stock it all right.

India and Vintages

The Indian wine makers are employing talent from overseas to improve their wine qualities. Probably none of them had yet made a good vintage but in the uncertain future, Indian vintners may take over the rest of the world. But, we should keep it in mind that storing of wine in India is no joke. Even Indian hotels are not investing in old and good vintages at their own cost. ■



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Interactive Menus



In this digital age, restaurant business is expected to go through many significant changes. One thing now seems almost certain that the digital age would create more opportunities as well as challenges for the food service business as a whole.

Today, those food service enterprises who would be savvy enough to quickly and intelligently explore and exploit the opportunities along with effectively tackling their associated challenges are likely to race ahead of the competition, those great many outlets who would follow the success stories of the first group are likely to be the part of hugely populated universe of competition, whereas those who would be bogged down by the challenges and let the opportunities of the digital age slip by time and again are not only likely to be left behind, but they may even be thrown out of the race.

One of the ways for the Indian food service industry to explore the opportunities of the digital age could be to go for interactive menus, involving the participation of guests and potential guests. The restaurants are now placing their menus on their websites, which today can be accessed not only through the laptop, be also through the mobile. Restaurants can also place the same menu on

their Facebook pages too. Many restaurants in India probably have initiated this exercise already.

Guest Suggestions

Now restaurants and other food service outlets in India can keep a tab on the preferences and dislikes of the guests through the help of the guests' feedback form, and invite their guests and potential guests to give their suggestions on the food service outlets' menu, on those food service outlets' website or Facebook page.

In this way, a lot many guests' suggestions can be garnered, and to a larger agreement most of them would be irrelevant, unpragmatic, bizarre or plain stupid ones. The managements of the food service outlets need not pay any attention to those ones, but some of the suggestions would also be pragmatic and even innovative ones too (good quality, in any aspect of life, is a rare but a sure occurrence).

The quality suggestions can be shortlisted by those food service outlets which would choose to undertake this comprehensive exercise, and those shortlisted suggestions to introduce alterations in the menu could be subjected to an online opinion poll by the

food service outlets concerned.

Online Opinion Polls

The online opinion polls can be conducted through the outlets' website or on their Facebook page, and as usual the guests and potential guests can easily access these opinion polls through mobiles too (believing that by and large, only guests and potential guests of a given food service outlet would be interested in the opinion poll pertaining to that outlet).

It would be better if the online opinion polls have more than one question (to ascertain the viability of the suggestions on more than one parameter) but not too many questions. Too many questions may bore the fickle attention span of today's guests and potential guests.

For example, some of the questions of the opinion poll could be:

Kindly tell us would the implementation of this suggestion (the shortlisted suggestion will be written) increase the popularity of our menu offerings in the short-run?

Would the implementation of this suggestion to change our menu help enhance the revenues of our restaurant in the long-run?

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Does this suggestion gel well with our ambience, décor and culinary profile?

Would the implementation of this suggestion adversely affect the market position of our restaurant?

Would the implementation of this suggestion strengthen the existing market position of our restaurant?

Ideally, after every week a new shortlisted suggestion should be subjected to a fresh online opinion poll, so that the comprehensive viability of all the shortlisted suggestions for a food service outlet are ascertained by the management of the given food service outlet.

Final Say

The suggestions which would generate favourable response through online opinion polls (what would construe a favourable response should be ideally judged by the food service outlets conducting the online opinion polls) could be placed before the Chef or the team of Chefs of the concerned food service outlets. If the Chef or the majority of the team of Chefs of a given food service outlet gives green signal to those suggestions, then those suggestions should ideally be introduced in that outlet's menu.

The incentive for the guests and potential guests who would be taking part in the interactive menu development process, which can continue for months?

Ideally, the people whose suggestions would be included in the menu should get some lucrative rewards, which can be in the form of cash, or kind (for example, five free meals at the restaurant with the family).

Possible Benefits

This hypothetical exercise, if translated into reality for the Indian food service industry, can help many players in the Indian food service business to gauge the market trends and their guests' preferences and dislikes without opting for cost-intensive market research.

However, here it deserves a mention that often there is no single market trend flowing through a given strata of society in a given point of time, and the food service business in the context of Indian market is no exception to this general rule. At present, like always, the Indian food service industry is going through several market trends.

They may not be always parallel, for they may overlap, but these trends often are distinct in character from each other. For

example, the market trend for a high-end fine dining restaurant in Delhi or Mumbai, which is focusing on Continental cuisine, would be different than the market trend for a casual dining outlet in Lucknow, focusing on Awadhi cuisine. That is why the consumer perceptions of the guests and potential guests of a given restaurant are required to ascertain the specific market trends relevant to that given restaurant accurately, for a general rule may not fit all.

At the same time, this exercise of interactive menus could help the guests and potential guests of food service outlets to plan their lunch or dinner in advance, in a more systematic manner, and thereby save on eating out costs. If the menus of the outlets are accessible to the guests, they can easily calculate their budget before they leave for their eating out. This can be extremely pragmatic for guests who are hosting parties or coming in groups. This in turn can lead to more footfalls in the outlets in the long-run, who are conducting this exercise of interactive menus.

Moreover, this exercise, though slightly exhaustive, can help the guests and potential guests of food service outlets undertaking the exercise feel more important, and who doesn't want to feel that her/his views are being listened to and recognised?

Thus customer engagement with the food service outlets may increase through this initiative.

Industry Feedback

It is a great way of reaching out to a large number of guests and potential guests in a more transparent manner.

This exercise can help people develop a connection with the place. It is the way of telling customers that we really care about what your understanding and passion for food is. Moreover, you get to understand the drift of the market trends. This engagement with people on one to one basis and connecting with them through this digital activity would be great.

The industry experts believe that this kind of initiative won't reap immediate benefits in terms of revenues but could turn out to be the tortoise in the tortoise and hare fable. It will have a trickling effect and its popularity would spread primarily through word of mouth.

This would also be a good step towards great customer satisfaction as customer will

feel a part of the making and building of the restaurant brand. They in turn will feel responsible in their own way towards doing good for the restaurant concerned as they will have some sort of association with it.

However, there is a flip side towards execution of this idea, which must be factored into. Few pointed out that this exhaustive initiative may entail additional employment by the food service outlets "to keep vigil on customer feedback," which can borne additional costs.

If the exercise to incorporate the customer suggestions in menus is being conducted by the food service outlets on a regular basis, then additional regular staff would be required by those outlets, whereas if these customer surveys are conducted only during a given period of time of the year, or during specific periods of time of the year, then in that case the additional temporary staff's costs only need to be borne by the food service outlets concerned.

Others feel that this kind of initiative can do wonders, though not immediately, but in the long-term. If a restaurant's management is serious about customer involvement it should not have problems in specially deputing a few professionals dedicated for this exercise.

Some traditional entrepreneurs see restaurants doing redo of the menu or ambience frequently.

Why to have something in the menu without knowing the customers' feedback?

Now innovation in food will be the key to retain customers, which is expected to lead to increase in the restaurants' revenues. The idea behind interactive menus should not only be to increase the number of customers but to get repeat customers.

Overall, we can surmise that this particular concept of interactive menus can prove to be successful in terms of food service outlets' bottom lines only if the cost of hiring the extra personnel for ascertaining the customer feedback accurately and dispassionately becomes less than the additional revenues earned through this exercise in the long-run.

One must agree that adhering to the market trends accurately through customer feedback will give a huge impetus to the revenues of the food service outlets in the long-run, though many industry experts may differ from this view, which they are welcome to. ■

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Lebanese Cuisine

Reflection of a Welcoming Culture

Lebanon is located on the Eastern most shore of the Mediterranean in the Fertile Crescent, where Western civilization is said to have begun. Situated between the East and the West, Lebanon is a culinary and cultural crossroads. The cuisine of this ancient land is diverse and steeped in history; both the Eastern and Western influences in its cookery are apparent.

Though most of us have never visited Lebanon but there is hardly any food lover who does not know about Lebanese food. Hummus and falafel are well-known internationally while shawarma is widely regarded to be one of the world's most iconic street foods.

The influence that Lebanon has had

on the world is totally out of proportion to its size; culinary contributions from this tiny country have had the greatest impact on modern Middle Eastern cuisine. Encompassing a small area on the world map, the people and cuisine of Lebanon are known throughout the world. Lebanese cuisine is a true reflection of its welcoming culture.

Lebanese cuisine truly is a delight to the senses. From the earthy aroma of cumin and tahini to the refreshing pop of sumac, pomegranate, and lemon, Lebanese food takes you on a journey. A journey that starts with the colours, aromas, and textures of mezze and ends with the fragrance of desserts flavoured with rose water and honey. Shawarma and hummus

may be the most well-known but there's so much more to love about Lebanese cuisine.

Lebanese Cuisine is considered a Mediterranean delicacy consisting of a variety of fresh vegetarian recipes, salads and stews all seasoned with a flavoursome combination of herbs and spices. The Lebanese cuisine is a cuisine of the sun and a cuisine from the heart. Its colours reflect the 1001 sunny Lebanese landscapes, and its diversity evokes the abundant Lebanese generosity and hospitality.

The Cuisine

The Lebanese cuisine is extremely rich in flavours and colours and yet often offers recipes easy to prepare and suitable for a healthy diet. Lebanese cuisine has a long

history and many dishes can be traced back to the eras of Greek, Roman, Persian, and Phoenician. It is influenced by foreign countries that have held power in Lebanon, most notably Turkey and France. Thus Lebanese food combines the sophistication and subtleties of European cuisines with the exotic ingredients of the Middle and Far East.

It includes an abundance of starches, fruits, vegetables, fresh fish and seafood; animal fats are consumed sparingly. Poultry is eaten more often than red meat, and when red meat is eaten it is usually lamb. It also includes copious amounts of garlic and olive oil—nary a meal goes by in Lebanon that does not include these two ingredients.

Most often foods are either grilled, baked or sautéed in olive oil; butter or cream is rarely used other than in a few desserts. Vegetables are often eaten raw or pickled as well as cooked. While the cuisine of Lebanon doesn't boast an entire repertoire of sauces, it focuses on herbs, spices and the freshness of ingredients; the assortment of dishes and combinations are almost limitless. The meals are full of robust, earthy flavours and, like most Mediterranean countries; much of what the Lebanese eat is dictated by the seasons.

The Popular 'Mezze'

Similar to the 'tapas' of Spain and 'antipasto' of Italy, 'mezze' is an array of small dishes placed before the guests creating an awe-inspiring array of colours, flavours, textures and aromas. It refers to a series of small dishes served at the start of a meal. When dining at home, mezze platters typically consist of just three or four dishes but at restaurants, it isn't uncommon to see even 30-50 different dishes served as mezze. This style of serving food is less a part of family life than it is of entertaining and cafes.

Mezze may be as simple as pickled vegetables, hummus and bread, or it may become an entire meal consisting of grilled marinated seafood, skewered meats, a variety of cooked and raw salads and an arrangement of desserts. Common mezze dishes include hummus, baba ghanoush, tabbouleh, kibbeh, kafta, and sambousek. Social events play a significant role in the Lebanese gastronomy, as some dishes are particularly prepared on special occasions:



the Meghli desert, for instance is served to celebrate a newborn baby in the family.

The Pita Bread

Mezze can be hot or cold and usually eaten with flatbread like pita. The Lebanese flat pita bread is essential to every Lebanese meal; and can be used to replace the usage of the fork. It is the most widely used type of bread in Lebanese cuisine.

It refers to a circular leavened wheat flour flatbread that's common in the Middle East and the Mediterranean. In Greek cuisine, it's used as a wrap to make gyros and souvlaki. Also known as Lebanese bread, Arabic bread, or Syrian bread, pita can range in size and thickness and usually contains an interior pocket.

Pita bread is often used as a scoop for dips like hummus and baba ghanoush. It can be used as a wrap to make shawarmas or as a pocket to hold falafel. Even leftover pita scraps are fried and repurposed in dishes like fattoush.

Best of Lebanese Cuisine

The food of the entire Mediterranean region is a celebration of life; it is fresh, flavourful, diverse and invigorating. Best as summed up by a Lebanese chef: The genius of it is in its simplicity, and the fact that is a product of both the earth and the sea. It reflects the natural bond that all of the Mediterranean cuisines share, from the tip of Spain to its homeland in the Levant, the same waters equally splash on the countries around the Mediterranean.

Hummus

Hummus is a dip made of chickpea paste and tahini (sesame seed paste), with flavourings such as olive oil, garlic, paprika, and lemon juice. In Arabic and Hebrew, the word hummus is used to describe the dish, the paste and the chickpea itself.

Hummus is popular in various local forms throughout the Middle Eastern world. While it is commonly thought of as Greek, hummus is an Arabian (Middle Eastern) dish and not Greek at all. It is said that its origins trace back to the Sultan Saladin, a veteran of the Crusades, who enjoyed cooking as a pastime. His experiments with hummus purportedly resulted in the creation of the Sultan's Forty Spice variety, which spawned many imitations



and has been a Middle Eastern favourite for centuries.

Lebanese food cannot be complete without hummus, usually served with pita bread and various garnishes. Hummus is often garnished with mushrooms, parsley, paprika, pine nuts, tomatoes, cucumber, thinly-sliced onions, or more chickpeas, sumac, or parsley and then drizzled with olive oil before serving.

Hummus is also used as an appetizer dish to accompany main courses, as part of a meze, and as a dressing for falafel, kibbeh, tabbouleh, Israeli salad, grilled chicken and eggplant. The dish is extremely popular throughout the Middle East among all population groups.

Tahini

Tahini (or “tehina”/“thina” in Arabic and Hebrew, “tahin” in Turkish, French, Dutch and Danish) is a paste made from ground sesame seeds. It is a major ingredient in hummus and other dishes from the Middle East. It can be purchased fresh, in cans, in jars, or dehydrated. Tahini comes in two varieties – ‘hulled’ and ‘unhulled’. Both types are relatively high in vitamins and proteins.

Tahini paste is often used in a wide variety of dishes. Tahini sauce is a popular condiment for meat and vegetables in Middle Eastern cuisine. It is also a main ingredient in soups, such as in the Greek tahinosoupa. In Greece and Cyprus, Tahini is served with pitta as an appetizer in tavernas, usually accompanied by Greek village salad, olives and tzatziki, or taramousalata in fish tavernas.

Baba Ganoush

Baba ganoush is the name of a popular Middle Eastern dish made primarily of eggplant (aubergine). It is another Lebanese dip consists of mashed cooked eggplant mixed with tahini, garlic, lemon juice, olive oil, and different seasonings.

In Egypt, baba ganoush is a paste made of roast or grilled eggplant and tahini, a paste made from sesame seeds. This dish is known as mutabbal in the Levant. Traditionally, the eggplant is first roasted in an oven for approximately 45 minutes. The softened flesh is scooped out, squeezed to remove excess water, and is then pureed with the tahini. It has a smokey flavour derived from roasted eggplant. There are many variants of the recipe, especially the seasoning. Possible seasonings include garlic, lemon juice, ground cumin, salt, mint, and parsley.

Manaqish

Manaqish is made with flatbread topped with different ingredients. It is a kind of an Arabic version of pizza. The name manaqish is rooted in the Arabic verb naqasha which means “to sculpt” or “to carve out”. This is in reference to how indentations are made into the flattened dough for the toppings to sit in.

Manaqish is traditionally made with one of three ingredients – minced lamb, cheese, usually akkawi or kashkaval, or za’atar. The most popular form of manaqish is a spice mixture consisting of ground dried thyme, oregano, marjoram, toasted sesame seeds, sumac, salt, and other spices. It is often

enjoyed for breakfast, as meze, or as a snack with feta cheese or labneh (yogurt cheese).

Tabbouleh

Tabbouleh is a salad of finely chopped parsley mixed with mint, tomatoes, onions, bulgur, olive oil, and lemon juice. Originally from the mountains of Lebanon and Syria, it’s become one of the most popular salads in Middle Eastern cuisine.

Tabbouleh is often served as part of meze platters. A common misconception with tabbouleh is that bulgur is the principal component of the dish. It isn’t. It’s just a supporting ingredient with the real star being the finely chopped parsley. Tabbouleh is sometimes served with lettuce leaves that can be used as a scoop for the salad.

Kibbeh

Kibbeh can take on many forms, the most famous being kibbeh nayee (raw kibbeh) which is somewhat like steak tartar. Two other common forms of the food are kibbeh bil-saneeya (baked kibbeh) and kibbeh rass (fried kibbeh), both of which usually contain a filling of cooked meat and pinenuts.

Baked kibbeh is layered in a pan with its stuffing and drizzled with olive oil, while fried kibbeh is shaped into miniature hollowed out footballs and then stuffed before being fried. Both of these cooked kibbeh are often served with refreshing yogurt sauce.

Falafel

Falafel is a fried ball or patty made from spiced fava beans and/or chickpeas. Falafel is usually served in a pita bread wrap (i.e. sandwich), and the term “falafel” commonly refers to this sandwich by synecdoche; falafel in a pita is typical street food or fast food.

Along with the falafel balls, which may be crushed onto the bread or added whole, various toppings are usually included. Falafel balls may also be eaten alone as a snack or served as part of a meze.

Shawarma

Shawarma is one of the most popular Lebanese foods made with heavily-marinated meat – usually chicken, beef, lamb, or mutton – cooked on a vertical rotisserie. Lebanese shawarma is a

descendant of the Turkish doner kebab. Thin slices of marinated meat are pierced and stacked onto a skewer. As the stack gets taller, larger pieces of meat are layered to create a cone-like shape measuring about 60 cm high. A motorized spit then slowly turns the cone to roast the outer layer against a vertical heating element.

Once cooked, thin slices of meat are shaved off and served in a pita sandwich or wrap with tomatoes, onions, cucumbers, French fries, and tahini-based sauces. Shawarma was traditionally made with lamb, mutton, or chicken.

Kousa Mahshi

Kousa Mahshi is a stuffed Lebanese dish. It is made with squash or zucchini that's been hollowed out and filled with a stuffing of rice or meat. Vegetarian versions are typically served at room temperature while variations made with meat are served hot as a main course, usually in a garlicky tomato sauce with dried mint.

Baklava

Baklava is a rich, sweet pastry found in



many cuisines of the Middle East, the Balkans and South Asia and developed in Ottoman cuisine. It is made of chopped nuts, usually walnuts or pistachios, layered with phyllo pastry, sweetened with sugar or honey syrup.

Kanafeh

Kanafeh is a dessert made with shredded filo dough soaked in sweet syrup and layered with cheese, and topped with additional ingredients like pistachio nuts or clotted cream. It is served piping hot so the cheese comes away in delicious gooey strings.

White coffee

White coffee is an herbal tea, invented in Beirut, made with orange blossom water. Traditionally served after meals in Lebanon and Syria, it is often accompanied by candied rose petals, served in tiny, delicate dishes. White coffee is a sedative, and calms the nerves while stimulating digestion after a particularly rich or heavy meal. Lebanese and Syrian white coffee contains absolutely no coffee.

Liquor

While one may not think of Lebanon as a particularly well-known wine region, there are a few beautiful Lebanese-made wines available in the United States. From the Bekaa Valley, for example, you'll find Ksara and Ch'teau Kefraya.

The entire Mediterranean rim is known for their anise-flavoured liqueurs. In the South of France there is Pastis, in Italy you'll find Sambuca, in Greece Ouzo, and in Lebanon there is the ubiquitous Arak. Arak is the national drink of Lebanon. ■

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Recipes

By Gunjit Singh Chawla, Corporate Chef, Independence Brewing Co [IBC]

Chicken Kabsa

Ingredients

Chicken Leg with Bone	160 gms
Oil	20 ml
Ginger Garlic Paste	15 gms
Cumin Powder	5 gms
Coriander Powder	5 gms
Badi Saunf	3 gms
Turmeric Powder	3 gms
Red Chilli Powder	5 gms
Saffron	0.004 gm
Bharat Spice	8 gms
Pure Cow Ghee	30 ml
Star Anise	1 gm
Cinnamon Stick	1 gm
Coriander Leaves	5 gms
Cloves	1 gm
Cardamom/ Elaichi	1 gm
Whole Black Pepper	1g gm
Bay-Leaf	1 gm
Onion	150 gm
Lemon	1 no
Water	420 ml

Kabsa Rice

Rice cooked in chicken stock	200 gms
------------------------------	---------



Haydari Sauce

Curd	100 gms
Paprika powder	20 gms
Chopped dill leaves	5 gms
Salt	2 gms
Honey	10 ml
Feta cheese	5 gms

On Line

Apricot dry	3 gms
-------------	-------

Prunes	3 gms
Pure cow ghee	8 gms
Cashew	8 gms
Raisins brown	8 gms
Coriander leaves	2 gms
Mint leaves	2 gms
Fried onion	25 gms
Hydari sauce	40 gms

Method:

To make chicken kabsa, take a heavy pot sauté onion then combine all other ingredients and cook for 2 minutes. Put chicken in the pot cooked for 2 more minutes and water and cooked until done. Strain the stock and keep it aside.

Wash rice well and cooked it in stock and strain it.

Put ghee cashew raisins rice together put fried onion and cooked chicken combine them in the pan serve in a pot dish shown above garnish it with apricot, prunes, mint, and coriander.

Give Haydari sauce on the side.

Chicken Falafel

Chicken Mixture

Chicken Mince	200 ms
Cumin Powder	4 gms
Coriander Powder	4 gms
Salt	2 gms
Bharat Spice [Arabic spice]	2 gms

Falafel Mixture

Chickpeas	200 gms
Ginger	25 gms
Garlic	25 gms
Onion	50 gms
Lemon	3 nos
Coriander Leaves	30 gms
Parsley	30 gms
Salt Black	5 gms



Cumin Powder	5 gms
Chat Masala	5 gms
Garam Masala	3 gms
Turmeric Powder	3 gm
Green Chili	2 gm

Pita	1 no
Tzatziki Sauce	30 gms
Harissa Sauce	30 gms

Method:

Prepare both mixture separate,

Add Chicken Mixture + Falafel Mixture together equal ratio

Put oil in the griller place the Keema Mixture and cook it for 8 minutes.

Place Pita on the plate spread Harissa Sauce

Put Falafel diagonal and place salad on side

Sprinkle sumac powder on top and served with Tzatziki sauce.



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Induction Technology

The induction heating technology has given an appealing and significant expression to conventional buffet arrangements. The technology furnishes every requirement for instant heating to keep food warm for longer duration when a feast buffet is organized.

The technology offers an exceptional and consistent quality of food even if it is prepared a few hours before service due to constant supply of heat that enables to retain the freshness without changing its original taste.

The system based on induction concept is devised as a thriving technical nomenclature giving multiple exciting options, especially meant for sophisticated buffet that can preserve the quality of prepared food, which every up-market hotel and banquet caterer strives for.

Array

The charm of buffet arrangements can be best determined by endowing with induction system that has set out manifold advantages. With this one can serve food in expensive dishes at buffet without fearing any virtual damage, as the system comprised of an unusual array that takes care of classy and pricey porcelain utensils.

A porcelain insert chafing case offers this facility, which takes a constant supply of 92°C temperature. Its lid is attached with special automatic quick-witted condensation drainage to drains out condensed water.

To emplace the equipment effortlessly, most systems normally have a provision of easy installation that fits seamlessly with any type of design concept. Superior quality of compounds are used to add exotic look, mostly mirror-chrome is used in chafing dish. The dish has ultimate lid retainers, which are a pleasure to behold.

Compact System

The splendour of fine porcelain utensils always remains an attraction and mark



significance for a formal dining, so manufacturers have engineered Compact-Line. It offers complete safety for porcelain in insert section that provides constant heat to avoid any damage.

Generator unit and hotplate fit together into a pleasingly styled, at-in-one fitted appliance. As soon as it is connected with power supply, it automatically takes up charge of all the inbuilt controls and everything gears up to provide a delightful feast.

The insert sections have a strong base coat made up of superior quality compound e.g. Inductherm that enables transfer of energy. The equipment offers hassle free functions, no troublesome topping-up with droplets, no uncomfortable heat build-up when food is served.

Installation

Due to its compact design, the equipment is adorned with contrived modular system so that the system can be installed without any toil. In addition, the equipment is designed to give a range of choices to users.

The single generator unit drives at least four hotplates simultaneously to suit the needs of the operation. A single two-stage energy control merely supplies a constant current to generate heat when a chafing dish is placed on its surface. The first stage offers an option of generating a heat wave

to boil pre-warmed water in case, which keeps food warm. However, its second stage is selected only when cold water is used in the case, where high temperature is needed to heat food. The design is devised in the form of a rigid frame construction, which simplifies fitting into any support surface.

Components

The induction system is comprised with special stylish round chafing dishes that need to be placed on hotplates. Artistically manufactured porcelain insert dishes that can aptly fit into the chafing dishes are available in three sizes. It has incomparable hotplates that are made from rigid chrome steel frame, which is also available with matt black frame to give more options. It has a central unit generator that controls the entire function. The central unit has two-stage rotary switch, which can be sited anywhere according to convenience.

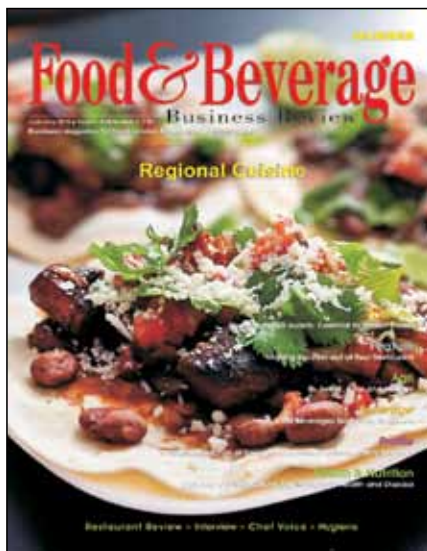
Features

The induction system is available in two basic models with differing power outputs, dimensions and number of hotplates according to requirement and budget. The entire compact, robust construction and frame are made up of Cr-Ni steel. To be more comprehensive, induction system provides high safety, quality and convenience through following features:

- Frame construction for simple fitting
- Compact power electronics for a slim line profile and reliable operation
- Maximum operational safety due to multiple protection and monitoring features
- Electronic mains input power limiter
- No need to preheat hotplates that saves energy remarkably
- Heat output ceases the moment a vessel is removed from the hotplate
- Hotplate area cleans easily (vessels are hot-ceramic stays cool)
- The system can be operated safely with no extra radiant heat.

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“I am a Result-Oriented, Passionate Chef”

Jnana Ranjan Panda, Regional Executive Chef, The Orchid Hotel, Pune

A passionate, confident, and creative chef who is skilled at planning menus, manage budgets and lead a team to deliver the best, Chef Jnana Ranjan Panda holds a responsible position of Regional Executive Chef at The Orchid Hotel, Pune. With extensive work experience in various reputed hotels and cruise lines, he has been honoured with several awards and Recognition Certificates, including the Lifetime Achievement and International Chef Award in Chandigarh. His unique and innovative cooking techniques have won him many accolades and appreciation from guests and colleagues alike.

Jnana Ranjan Panda's culinary expertise, dedication, and passion have made him one of the most sought-after chefs in the industry. Born and brought up in Cuttack, Odisha, apart from following incessantly his culinary skills, Jnana Ranjan Panda is also a cricket enthusiast and loves to play the sport in his free time.

In an informal chat with Chef Jnana Ranjan Panda, **Sharmila Chand** find out why salt is his favourite star ingredient, his biggest inspirations and where you'll find him when he is off duty....

What is your philosophy of cooking?

My cooking philosophy is based on a set of guiding principles that influence the way I approach making food. I like to pay attention to detailing in cooking so as to successfully able catering in all areas of the hospitality sector, from fine dining to banquets.

What is your area of expertise?

European, Pan Asian and Mediterranean cuisine.

Had you not been doing this then what?

Excellence in the field of law, as an advocate.

What is your source of inspiration?

I have been inspired by my mother. She used to make authentic mouthwatering dishes that always tasted delicious. So, it was hard to not notice and be inspired. I remember during my college days, I used to make these dishes using my mother's recipes, and everyone used to love them. My friends would fondly mention that one day I'll be an amazing chef.

What has been the most rewarding moment in your career?

Winning The International Chef Award

in Chandigarh in December 2013 was the most memorable and rewarding moment of my life. Everyone who dreams to be a chef would say that being recognized by the industry is truly gratifying.

How has the journey been so far?

My journey so far has been a great learning as well. I started my career giving various interviews at hotels with very little to almost no resources. I used to sleep at railway stations to attend most of these interviews in Chennai, because traveling or staying at a motel was a luxury I couldn't afford. With a lot of hard work, struggle, patience and by God's grace, today I am designated as Regional Head Chef at The Orchid Hotel, Pune.

What skills are necessary to be a good chef?

A good and thorough knowledge of the food and spices you work is a necessity. Patience along with good interpersonal skills is a must. As a chef, you must have patience and you need to work along with a team as it's not a one man's job. As the industry grows and new opportunities open up, you need to keep yourself open and keep yourself up-to-date. You should be always willing to learn new things.

How do you de-stress yourself?

I like to sit back and remember my good old days. It's always important to stay connected to your roots and know where you came from.

A game of cricket is what rejuvenates me so I look forward to heading towards the cricket ground with my cricket buddies.

Favorite Ingredient?

Salt is my favorite ingredient. As salt plays a balancing role in preparation of food. Similarly, I tend to be a balanced person in my life.

Fav Cuisine?

Mediterranean Cuisine

Fav Spice?

Samak. Balancing the Mediterranean food.

Fav Equipment?

Spoon. It helps me to find out the quality of the food by tasting it.

Fav Restaurant/Food Joint?

Nagarjuna Restaurant located in Bangalore. The story of Nagarjuna began over three decades ago, when a humble agriculturist from interior Andhra Pradesh, took a rather bold step of bringing his native rustic foods to the swish city of Bangalore. His home-style food is cooked and served with joy, just the way it is done back home - with simplicity and love. This reminds me of the time my mother used to cook, with love and joy.

Your Fav Diner?

We had a very special guest Shaktikanta Das, RBI Governor, we had served him with typical Odia cuisine which was one of my mother's recipes. He was surprised by the taste of the food and praised me by saying that his grandmother used to cook food just the same way that I did. It was a very heart-warming experience

You Favorite Culinary Destination?

New York. The kind and variety of smoothies and American Barbeques they serve are the best in the world.

The Best Compliment you have received?

By Shaktikanta Das RBI Governor, shared above.

What is your philosophy of work?

Passion is the reason we do what we do...it's what drives us every day.

Lessons learnt in the kitchen?

Respect the food and say no to wastage of the food.

Last meal on Earth: What would you choose?

My home-cooked food.

What are your future plans?

To introduce a restaurant, which will have my culinary creative recipes?

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

Be calm and patient. Improve your learning skills and work hard in the field.



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Food Safety at Wedding

In the wedding celebrations, one of the most important attractions for the guests is the food. Indian wedding celebrations are an elaborate affair. In India, the multiple wedding related functions spanning a minimum of three days require multitudinous menus.

Wedding caterers need to offer unique and exquisite cuisines but they also need to keep food safety in mind while preparing food products. The safer the food experience, higher would be the demand for the caterers. Therefore if you wish to be a wedding caterer par excellence you need to ensure that your food is tasty but also is completely safe.

Wedding feasts therefore, require a huge amount of planning right from procuring the best possible ingredients to handling, storing, preparing, serving and transporting food while maintaining hygiene and preserving its freshness. You also need to consider the number of people you are catering for and the time at which the food is to be served so it does not get a chance to allow bacterial growth. If you are serving cold food products you must know for how long the fresh cut fruit desserts, salads, cold fish, ice-cream, etc. can be safe to eat without refrigeration.

Procurement

Food preparation plays a vital role in keeping away possible hazards pertaining to right from raw materials to final dishes. Caterers that follow food preparation norms as laid down in the FSSAI regulations are much more likely to keep their consumers safe as well as their own reputation than who don't.

The first step is to procure raw materials only from licensed vendors as that helps prevent chemical and physical hazards from entering vegetables, pulses, rice, spices, etc. Furthermore, raw milk must be only supplied by certified vendors because toxins produced by staph bacteria can appear in unpasteurised milk and cheese, and these

cannot be destroyed by cooking.

Similarly, procure meat and chicken only from vendors that have been certified by the veterinary surgeon. Only those colours, additives and flavours must be used which are approved by food regulations. Use only branded packaged oil for cooking.

Taking these precautionary steps prevents hazards from entering food products right at the beginning.

Venue's Suitability

If you are planning to cook food at the wedding venue then it is in your best interest to ensure the cleanliness of the food preparation area. Are the walls, ceilings



and floors clean? Is the venue designed to prevent the entry of pests and vermins? Are there sufficient food preparation surfaces to handle vegetarian and non-vegetarian food products so that the possibility of cross-contamination is greatly reduced?

Keep in mind that the venue must have enough space to prepare, store and serve food according to the volume of the food prepared. Any food for human consumption cannot be prepared under unhygienic or unsanitary conditions. Doing so in India can invite a penalty. Besides if there is an outbreak of food poisoning, it can permanently mar the reputation of the wedding caterer. This is especially true in this age of powerful social media.

The Crucial Role of Water

Keep in mind that the kitchen area in the wedding venue must have a running supply of potable water and the water supply must be chlorinated or ozone water. Water is also needed to thoroughly clean vegetables and meats and also to clean and disinfect food preparation surfaces, cooking and serving utensils.



So the water supply should be sufficient and safe as unsafe water can cause a number of water- borne diseases. All drinking water, and water used for preparing beverages and ice must be stored in a sanitary condition in containers that should have taps for withdrawing it.

Right Temperature Maintenance

If there is no kitchen at the wedding venue and you have to transport the food from

another location then you must ensure that you have the required equipment to keep the food hot. If re-heating is required then you must have heat sources that ensure that food reaches a temperature of up to 70°C as that temperature is required to destroy or minimise bacteria.

Food that is in hot holding equipments must not be mixed with food that is already on display as the previously served food might have been on display beyond two

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hours. It goes without saying that food that is left uncovered will attract flies, and contaminants like dust particles will find their way into food. Besides being properly covered, hot served foods must also be stirred constantly so they remain evenly hot. The practice of using higher quantity of oil to keep food hot for longer periods must not be used as excess oil in food can pose a health hazard.

Dealing with High Risk Food

Fresh fruits, salads, confectionery items, chutneys, cream, cold platters become easy target for microbial contamination. These are high risk food products and if they are not consumed within two hours of preparation then they must be refrigerated at 5°C or lower as bacteria begin to multiply when the temperature of food is above 5°C.

If caterers use their own refrigerated van then it must be parked close to the venue. In case there is no way to refrigerate high risk food at the wedding venue or close to the wedding venue, then you must time the delivery in such a way that such food products are consumed within two hours of their preparation. Or change the menu, if food safety is compromised.

Cold desserts like ice-cream, rasmalai, etc. are quickly perishable and are subject to microbial contamination if not stored appropriately. If electric freezer is not available then perishable cold desserts must be stored in ice-cream carts or in insulated ice-boxes packed with dry ice. High risk food products and cold desserts also need to be handled with care when serving them as they can get contaminated easily and so gloves should be worn at all times while serving them.

Thawing and Cooking Temperatures

Wedding caterers who use frozen food products must ensure that they are thawed thoroughly before they are cooked. Meat and chicken might not be cooked to the centre if they are not thawed fully. It is best to thaw food products in the refrigerator or in a microwave. Do not leave food outside on a surface to thaw. The food products requiring cooking must be cooked in a way so that their internal core temperature reaches 70°C, as this temperature is required to decimate bacteria. In fact, meat and poultry must be cooked to a temperature of 74°C



to make them completely safe.

Caterers use calibrated probe thermometers to check that correct cooking temperatures are reached. Probes are disinfected before and after use. It should be remembered that undercooking food like meats allows bacteria to survive and this can cause food poisoning. Similarly, slow cooking and slow re-heating at temperatures ranging between 20°C to 50°C can cause bacteria to grow faster. Also cooking food much in advance of the consumption time increases the risk of bacterial contamination.

The Role of Equipments

Another important aspect to keep in mind when cooking is to use separate equipment and utensils for vegetarian and non-vegetarian cooking, and for cooked and uncooked food, so as to prevent cross-contamination. Knives, tongs, cutting boards, etc. must be separate for raw and ready-to-eat food and they must be cleaned and sanitised between each use.

Check to see that cooking equipment is made of steel, brass and not of aluminium or other corrodible material. According to experts cooking utensils must be flat bottomed as that helps to distribute heat evenly so that all parts of the food are cooked at the right temperature.

Health and Hygiene of Kitchen Staff

Most wedding caterers employ additional temporary staff for cooking and servicing if the catering order is big. It should be remembered that anyone handling food in the kitchen or in the service area must be suitably trained and supervised.

Sometimes food can be contaminated by *S. aureus* bacteria by food service workers

who handle food without washing their hands. Maintaining personal hygiene is extremely important and emphasis must be laid to train all staff to follow all hygiene rules like washing hands before handling food and after toilet use, and not smoking, coughing, sneezing, scratching, or touching hair or nose when handling food.

It is an FSSAI requirement for all workers, whether permanent or temporary, to undergo a health check if they handle food. If a food handler has any cuts or abrasions, a skin infection or has recently had diarrhoea then he/she must not handle food in the kitchen, serve food or work as waiter, as the food can be contaminated or infection can be passed to the wedding guests through him/her.

Moreover, as a wedding caterer of repute you must provide clean uniforms, aprons, gloves, caps for the cooking and serving staff. Hair of the staff handling or serving food must be tied back neatly. Disposal towels and anti-bacterial soap must be available for washing hands of the staff handling and serving food. Food poisoning outbreaks can occur in commercial kitchens when workers don't handle or store food properly.

Transportation of Cooked Food

When transporting food to the wedding venue, caterers must use food grade, easy to clean, and covered containers. Cardboard boxes are hardly suitable for transporting food safely and hygienically. Moreover, the vehicle must be clean and must not be used to transport other goods so as to avoid the risk of contamination.

When transporting the food, the temperature needs to be controlled to ensure food is kept hot at above 60°C or cold at below 5°C. For short journeys, insulated boxes with cold packs can also be used while for longer journeys a refrigerated vehicle is ideal. Once it arrives at the venue the temperature must be checked and food must be re-heated to the adequate temperature.

Food poisoning is possibly the caterer's worst nightmare. As a wedding caterer if you have ensured proper handling, storing and transporting of food then there should not be any danger of food poisoning. After the wedding is over you will know all has gone well if you get calls from wedding guests to cater food for them too. ■

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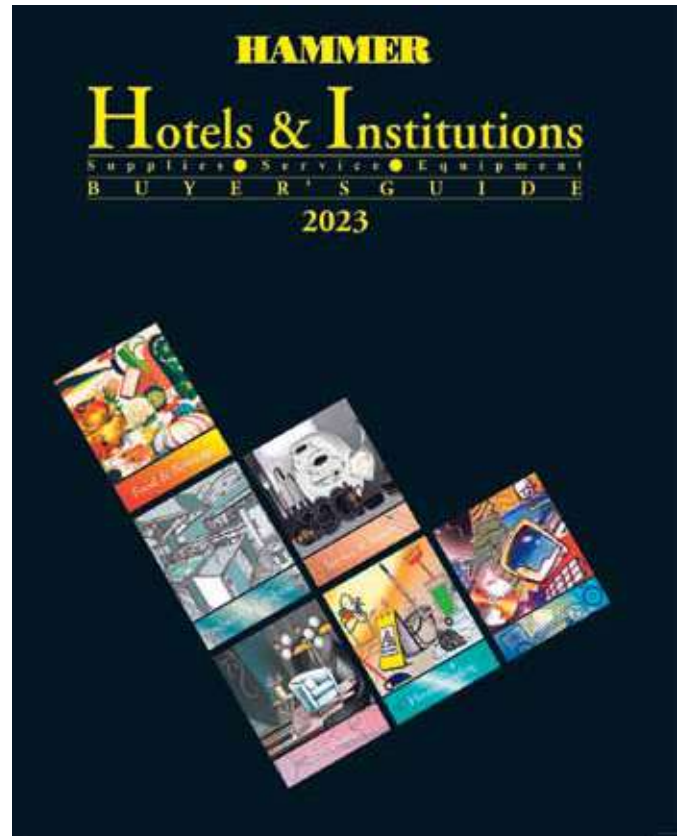
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ChocoMan 30 and ChocoMan 15 – New Deluxe Model for both of its popular machines - ChocoMan 30 and ChocoMan 15 with new feature - Night Heat Mode, wherein Chocolate slabs, broken into smaller pieces, can be put in the machine overnight and by morning, the chocolate is melted to the desired temperature and ready for production. This is a great time saving device. They have also added a Motor Protection feature, wherein the machine's motor will only activate if the Chocolate in the tub is in semi-liquid or liquid condition, thus keeping the Motor safe.



In addition, ChocoMan 15 and ChocoMan 30 machines are equipped with a Lower Arm, which imitates our hand movement. This helps to melt chocolate quickly, keep the liquid chocolate in constant motion and prevent it from solidifying.

ChocoMan Melt 12 and Melt 6 - They have also introduced new, high - quality Chocolate Melter/ Warmers - ChocoMan Melt 12 and Melt 6. These are heavy-duty machines, equipped with Day and Night Heat mode. Heat transfer can be done by air or water as desired by the user. International quality heaters and insulation have been used to make them more efficient.

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Wood Fire Ovens

Wood-fire ovens are a traditional method, still used to impart perfect flavour to food. Besides being used for making authentic Pizza's they are a true alternative to a convection oven for braising, roasting, baking, etc.

Wood fired ovens don't only provide exquisite delight to the chefs while cooking, they also provide the customers with the experience of having flavourful food prepared in front of them.

Having mastered the art of ancient wood burning technology and modern engineering, Wood Fire Co. has developed aesthetically engineered and durable wood burning ovens, built for commercial, semi commercial and residential use. As the leading manufacturer of such ovens in India, they offer both the 'traditional fixed' and 'portable ovens', which can be designed to complement the aesthetics of any space. These ovens are available in a wide range of colours, patterns, textures, and facade finishes.

A common feature of these ovens is a large opening that accommodates all sizes of roasting pans, trays, etc., providing the flexibility to cook multiple dishes at the same time. The ovens have a triple layer insulation to minimize radiant heat loss and therefore, reducing the amount of wood or gas needed to maintain the right temperature for cooking. The firebrick dome gives the best cooking experience because of its ability to reflect and retain heat along with the advantage of making these the most long lasting ovens.

Manufactured using only the best quality steel and refractory materials, these ovens can be used outdoor as well as indoor. Select the oven that best suits your requirement from the variety of choices available.

Wood Fire Co. India
sales@wfc.in



Best Tasting Syrups

From the foothills of the French Alps to cafes, pubs and resto-bars all across the world, Mathieu Teisseire's 300 year old legacy has truly shaped the way we drink. Mathieu Teisseire introduced premium legacy bottles engraved with the brand signature on the bottle itself, evoking an interest in the heritage of Mathieu Teisseire.

At Mathieu Teisseire True flavour is passion. The out journey of mastering flavours began with a beautiful, ripe cherry. With the use of purest ingredients and naturally-filtered water from the French Alps, Mathieu Teisseire produces the finest and the best tasting syrups.

Aspiring for a premium quality and best taste, Mathieu Teisseire use real fruits and incorporate most of syrup recipes with the highest juice content of up to 38% with lowest-sugar crystallization.

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“My first Love is to Excel in Hospitality”

Tarun Samvedi, Food And Beverage Manager, The Orchid Hotel Mumbai

With over 17 years of experience in the hospitality Industry, Tarun Samvedi holds an expertise in Food and Beverage Service & Sales. In his current role as the Food and Beverage Manager of The Orchid Hotel, Mumbai, he heads the food and beverage operations and catering sales activities of the hotel which boasts of four restaurants and more than 26,000 square feet of banquet space.

He started his career with Marriott International's flagship property, JW Marriott Juhu as an associate and completed 12 years with the hotel handling responsibilities related to restaurants, banquet operations, wedding sales and events. He then moved on to The Westin Mumbai Garden City as the Assistant Director of Events. Across his various roles, Tarun has remained committed to delivering customer delight and putting his team first. A big believer of training and empowering new members of his team, he is a popular and respected leader.

When not working, Tarun enjoys spending time with his friends and family, playing cricket and visiting pilgrimage places.

In an informal chat with **Sharmila Chand**, he talks about his working philosophy and the tips he gives to strengthen his team....

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

As the Food and Beverage Head, my passion lies in fulfilling our guests' essential needs by providing them with the right nutrients and energy through our food. Beyond sustenance, food also holds significance in shaping cultural identity and traditions, serving as a catalyst for bringing people together and fostering shared experiences.

Our team takes pride in being proactive contributors to sustainability, actively addressing environmental issues. The



Orchid Hotel has been at the forefront of taking steps towards waste reduction, utilising renewable energy sources, and developing sustainable packaging materials, leading the way in sustainable hospitality practices.

What is your working philosophy?

I always tell my team to follow basics at work as this is what is missing in the present generation. In order to do fancy things, we should not miss out on important basics at work which will always remain as foundation for successful work operations.

What is the USP of your F&B outlets/ brand?

Our brand is well known for its food. We have Boulevard as a 24-hour coffee shop offering lavish buffets for Breakfast, Lunch, and Dinner. SOV – ‘South of Vindhyas’ represents food predominantly from the Southern region. ‘Mostly Grills’ is a rooftop restaurant with a full-fledged bar serving multi-cuisine food to the diners. ‘Merlin’s 99’ – the whisky lounge is a high-end bar which is aesthetically made to elevate

customer experience and leave a high impact on consumers.

How is your experience at the present job?

As the Food and Beverage Head at Orchid Hotel, I find great joy in connecting with both my team and our guests. Being a leader in this role requires flexibility and quick adaptability, as we strive to provide exceptional service in a dynamic environment. What truly excites me is the opportunity to implement and uphold the sustainability practices that are a hallmark of our first Ecotel hotel. It's fulfilling to be part of a team that prioritizes environmentally responsible practices and makes a positive impact on the hospitality industry.

What kind of pressures have you encountered at work?

Pressures are usually there to achieve targets, which mean to push yourself and the team at work.

Is your job challenging?

Yes, my job is challenging, but I have a lot of fun doing my things too. The major areas of challenge are human resources, skills shortage, changing customer demands, digital transformation, cost of maintenance, local regulations, and standards.

Can you suggest any tips or insights you exercise to strengthen your team?

I usually tell my team to focus on taking ownership and improve communication skills which are a must in our industry.

Anything else you would like to say?

In the hospitality industry we must keep pace with the changing times and demands. However we should not forget the basic principles of our profession as that will never change.



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