

JUNE-JULY '23 VOL. XV NO. 1 ₹ 100

BAKERY

Business Magazine for Bakery & Confectionery Professionals

REVIEW

Burping on Burger

Business
Brewing Business

Feature
The Snack Age

Ingredient
Spelt, a Healthy Alternative?

Product
The Roll with a Hole

Beverage
Sorbet: Absolutely Irresistible!

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39, Daryacha, Hauz Khas Village Road, New Delhi

Publisher cum Editor

Rajneesh Sharma

rajneeshhammer@gmail.com

Resident Editor

Sharmila Chand (Delhi)

Ashok Malkani (Mumbai)

Layout & Design

Hari Kumar V

Production Assistant

Jyoti Gupta

Advertising Sales

Sumesh Sharma

Director Sales

Sanjay Anand

Mobile: +91 9811136837

Director Operations

Rajat Taneja

Mobile: +91 9810315463

Editorial & Advertising Office:

Hammer Publishers Pvt. Ltd.

206, Samrat Bhawan, Ranjeet Nagar Commercial Complex, New Delhi-110008

Phone: 91-11- 45084903, 45093486

E-mail: info@hammer.co.in

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Editorial



One segment of the foodservice industry which is expected to garner impressive growth in the near future happens to be the QSR segment. And it is the burger which seems to be the hottest product in the Indian QSR market, as the industry's response indicates the trend that burger market has huge potential in India. The Cover Story views various aspects of this delectable snack.

The rise in coffee consumption in our country has the potential to give an impetus to the Bakery and Foodservice industry. The consumption pattern of coffee in India has made diverse geographical inroads during the course of the last decade, primarily because of the proliferation of coffee café chains across the length and breadth of the country. And the proliferation of chains of coffee outlets can again be attributed to the demand side story. Business story discusses the phenomenon of the growing spread of coffee culture across India.

A snack is smaller than a regular meal, generally eaten between meals. This definition of a snack indicates how broad a category it is. There are no official prescribed snacking meal times and snacks come in vast varieties, in both sweet and savoury options. The feature story finds how important it is to give a serious thought about the kind of snacks one consumes.

Besides these, we have also covered a gamut of issues that may attract the industry, ranging from probiotics, beverage, ingredient to product and operations. We hope our readers would find enough food for thought between the covers.

BAKERY

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THE PASTRY EVENT



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Third Edition

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



INDIA INTERNATIONAL
HOSPITALITY EXPO
AUGUST 2-5, 2023



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

The Event

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

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

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

It will be an opportunity to share experiences and a platform to learn, teach, network with the best Pastry Chefs for young people who represent the future of the international pastry-

making sector. It is the competition with a vital role to play in achieving a career at the highest of technical standard.

Theme

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

The entries are open for the interested candidates.

Contact:

Sanjay Anand/Rajat Taneja
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6th Edition of the India International Hospitality Expo 2023

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

India Expo Centre & Mart is poised to hold the sixth consecutive India International Hospitality Expo (IHE) 2023 after throwing five blockbuster events in a row. The countdown has begun for the most viable hospitality exposition in India, which has emerged as the country's leading B2B show designed to cater exclusively for the hospitality and food sectors.

The Expo will be held from August 2-5, providing comprehensive B2B business and sourcing solutions under one roof that are relevant to the hospitality and food sectors, like Amenities, F&B and Kitchen Equipment, Furniture and Furnishings, Linen & Uniform, Housekeeping, Laundry, Tableware items, and more. The show has emerged as the most sought-after sourcing hub for the hospitality and F&B industries. The conglomeration of 1000+ brands and 25000+ visitors will give a significant boost to the Hospitality sector. The wide spectrum of hospitality associates and service providers will have their opportunity to connect internationally and network with potential buyers to boost their business globally.

This year, the exhibition will focus on 'plant-based food products and manufacturing'. The conference sessions proposed during the 4-day IHE-2023 will focus on sustainability and environment friendly practices in the hospitality industry. The conference will also be loaded with knowledge-based discussions by industry leaders on emerging market opportunities, technologies, and sourcing alternatives.

The Expo will also feature masterclasses on culinary and mixology by renowned chefs. Chef Harpal Singh Sokhi, Davinder Singh, Nandlal, Nishant Choubey, Michael Swamy and Sommelier Ankur Chawla will interact with gourmets and young culinarians to disseminate knowledge about new culinary trends and innovation in the F&B industry. Adding to the attraction, Wine Certification Course and Sommelier Competition will be conducted for young mixologists and



sommeliers in the industry.

The IHE Excellence Awards, an USP of this show, have more to offer this time with new categories which will be another fascination for the best hospitality service providers and associates in the industry. They will be honoured with the prestigious awards as recognition of their contribution and achievement in these sectors which will boost their morale and make them celebrities.

Big names in the Hospitality and Catering business have also joined hands with IHE2023 this year. Purchasing Professionals Forum India (PPFI), Jharkhand Catering Association (JCA), Women's Indian Chamber of Commerce and Industry (WICCI), and Professional Housekeeping Association (PHA) are onboard as supporting partners for IHE-2023.

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, and guest houses, as well as fine dining restaurants and cloud kitchens. If you're somehow linked to the hospitality sector, you're cordially invited to know how we can help you grow your business by sourcing from the best."



India Expo Centre & Mart (IEML) has witnessed several grand exhibitions and prestigious events like Auto Expo, Elecrama, COP14, and IHGF. It has been the venue of choice for the 12 biggest trade shows in India and is spread across an area of approximately 2.5 million square meters.

IHE 2023 is expected to break all the records of previous events, as our teams have been working round the clock to make this a fruitful business event and experience for our exhibitors and visitors. It will be much more than an exhibition. It is expected to be a knowledge fest for professionals engaged in the food and hospitality sectors. From students of hotel management and culinary artists to the professionals in the F&B, front office, housekeeping, kitchen management, purchase, and engineering departments of hotels, the IHE-2023 has a lot to offer to everyone in the industry.

If you've been waiting to upgrade your Hospitality and F&B businesses, it's a golden opportunity to source from the best.

For further information, visit the website at www.ihexpo.com



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Baking Bad Now in Mumbai

Baking Bad, a homegrown brand that debuted in 2015 with a focus to transform pizzas into gourmet handcrafted products, has been launched in Mumbai. Founded by husband-wife duo - Saniya Puniani and Arjun Jaiswal, Baking Bad stemmed from



their undying passion for delicious food coupled with an intense love for the dish that gave birth to the brand. Using only the finest quality ingredients and raw material, the brand is one of Delhi NCR's first cloud kitchen deliveries and has positioned itself as a gourmet pizza business.

With various menu items inspired by their travels, Baking Bad's menu went on to feature quintessential Neapolitan-style pizzas. The brand's menu presents much-loved pizzas with familiar traditional toppings, often with tweaks, such as a Peri Peri Margherita, or one with Burrata! Their most ordered pizza, however, is their custom option that allows the customer to create a pizza using toppings of their choice. The menu also features unique flavour combinations that are likely to catch you by surprise, and several pizzas feature exotic ingredients like Chilli Oil, Pimento Peppers and Fried Basil. They've also covered classics like the Quattro Formaggi. Baking Bad's made leeway for dietary restrictions, as well, with gluten-free crust options and vegan cheese.

Today, the brand sells more than 4000 pizzas a month and has become a household favourite. In 8 years, the brand has set up their cloud kitchens across the country, by making a presence in Delhi NCR, Bengaluru, and now in Mumbai - an audience that loves good food just as much as the folks over at the capital do, and can be even more discerning!

'Donut Dreamland' by MOD

Mad Over Donuts has recently announced its all-new collection, Donut Dreamland, which has been specially curated for tiny donut lovers. Donut Dreamland is where a chocolaty marvel of unicorns, rainbows and pandas awaits little kids. Magical Crunch, Panda Pop, and Unicorn Tales are something that the tiny monsters should surely look out for. The fluffy Panda Pop donut, garnished with butter cream, oreo, & dark chocolate is sure to make kids want more. The Unicorn donut dipped in chocolate and topped with a chocolate cone is the secret to getting transported to a magical land. And if you like to play around with colours, then the rainbow donut is sure to appease your taste buds with butter cream and butterscotch crumbs. The Donut Dreamland assortment will surely make little fans smile out loud and say hurrah.



PizzaExpress Opens in Hyderabad

PizzaExpress has opened its brand new outlet in Hyderabad. The brand was brought to India by Gourmet Investments Private Limited (GIPL), venture of Bharti Family office, headed by Ramit Bharti Mittal as the chairman. GIPL holds the master franchise rights for PizzaExpress in India along with franchise rights for Ministry of Crab. The first PizzaExpress opened in India in the year 2012 in Colaba, Mumbai. Currently there are 18 restaurants across 6 cities in India. GIPL plans to open 100+ PizzaExpress stores over the next few years.

PizzaExpress is known for its handcrafted gourmet pizzas, using the finest ingredients. It is available in two bases; one, the 1965 Original Traditional Pizza with the "Classic" Base and the other; the thinner, crispier "Romana" base inspired by pizzas from Rome. In addition to Pizzas there is healthy variety of Pastas



and appetizers along with delectable cheesecakes (available in 6 different flavours) and other desserts plus fresh Italian coffee which makes every PizzaExpress meal special.

Other speciality products include signature Dough balls served with a trio of dips & speciality Pizzas like Calabrese - our iconic rectangular Pizza (invented by the Michelin star Chef), Leggera - Pizza under 600 calories & Calzone - The folded Pizza.

Ramit Bharti Mittal, Chairman GIPL on this occasion said, "We're excited to bring PizzaExpress to the people of Hyderabad! PizzaExpress is not your typical casual dining restaurant. We strive to provide not just a wholesome wine & dine experience for true pizza lovers, but also give that perfect casual yet modern café and pizzeria vibe for people to hang out and chill with their friends, family and colleagues."

PizzaExpress has also recently launched Grab & Go Fresh as a part of their offering. PizzaExpress is the first brand in country which serves fresh Grab & Go. The Grab & Go items are made fresh every 4-6 hours to cater to people on-the-go while majority of other brands serve chilled product. Also, the offering is unique to PizzaExpress as it's inspired by Naples Street food.

The menu offers "Pizza by the Slice", "Piadina" - A traditional Italian Flatbread sandwich, "Napoletana Pizza - Classic Naples style Pizza - light, crisp & airy, along with Italian signature salads and an array of delectable cheesecakes and other desserts. The Grab & Go offering coupled their fresh Italian coffee makes a perfect meal for the on-goers.



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Keventers Launches New Milkshake Flavours

Keventers, a name synonymous with unparalleled milkshake perfection and delectable recipes, has launched its brand-new milkshake flavours. With the debut of its season special Ferrero Rocher, Belgian Chocolate, and Original Biscoff Milkshake, the brand continues to redefine indulgence for its consumers.

Prepare to embark on a sensory journey with our very special Original Biscoff milkshake. For those with a fondness for



irresistible caramelized biscuit goodness, this milkshake is a must-try! Infused with rich lotus biscoff spread, delectable chocolate cookies and silky caramel syrup, this divine beverage is to die for.

The creamy Ferrero Rocher Milkshake is a blissful blend of rich chocolate and unmistakable hazelnut goodness, that will make every sip count! Every chocolate lover's dream, now translated into the oh-so-delicious Keventers Belgian Chocolate milkshake is sure to immerse you in a realm of pure cocoa-infused delight.

Agastya Dalmia, Founder & CEO of Keventers, comments on the new taste profiles: "We are excited to introduce these new milkshake flavours as a testament to our dedication to innovation and delivering exceptional taste experiences. Our loyal customers have come to expect nothing short of perfection from us, and we believe these new inclusions will exceed their expectations, elevating their beverage indulgence to new heights!"

Monsoon Menu Coffee Collection

Ritual Daily Coffee has unveiled its highly anticipated Monsoon Menu Coffee Collection. Designed to complement the soothing ambiance of the monsoon season, these carefully crafted coffee recipes are set to captivate the taste buds of coffee lovers and bring a delightful twist to their mornings.



The Monsoon Menu Coffee Collection delights coffee enthusiasts with an alluring Orange Latte, infusing the familiar comfort of a Latte with double shot of espresso and a touch of citrus orange. The Matcha Latte takes centre stage with its captivating combination of steamed milk and the delicate bitterness of matcha green tea. This invigorating blend not only tantalises the taste buds but also offers potential health benefits, making it a truly exceptional beverage to savour during the monsoon season.

The Cinnamon Latte presents a delightful blend of fragrant cinnamon and Double Shot Espresso with Steamed Milk. A luscious Hot Chocolate that is sure to warm hearts and hands on rainy days. The rich, velvety texture and the luxurious blend of high-quality chocolate provide ultimate comfort during the monsoon season.

Alongside Monsoon Menu Coffee Collection, patrons can also enjoy range of delectable cakes, cookies and cheesecakes which are carefully selected to complement the rich aromas of our coffee creations.

99 Pancakes Ventures into Café Model

99 Pancakes, India's first QSR chain in the pancakes segment, launched its first café in Nasik, Maharashtra.

The new café is located in the heart of the city on College Road. The company will operate on a company owned company operated model for this cafe to provide the best. The pancake specialty QSR has entered the second new segment with its first café in Nasik after venturing into the FMCG segment.



The food menu is tailored to suit college students, kids, and working individuals. A variety of coffee is being offered at the café, along with pancakes, waffles, fries, pizza, and cakes. 99 Pancakes operates more than forty-five outlets across fifteen cities in India. The QSR brand is planning to expand in the Middle East. Moreover, QSR opened the outlet in Prayagraj this year.

Talking about venturing into the café model, Vikesh Shah, Founder of 99 Pancakes, "We are so excited to open our café. We look forward to welcoming more people into our tribe. The journey till now has been filled with learnings and innovations. The major goal is to make the brand the go-to neighborhood cafe for young people who like to eat and enjoy gourmet places without digging a hole in their pockets."



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Westfalia Fruit Strengthens its India Presence

West-In Avo is looking to expand the total nursery capacity to propagate over 100,000 plants a year and also start producing clonal plants, which have better tolerance to phytophthora root rot and is also ideally suited for the high rainfall tropical growing conditions in the Western Ghats region. West-In Avo is looking to work with large and small growers in this region to expand avocado growing areas from the current plantation of 120 hectares to over 1000 hectares in the next 3-4 years.



"We have had a strong start to our partnership in India, establishing ourselves as the market leader in avocados - having the largest growing footprint of avocado orchards and also marketing of avocado fruit in the Indian market. We see a great potential for India developing into a large market for growing Hass avocados for both domestic consumption and exports and Westfalia Fruit will take a leadership role in establishing the avocado industry in India," mentioned Alk Brand, Group CEO of Westfalia Fruit Group.

GVK Naidu, MD of Sam Agri Group added, "Being the first integrated avocado project in India, we have built a very strong relationship with our grower partners by providing the highest quality planting material, continued technical support, develop package of practices for Indian conditions and also offer buy back of produce for marketing."

TCP Launches Tata Coffee Gold- Cold Brew

Tata Consumer Products (TCP), the consumer products company uniting the principal food and beverage interests of the Tata Group under one umbrella, announced its entry into the Ready-to-Drink Cold Coffee category with the launch of Tata Coffee Gold- Cold Brew. This latest offering aims to redefine the coffee experience by delivering a unique blend of cold brew maintaining a rounded taste profile without any bitterness.



Carefully crafted for those who appreciate the finer things in life, this new beverage steeped for more than 12 hours offers a strong, rich, velvety taste that will captivate coffee connoisseurs. This well-crafted recipe ensures that each sip provides a perfect balance between indulgence and mindful consumption, making it an ideal lifestyle choice for coffee lovers. One of the key highlights of Tata Coffee Gold- Cold Brew Ready-to-Drink Coffee is its low sugar content, catering to health-conscious individuals without compromising on taste.

Tata Coffee Gold is brewed with cold water to retain its smoothness, using only the finest ingredients and is available in three variants – Classic, Mocha, and Hazelnut. Free from any artificial flavorings, it offers an authentic and genuine coffee experience that is both refreshing and satisfying.

Speaking about the new launch, Vikram Grover, MD NourishCo Beverages Limited, Tata Consumer Products (the Ready-to-Drink business of Tata Consumer Products) said, "Our aim with Tata Coffee Gold- Cold Brew Ready-to-Drink Coffee is to provide an unparalleled coffee experience to our discerning customers. We have meticulously crafted this beverage to cater to the needs of coffee enthusiasts who appreciate a perfect blend of taste, quality, and convenience. With Tata Coffee Gold- Cold Brew, we are offering a product that delivers a rich, rounded taste without any bitterness, while still providing a cold brewed coffee hit."

"Magic Bhujia" a New Flavour from Bikano

Bikano has introduced a new flavour of bhujia called "Magic Bhujia" in order to expand the range of its products and cater to the growing demand of its customers. The new "Magic Bhujia" flavour will feature a distinctive blend of spices and will be available in 18g, 38g, and 200g pack sizes, priced at Rs 5, Rs 10, and Rs 59 respectively. Bikano is primarily focusing on the North Indian market with the introduction of its new product, specifically targeting individuals between the ages of 15 and 35 years.



The snack industry in India is experiencing rapid expansion, with the salty snacks market valued at 47,000 crores, according to agency reports. It is anticipated that the market will exhibit a growth rate (CAGR) of 10% from 2023-2028. Taking advantage of this growing trend, Bikano aims to achieve a 20% growth in the Bhujia category after the launch of its new "Magic Bhujia" flavour.

"Bhujia is a highly popular snack in India due to its crispy, crunchy, and delicious texture, making it a favourite among customers. For Indians, bhujia is not just a snack but a food mood and a top contender in the Indian namkeen category. Bikano understands and values the love for bhujias, which is why we have introduced a new and unique flavour to meet the changing demands of customers and provide them with a unique taste experience. This new product launch represents Bikano's commitment to innovation, even in a seemingly basic product like bhujia" said Manish Aggarwal, Director, Bikano, Bikanervala Foods Pvt. Ltd.



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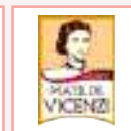
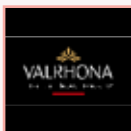


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Mumbai : 401-C, 4th Floor, Hyde Park, Saki Vihar Road, Opp. Ansa Industrial Estate Andheri (East),

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Cherries from U.S. Pacific Northwest Launched in India

The Northwest Cherry Growers (NWCG), a trade association based in the state of Washington in the U.S.A. have launched their promotion campaign in India to introduce this summer's crop of large deep-mahogany red, ripe, juicy, sweet and the most delicious cherries from the U.S. Pacific Northwest to the discerning health-conscious Indian consumers.

Ron Verdonk, Minister-Counselor for Agricultural Affairs, Embassy of the United States of America, officially launched the Northwest Cherries campaign in India. Speaking on the occasion he said, "Food is a very important part of India – U.S. trade, and I am really pleased that freshly-picked cherries from our Pacific Northwest are now added to the basket. I am confident that Indian consumers will love the quality and taste of these cherries that are considered amongst the best in the world."

The U.S. is one of world's largest producers and exporters of sweet cherries. Keith Hu,

Director of International Operations of Northwest Cherry Growers (NWCG) was also



present on the occasion. He remarked that the cherries from the U.S. Pacific Northwest are grown in the states of Washington, Oregon Idaho, Utah and Montana, and consumers worldwide relish their sweet flavour, bigger size and superior quality. "I am delighted to see NW cherries here in India."

Speaking on the India campaign for Cherries from Northwest, Sumit Saran,

In-Country Marketing Representative of NWCG said, "We foresee immense potential for Northwest Cherries in India. These cherries are considered amongst the best in the world for their high quality, flavour, taste and also food safety. Cherries from the Pacific Northwest USA will be in the market in July and August, perfectly complementing the Indian cherry season. We have chalked out an extensive retail and communication strategy to take this delicious fruit to discerning Indian consumers across the country. These cherries will be available both with retail fruit sellers and e-commerce platforms".

Also present at the launch was Kavita Devgan, a leading Dietitian, holistic health consultant and Chef Vicky Ratnani who showcased a healthy recipe featuring Northwest Cherries. He highlighted their high quality and culinary value, bringing joy and creativity to every plate.

Domino's Launches Ragi Super Crust Pizza

Domino's Pizza has launched the innovative New Ragi Super Crust Pizza in Gujarat. The Gujarat Chief Minister Bhupendra Patel launched the millet pizza from Domino's, a brand of Jubilant FoodWorks Limited. Along with this the CM also inaugurated the food processing unit of Jubilant Foodworks in Sanand. The state is a prominent contributor to India's agricultural industry, has made significant strides in producing and promoting millets.

"This facility will be able to cater to 500 plus Domino's restaurants and many more other cuisines that we have in the country", said Avinashkant Kumar, President, of Jubilant FoodWorks. Domino's latest menu addition aligns with the United Nations' declaration of 2023 as the International Year of Millets. This launch is going to promote the nutritional and ecological benefits of millets, encouraging their global consumption.

The New Ragi Super Crust Pizza is a culinary fusion of Domino's pizza expertise and the wholesome goodness of Ragi (finger millet) promising an appetizing and nutritious experience for customers. Prepared by Domino's expert chefs, the pizza features superior quality millet ingredients like Finger Millets Flour, Whole Wheat Flour, and Plain Oats, combined with a multi-seed mix of Flax seed, Watermelon seed, Pumpkin seed, and Sunflower Seeds.



Fat Tiger Opens New Outlet

Fat Tiger has opened its newest branch in Agra, offering spacious area of 1200 square metres spread over two floors.

The restaurant is strategically located in the heart of the city, close to famous tourist attractions such as the famous Taj Mahal



and Agra Fort. The menu offers burgers, french fries to boba teas the restaurant prides itself on using only the finest ingredients to create delicious meals.

At Fat Tiger, the focus is not only on creating a visually appealing space but also on delivering an authentic culinary experience. The restaurant's expert chefs have crafted a menu that showcases the diverse and flavorsome cuisine of North India. Guests can indulge in a wide array of mouthwatering dishes, ranging from aromatic biryanis and buttery naans to flavorful curries. The extensive menu caters to different tastes and dietary preferences, ensuring that every visitor finds something to satisfy their cravings.



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Fabelle Grand Chocolate Festival

Fete Du Chocolat



Fabelle Exquisite Chocolates, renowned for their unparalleled chocolate experiences, be hosting the brand's marquee chocolate festival – Fabelle Fête du Chocolat, starting July 7th, this one-of-a-kind festival will be hosted exclusively at Fabelle boutiques in Mumbai, Delhi, Bengaluru, Hyderabad, Kolkata, Chennai, and Ahmedabad.

Unveiling a new collection of opulent creations for their devoted connoisseurs, Fabelle will commence the chocolate festival by presenting the new range mentioned below.

Fabelle Croissant Suprême

Reimagining the timeless classic croissant in chocolate, the brand is introducing Croissant Suprême which is a modern rendition of the traditional Croissants with a unique centre filling and round shape. This extraordinary collection of 'suprêmes' boasts a symphony of distinctive flavors nestled within their centers, elevated to perfection by the inclusion of exquisite chocolates - dark chocolate, ruby chocolate and white chocolate.

Dark Chocolate & Hazelnut Cremeux Croissant Suprême – The incredible taste of butter-flaked, rolled croissant is centered with 64% single origin Ghana cocoa and sweet almond cremeux together glazed with rich dark chocolate.

Ruby Chocolate & Cherry Cremeux Croissant Suprême – A scrumptious butter-

flaked, rolled croissant that is centred with sour cherry cremeux and glazed with magnificent ruby chocolate.

White Chocolate & Lime Cremeux Croissant Suprême – An exquisite butter-flaked, rolled croissant centred with the sweet-sour symphony of lime cremeux and glazed with saffron tinged, sublime white chocolate.

Fabelle Berliners

Fabelle Berliner is a decadent interpretation of the classic German delicacy crafted in exquisite chocolate. This divine collection of indulgent centre glazed creations are enhanced by the finest Fabelle Chocolate Crème. Indulge in three irresistible variants:

Espresso, Cinnamon Milk Chocolate Berliner – A luscious mascarpone cheese-center glazed creation, with delicious cinnamon-scented salted caramel, teamed with delightful espresso milk chocolate cream.

Forest Berry Chocolate Berliner – The sweet, wild taste of forest berries come together with star anise compote to create a glazed creation unlike any other; and combines with the unbelievably flavour some taste of ruby chocolate cream.

Pistachio, Cranberry & White Chocolate Berliner – A sumptuous pistachio praline and cranberry-centred glazed creation which infuses the fine taste of white

chocolate cream in this sinful trip of the palate.

Passion Fruit, Frangipane & White Chocolate Tart

This tantalizing creation showcases the opulent flavours of almond frangipane and delectable cocoa sablé. To elevate the experience further, it is crowned with the heavenly essence of passion fruit, imparting a deep and unforgettable sensation.

Gianduja, Caramel and Cocoa Brownie

This indulgent brownie is a succulent union of 64% single origin Ghana dark chocolate and toasted hazelnuts, heightened with caramel galçage.

Indulging the discerning palates of chocolate enthusiasts, Fabelle is set to captivate with an exquisite assortment of limited-edition Happy Hour Menus running through the day, specially curated to elevate the chocolate experience for connoisseurs. This provides consumers an opportunity to immerse themselves in the world of Fabelle with the brand's iconic Chocolate Flower creation, a true embodiment of its artistry and craftsmanship.

The chocolate connoisseurs can enroll themselves in the Fabelle Societe de Chocolat – Chocolate Masterclass and learn about the history and origins of chocolate and try their hands in chocolate making.



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Burping on Burger

A snappy snack that tickles your taste buds and satiates your hunger is: Burger. This nikkle, popularly described as an American dish is, today, relished globally by people of all ages – gen Z, millienials, middle aged and even senior citizens. Children just love it! Today, it is not just American brands which have invaded the fast food scenario with but their burgers but there are several Indian brands that are extremely popular. Ashok Malkani views various aspects of this delectable snack.

As U.S. celebrates its Independence Day on July 14, your mind immediately focuses on their famous delectable snack: Hamburger. The U.S and burger seem to be interconnected. Though many people have claimed that they invented the hamburger as a sandwich, there is little doubt that the modern hamburger was developed in the United States. Around the middle of the 20th century, it began to spread to other countries and became popular as fast food all over the globe.

Burger, which is ranked topnotch in the fast food segment, has become not only a delectable trendy snack among the gen Z and millennials but also with the elderly.

In India, fast food comprised mostly of Samosa (in the north) and Idly or Dosa (in the south).

Western fast-food was a novelty in India when McDonald’s opened its first outlet in the upscale area of Basant Lok, New Delhi. Three days later saw its second establishment in India. This time in Bandra, Mumbai, in 1996.

But Indians’ allergy to consume certain kinds of meat changed their hamburger recipe. Persistent reinventing has, today, made burger the most favoured snack. Burger, today, has gone through serious evolution. From ones loaded with heavy meat and sweet mayo to aloo tiki burger, there has indeed been a revolutionary change!

Rajeev Verman, CEO of Burger King India has gone on record to state that being vegetarian became very important



for all burger brands. He disclosed that Burger King, which had been serving primarily beef all across the world, when they came to India, made efforts to position itself as a snack outlet having a predominantly vegetarian menu. He claims that while Burger King has a large meat menu, they have one of the largest vegetarian menus in India’s burger space.

Yes burger has undergone several changes. Today it is no longer a “Hamburger” but just a “Burger”. The changes have been innumerable. But there can be no denying the fact that today, whether it has a big, juicy patty or an underfed one with negligible amounts of sauce, it is being gulped down by everyone – from school kids to retired senior citizens. It is believed that Americans consume an average of 50 billion burgers

every year, making it one of the most popular foods in the United States.

History of Hamburger

But while everyone loves to chomp on this snappy snack have you ever wondered on the origins of this snack?

The term hamburger is believed to have been derived from Hamburg, in Germany. However there is no proof of it being connected to the city.

The common consensus seems to be that either the United States or Germany was the first country where two slices of bread and a ground beef patty were combined to be sold as a hamburger sandwich. The controversy about the origins of the snack between the two countries seems to be because the two basic ingredients of the burger – bread and beef – has been prepared and consumed separately for many years in both countries.

However since several versions of the meal have been served for over a century its origins remain obscure. The 1758 edition of the book, “The Art of Cookery Made Plain and Easy” by Hannah Glasse, included a recipe, Hamburg sausage, which comprised of a sausage being roasted and served with toasted bread under it. A similar snack, called “Rundstuck Warm” (“bread roll warm”) is believed to have been consumed by several emigrants on their way to America in 1869 or earlier.





A popular story that has made rounds of several Connecticut U.S. publications goes that in 1900 a customer walked into Louis' Lunch in New Haven, Conn., and asked for something he could eat on the go. Owner, Louis Lassen, improvised by giving him a patty of the restaurant's steak trimmings between two pieces of toast. While the customer got the carry-home lunch, the world, it is believed, got the hamburger sandwich!

But is this the earliest burger? George Motz, a filmmaker and author who has researched burger history extensively, claims, "A first-century A.D. Roman cookbook by Apicius has a recipe in it that is suspiciously close to the modern burger, a minced meat patty blended with crushed nuts and heavily spiced and cooked."

So the history of this delicacy remains obscure.

Entry into India

As far as India is concerned, it would seem that burgers were being consumed in India much before the entry of Burger King in India.

Food Historian Pushpesh Pant has, in an interview, claimed that burgers were available in Delhi and several other cities over half a century back, much before McDonald's made an appearance. He states that Gay Time Grill (a restaurant that no longer exists) in Connaught

Place sold deep fried buns with deep fried kebab-like patty much before the appearance of McDonald's. Nirula's (India's oldest fast food restaurant chain) also offered a similar snack.

He claims that by 1980s, a substantial number of Indians had tasted real burgers somewhere or the other. Even kiosks and pushcart wallahs were serving Bun Tikki as desi burger.

However, today, the global version of burger, as everyone is aware, has changed drastically. Today, the beef patty and bun burger, which was brought in by foreign brands had to transform itself to suit Indian palette. The beef patty had to make way for lamb and then the more healthy chicken and fish fillet. And, later, almost all brands had to pair the bun with aloo tikki. Now you even have a poached egg avatar!

Pant recalls that when McDonald's came to India there was much hype about standardisation and uncompromising quality of ingredients. However, price sensitive market forced compromise and potatoes for French fries, which were being purchased from farmers in Punjab who were being educated by the companies to produce quality products, were dropped in favour of locally produced crop.

Speaking about transformation of burgers, one may state that today almost all burger brands have a dynamic

vegetarian segment. Vicky Ratnani who, along with actress Kashishh Rajput and entrepreneur Alberto Bestonso, who started Speak Burgers in November 2021, says, "For chefs, burgers give a lot of scope for creativity—you can play with the buns, fillings, sauces and flavours."

He adds, "In recent times, consumers are well-travelled and recognize and appreciate various flavour profiles. So, instead of categorizing burgers as street food, people have slowly upped their choices and moved toward gourmet burgers."

Burgers have been available in India in some form or the other since long. This snack first came to India in a QSR format through Wimpy's in Delhi in the 80's. This led to the entry of McDonald's and others. Five star hotels and top graded restaurants had been serving burgers even earlier. Oberoi's served quarter-pound burgers in the mid-60s. Nirulas, in Delhi, served a grilled patty version in mid-to-late 70s.

Home Grown Brands

While international brands ranging from Burger King to McDonalds have acquired name and fame in India, Indian brands are becoming equally – if not more – popular in the fast food market. One of them is Kabir Jeet Singh's "Burger Singh". He opened the first outlet of the brand in 2014. Today it has 89 outlets spread across Delhi NCR, Lucknow, Jaipur, Dehradun, Jammu, Nagpur, Ahmedabad, Jhansi, Chandigarh, and Amritsar, among others. It has now raised Rs. 30 crore in a Series A funding round which it intends to deploy for launching an additional 120 food court outlets.

Biggies Burger, founded by Biraja Prasad Rout in 2011 is another popular Indian brand. Today, Biggies Burger has a presence across 71 outlets (47 functioning and 24 under progress) in 25 cities. This year, Biggies has big plans to expand domestically and internationally. Apart from foraying into Singapore, the brand plans to open 306 outlets by 2024, with the current run-rate of five franchises a month.

Jumbo King, founded by Dheeraj



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Gupta, established its first outlet outside Malad railway station in Mumbai in August 2001. Over the next few years, he took Jumbo King to new heights. Taking inspiration from the likes of McDonald's and Burger King, the brand has curated space of its own in Mumbai and has now expanded to Pune, Lucknow, and Delhi.

Founded by Farman Beig and Rajat Jaiswal in 2016, "Wat-a-Burger!" started its operations in Noida Sector 18 in Delhi NCR, in 2016. Today, it covers India with more than 100 company-owned and franchise-owned restaurants.

These are only a handful of the India burger brands in the country. One of the highlights about some of the new burger brands is the personalisation and importance given to their sauces and buns.

Chard-Burgers and Beyond, founded by chefs Jamsheed Bhote and Hanisha Singh, who are well known and respected for Plats in Delhi, prides itself on having the perfect meat-to-fat ratio, and the perfect bread-to-filling ratio. Another brand that has taken the capital by a storm is AKU'S, the brainchild of chef Akriti Malhotra, who partnered with her brother Ankit Malhotra to set up shop in 2018 when they realised that there is a dearth of casual, gourmet burger joints. AKU's grew almost 2.5 times during the pandemic, fuelled by the fact that people were staying at home and ordering in more.

Celebrity chef Vicky Ratnani's Speak Burgers, pays a lot of attention to sides, as fresh kettle chips with in-house jalapeño ketchup come with your burger.

A home grown burger that is worth trying is the Serial Griller which was started by Anant Chowdhary as a passion project in his own kitchen in 2016.

Chef Ratnani opines, "Homegrown brands are changing the way people perceive burgers by creating unique burgers that are best suited for the Indian palate by trying to marry the use of Indian and Western ingredients."

Burgers are also available in restaurants.

Burgers in restaurants can't be spoken about without mentioning Woodside Inn, Mumbai, which started in 2007, and despite its big menu now, is still regarded as the go-to burger.

Health Aspect

Burgers' popularity is attributed to various factors like pocket friendliness, availability of several options, availability at all times, etc. But are they healthy? After the pandemic there has been a rising awareness of consuming healthy food – even fast food.

Since the latter part of the 20th century, burger has undergone several controversies regarding its nutritional values.

In an era where a growing number

fats, and complex carbs – all things your body needs for everyday function and optimal wellness!

Hamburgers are said to have high protein content. Protein not only builds your muscle mass but also keeps your energy levels up throughout the day. It is believed that each burger patty contains around 15-25g of quality protein that has been proven to keep you feeling fuller for longer periods of time. This helps in weight control.

Hamburgers are also rich sources of vitamin B, which is very essential for energy production and reducing stress. B vitamins help convert fats, carbohydrates, and proteins into fuel for the body, which helps you feeling less tired and anxious. Adding cheese to your burger will provide you with an extra dose of these essential nutrients.

Besides essential nutrients like protein and B vitamins, hamburgers are also packed with healthy fats, which provide you lasting energy throughout the day while helping support cell growth and brain function. Eaten in moderation, they can even help promote heart health by reducing cholesterol levels. Burgers also contain a variety of essential nutrients including fiber, which can help promote healthy digestion

However, one has to be careful to consume them in moderation. Hamburgers should always be consumed responsibly as part of an overall balanced diet. Over indulgence can lead to negative health effects. Make sure that the burger patty is well cooked. Well cooked patty will kill potentially harmful bacteria. Also while choosing a burger try topping it with vegetables such as lettuce and tomatoes instead of cheese and mayonnaise which can add unnecessary fat and calories.

As everyone is aware, everything should be consumed in moderation to maintain health. So have your hamburger – in moderation – and here's to your health and wealth (of engrossing tasty experience)! ■



of people have overgrown physiques people are becoming more diet conscious and prefer healthy food. The general belief is that burgers have too many calories. Hamburgers are often thought of as greasy, unhealthy fast food which contribute to your obesity.

Chef Akriti Malhotra, Co-Founder of AKU's, The Burger Co., however, feels that quality ingredients – from buns to the sauces – contributes to the taste as well the diet factor.

Dieticians are of the opinion that hamburgers can actually bring many health benefits to the table. This nourishing entree offers a variety of vitamins and minerals, protein, healthy



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Brewing Business

The aroma of coffee beans is spreading across the nation. In India the coffee drinking culture is gaining fast popularity. Though tea is still the most popular brew in India, increasing coffee drinking habit among Indians can give the consumption of tea a healthy competition. Espresso, Lattes and Cappuccinos are fast gaining mindshare and market share in this nation of tea drinkers. Here we explore the growth of coffee market and coffee shops in India, and also throw light on what they can portend for the foodservice industry of India as a whole.

The domestic consumption of coffee in India is showing a steady increase. To cater to the growing demand for the beverage, coffee café outlets are mushrooming in the Indian metros. The spread of globalisation, the rising disposable incomes, and a greater awareness among the upwardly mobile young generation of Indians pertaining to the food & beverage, have all contributed to the growth of the coffee café culture, especially in the metros. And now the popularity of coffee is spreading to the tier I and tier II cities of north, west and east India too.

The factors causing this growth is urbanisation, growth in disposable incomes, media exposure and a need for a hangout place; a right ambience for the conversations to happen. Before a decade-and-a-half ago, coffee drinking was a habit only in some select areas of south India, and was far from being a pan Indian phenomenon. But

now coffee has graduated from a traditional beverage, which was savoured primarily in the south Indian homes, and is fast on its way to develop a national presence. It is now consumed in several forms and in the growing number of retail outlets across the landscape of India.

In India, coffee is grown predominantly in the southern region, with Karnataka accounting for 70 percent of the total production of coffee in India. Kerala comprises 22 percent of the nation's coffee produce, with Tamil Nadu catering to 7 percent.

Neither does the fame of coffee among the Indian coffee connoisseurs limited to the historically famed Indian filter coffee or for that matter, the espresso coffee. Though Indian filter coffee, which is a sweet milky coffee made from dark roasted coffee beans and chicory, in the ratio of approximately 80:20 respectively, has been a commercial

success since the 1940s and is still very much popular in the southern states of India, the country's taste for coffee has become more cosmopolitan and varied, and has grown much beyond the appreciation of this vintage version of the brew.

A Lifestyle Drink

In today's India, not only the upwardly mobile crowd in the metros, but also the aspiring middle class in tier-I and tier-II cities are also increasingly perceiving a visit to coffee cafés as meeting and lifestyle option. This trend can be attributed to increasing disposable incomes and increasing spread of globalisation.

The coffee shop industry in India has grown largely with the entry of major players like Starbucks, Dunkin' Donuts, Gloria Jean, Barnie's, Coffee Bean & Tea Leaf, Cinnabon. Though coffee was regularly consumed in southern India, where over 60 percent of the population consumed coffee daily, the country was still new to Coffee cafés. Some of the first coffee chains in the country were Café Coffee Day and Barista, which expanded rapidly in few years.

These retail coffee café outlets are not only gaining popularity among corporates and family crowd but also among students. Students are nowadays seen moving out of their traditional college hubs like the canteens and Irani cafés and into the swanky coffee shops. With major coffee chains wooing customers with wi-fi access, sandwiches and books, coffee shops have become the favourite hang-out spots for Gen X.

From social networking to corporate dealings to romantic rendezvous, the wafting aroma of coffee is acting as a binding force. Ceramic and plastic cups brimming with flavoured coffees and crushed ice have become mediators for new and old



relationships. Slowly coffee is also emerging as the lifestyle drink of the Indian metros.

Coffee is the ultimate hot beverage loved by all. From young to old, they love coffee. With each year, the number of coffee shops in India is increasing. People are investing money to buy a franchise of various coffee chains. People are more going out to have coffee, and the business is thriving.

In terms of demographic profile, the growth in the café culture is the fastest in the age group of 15 to 19. The typical and most committed coffee drinkers are 25 to 45 year old, affluent, educated adults. While baby boomers have driven the success of coffee shops, specialty coffee appeals to a diverse adult demographic, including college students and young adults. Consumer taste and personal income drive demand.

Coffee Means Business

Coffee shops depend greatly on customer traffic and are most often located in areas with convenient access for pedestrians or drivers. Typical locations include downtown or suburban retail centers, shopping malls, office buildings, and university campuses. Store format and size vary by site, as some locations offer more space than others. The profitability of individual companies depends on the ability to secure prime locations,

drive store traffic, and deliver high quality products.

In India, many coffee shops and cafes have opened their doors to potential coffee lovers. They know their potential coffee customers, and due to that coffee shops have been thriving in India. Today the industry has been growing with multiple chains entering the foray of one of the fastest growing vertical of the Indian foodservice industry. Most coffee chains have increased the business because of their love and affection for this hot beverage. The industry is highly concentrated at the top and fragmented at the bottom with the top companies have over 70 percent of industry sales.

It is no wonder that under the present scenario, the coffee chains market in India has witnessed a robust growth so far, and is expected to grow further in near future. With the Indian middle class consumer now ready to spend more and be a part of global lifestyle and culture than ever before, coffee parlours in the country are on an expansion spree. Leading coffee retailers are all pitching in to attract India's growing middle class.

However, nowadays sleek retail coffee café chains are not only about serving assorted varieties of fragrant coffees in hot and cold options. They are also introducing several innovative concoctions where varied



coffee beans with varied desserts are playing new music on the taste buds of a new generation of Indians.

All these concoctions are supplemented with filling snacks, which can cater to breakfast, lunch and dinner options. Many of the retail coffee cafes mushrooming across urban India are also serving as breakfast, lunch and dinner outlets, without losing their primary focus of being retail coffee outlets.

Besides the spreading of café culture the coffee houses have broadened the horizon of food menus. The people are also fond of sandwiches, croissants and desserts as companions for good coffees. This is an emerging trend amongst young and middle aged Indians.

Future Trends

As still an average Indian consumer consumes negligible amount of coffee as compared to the average coffee consumption in the developed markets, the market for retail coffee chains in India hardly seem to be saturated. Thus there is enough market space for more players.

Coffee chains market in India will experience unparalleled growth in the near future. The outlook for the coffee cafe outlets in India seems to be very promising as the overall consumer spending is increasing in the country. However, there is no scope for big retail coffee chains to rest on their laurels. To sustain in the industry



they need to be more innovative in order to gain a bigger share of the ever growing coffee consumption market in India.

However, it is no wonder that the entry and the consequent growth of the foreign players in the Indian retail coffee market would heat up the business of coffee cafés, by intensifying the flavour of competition. This may lead to the unorganised players in the retail coffee market feel the heat as they do not have the money power and marketing savvy to compete with the huge national level and multinational players.

Going by the market scenario, it seems that the survival and growth of the small stand-alone coffee shops or restaurants would become increasingly difficult with each passing day, especially if they are located in the upscale locality of the Indian metros, unless they manage to do something

crazy and innovative, employ method in madness, and intelligently play on their strengths in order to counter the sustained competition of the big players. For example, experimenting with their coffees and bakery items, or tailoring their brew offerings according to the weather outside can help them survive the competition from overseas and also within the country.

On the other hand, the possibility of intense competition among organised retail coffee chain outlets is expected to eventually lead to great value additions in the leading café chains, thereby giving the consumers more value for money.

The growing coffee culture, the competition is heating up, and thus many of the retail coffee chains are no longer

serving exclusively as coffee shops. They are introducing several concoctions with desserts and other beverages to feed the demand in the market. Many of these experiments would in all likelihood find permanent places and give encouragement to the bakery industry in the long run.

It is time for the foodservice industry and the coffee industry to wake up and smell the coffee. Those who would not take advantage of these brewing trends sweeping through the young upwardly mobile and globally aware generation and also the great Indian middle class, are likely to lose a wonderful business opportunity. For very soon, the forces of demand would dictate the growing Indian retail coffee chain market to become too crowded for comfort... where only leaders and survivors may thrive. ■

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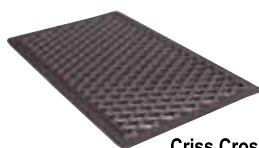
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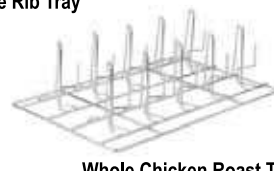
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Uncovering the Hidden Gems

Exploring Lesser-Known Coffee Origins around the World

By Mridhul Prakash

Are you tired of the same old cup of Joe from the usual coffee-producing countries?

While countries like Brazil, Colombia, and Ethiopia dominate the global coffee market, some hidden gems, like Turkey, France, etc, are brewing exceptional flavours and unique coffee experiences. Grab your favourite mug, and venture into the caffeinated world of lesser-known coffee origins!

Turkey: The Caffeine Powerhouse

Turkish coffee holds a significant place in the country's cultural heritage, dating back centuries to the Ottoman Empire. Coffee was first introduced to Turkey in the 16th century, and since then, it has become an integral part of social gatherings and daily rituals. Turkish coffee preparation is an art form in itself and has been inscribed into UNESCO's list of endangered intangible cultural heritage.

In Turkey, serving coffee is more than just a beverage; it carries deep-rooted social and cultural significance. Offering coffee to guests is a sign of hospitality and respect. Moreover, the coffee grounds often reveal fortunes, and the art of fortune-telling with coffee remains a cherished tradition.

India's Coffee Delights

We must pay homage to India's incredible coffee culture to discuss hidden coffee gems. The Father of Coffee in India is Baba Budan, also known as Baba Budan Giri. Baba Budan was a Sufi saint who travelled to Mecca, and during his pilgrimage, he discovered coffee in Yemen. Legend has it that he smuggled seven coffee beans from Yemen by strapping them to his chest and bringing them back to his home in Chikmagalur, Karnataka, India.

While India may not be as renowned as other coffee giants, India is the 5th largest coffee producer globally, accounting for around 6% of the world's coffee production as of 2022. The country's coffee is primarily grown in the Southern states of Karnataka, Kerala, and Tamil Nadu.

What sets Indian coffee apart is its distinct flavour profile. Arabica and Robusta varieties



flourish in the region, offering a diverse range of flavours, from the rich and nutty notes of the Monsoon Malabar to the bright and fruity tones of the Coorg coffee.

Many coffee brands like Vaishnavi Estate, Rage Coffee, etc have a rich legacy of these varieties of coffee and have successfully preserved them over the years. The coffee is often shade-grown, enhancing its sustainability and preserving the unique ecosystem.

France: The Comfort of Coffee

While France is famous for its wine and cuisine, its coffee culture is equally noteworthy. French coffee traditions are influenced by their colonial past, and their unique coffee style sets them apart from other coffee-producing nations. France is renowned for its café culture, particularly in cities like Paris. Café terraces line the streets, offering a perfect spot for people-watching while sipping coffee. French cafés provide a relaxed ambiance, making them ideal places for socializing, reading, or simply enjoying a leisurely cup of coffee.

France has seen a recent surge in artisanal coffee roasters who carefully source and roast beans to bring out distinct flavors. This movement has given rise to specialty coffee shops, contributing to the diversity of the French coffee scene.

Indonesia's Hidden Java

When we think of Indonesian coffee, Sumatra often steals the spotlight. However,

neighbouring Java is gradually gaining recognition as an exceptional coffee origin. Java coffee's history dates back to the Dutch colonial era, and the region's volcanic soil contributes to the beans' rich and full-bodied flavour.

Java is predominantly known for its semi-washed and wet-hulled processing methods, which impart earthy and herbal notes to the coffee. With the rise of specialty coffee, Java's unique characteristics are finally coming to the forefront.

The Tanzanian Treasure

Tanzania may not be on the tip of every coffee lover's tongue, but it should be! Nestled in East Africa, the country's unique geography and microclimates create a perfect environment for diverse coffee cultivation. Tanzanian coffee is predominantly Arabica and its flavours range from the delicate floral and citrusy Pea berry to the bold and winy taste of the Kilimanjaro coffee.

One fascinating aspect of Tanzanian coffee is the role of women in the industry. Around 70% of the labour involved in coffee production is carried out by women, making them the backbone of Tanzania's coffee success.

Conclusion

From the aromatic Indian coffee to Brazil's caffeine prowess, Ethiopia's historical significance, Italy's mastery of espresso, France's artistic coffee scene, and Turkey's cultural coffee ritual, each country brings something unique to the global coffee tapestry.

Exploring these diverse origins allows us to celebrate the rich heritage and craftsmanship behind each cup, making our coffee journey all the more exciting and fulfilling. So, next time you reach for your coffee, consider stepping off the beaten path and exploring these hidden gems. Your taste buds will thank you for the adventure, and you'll be supporting the hard work and dedication of coffee farmers in these lesser-known regions!

The Author is Managing Director at Vaishnavi Estate

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Whitecaps International Pastry School

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For over two decades with expertise in Bakery and confectionary, Chef Arvind, and his teams from Whitecaps International Pastry School, made Whitecaps a leading pastry school in Bangalore. Chef Arvind, the brand ambassador for the finest Belgium chocolate in India, understand that chocolate is the most essential ingredient for a pastry chef. He also believes it is important to have an overall expertise in all areas of baking and confectionary. His past experience as Executive pastry chef at ITC hotels and Hyatt hotels is a great support for him to make the training more industry aligned.

Whitecaps International Pastry School has been a beacon of excellence in the field of pastry & culinary arts. Renowned for its experienced chefs, comprehensive training programs, and state-of-the-art facilities, Whitecaps stands as a leading institution for aspiring pastry chefs and bakers.

One of the defining features of Whitecaps International Pastry School is its team of highly experienced chefs, many of whom have honed their skills in prestigious hotels and hospitality establishments. With their vast knowledge and expertise, these seasoned professionals bring a wealth of industry insights to the classroom, ensuring that students receive training that is in line with the current trends and demands of the hospitality and food industry.

At Whitecaps, the training programs are



meticulously designed to cater to the specific needs of the hospitality and food industry. While the focus is on baking, the curriculum goes beyond traditional pastry techniques. Whitecaps recognizes that modern bakers need to be well-rounded professionals, equipped with skills in entrepreneurship, food photography, coffee training, and the art of working with the finest chocolates. By providing comprehensive training in these areas, Whitecaps empowers its students to excel not just as bakers but as versatile culinary artists.

One of the hallmarks of Whitecaps International Pastry School is its diverse student body, comprising individuals from over 55 cities across India. This vibrant mix of cultures and backgrounds fosters a dynamic learning environment, where students can exchange ideas, learn from one another's experiences, and develop a global perspective on the art of pastry making. The rich cultural tapestry

enhances the overall educational journey, preparing students for the multicultural nature of the culinary world they will soon enter.

Whitecaps understand that practical experience is key to becoming a successful professional baker. To this end, the school boasts state-of-the-art laboratory facilities that mirror the professional baking environments found in top-tier establishments. Equipped with the latest baking equipment and technology, these labs provide students with hands-on experience in a realistic setting. This practical approach allows students to develop their skills, refine their techniques, and gain confidence in their abilities, ensuring a seamless transition into the professional world of baking.

Whitecaps International Pastry School takes pride in its accreditation from City and Guild and the Culinary Arts Academy Switzerland. These reputable accreditations serve as a testament to the school's commitment to maintaining the highest standards of education and training. The rigorous evaluation processes conducted by these organizations ensure that Whitecaps adheres to industry best practices and consistently delivers quality culinary education. As a result, graduates of Whitecaps possess credentials that are recognized and respected worldwide, opening doors to a plethora of career opportunities both nationally and internationally.

In conclusion, Whitecaps International Pastry School has established itself as a premier institution for those passionate about the art of baking and pastry making. With a faculty of experienced chefs, comprehensive training programs, a diverse student body, state-of-the-art facilities, and prestigious accreditations, Whitecaps equips its students with the knowledge, skills, and confidence necessary to excel in the culinary world. Whether one dreams of becoming a renowned pastry chef, a successful entrepreneur, or a master chocolatier, Whitecaps provides the solid foundation needed to turn those aspirations into reality.

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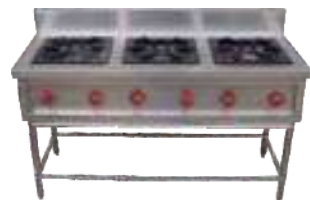
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The Snack Age



Snacks have a very broad definition. Especially in India, the ambit of snacks is vast and wide. Biscuits are snacks, a packet of Kurkure or Namkeen is also a snack, a McDonald's burger could pass off as a snack, though in some cases and for some people with little appetite and great tension, it is a great, quick meal too.

If you are hungry, pizza too could be demoted to a snack item from its position of a coveted fast food meal. Pakoras are snacks, samosas are also snacks, tikkis are snacks, patties are snacks, croissants are snacks, cakes and pastries could be snacks, munching the Munch while skipping lunch also amounts to consuming a snack.

In fact, any intake of a small portion of food between the three main meals of breakfast, lunch and dinner, conjures up the popular definition of a snack. If you go by this definition, then strictly speaking, any solid food which we consume between our main meals can be a snack.

Beverages, except when they possess a substantial food item and are blended to create a smoothie, are not normally considered as snacks, though tea and coffee heightens the enjoyment of a snack to a great extent. Many of the snacks have great influence on the bakery industry, or at least to the process of baking, either directly or indirectly. Yes, samosas and tikkis could also be baked for health

reasons, without compromising on their taste, and many are enjoying the baked versions of samosas and tikkis already.

Some health experts are, however worried about this rising business of munching around, irrespective of the time of the day. They declare that irregular consumption of food, particularly low nutrient-value products, is one of the primary causes for paving the way for a plethora of lifestyle related diseases. It is important to give a serious thought about the kind of snacks one consumes, which can prevent us from acquiring unwarranted calories, fats and sugar.

The Convenience

The rise in the popularity of snack foods in India in the recent times can be attributed to our fast-paced lifestyle and long working hours, which often disturbs the schedule of lunch and dinner, thereby inducing people to

binge on readymade or easily made snacks. In fact, most snacks fall in the ready-to-eat category, and even if they do not take much time to cook.

For example, preparing a sandwich or a burger is much less time consuming than preparing a full-fledged meal, and even if you order at a restaurant or a canteen, you know that normally a snack food would take much less time to arrive at your table than a conventional meal.

Moreover, it is much easier to eat a chicken burger while preparing your presentation, than a meal of hand-made Indian breads, lentil, green vegetables, chicken curry, salad, curd, etc. Succinctly, their flexibility, portability and time benefits make snacks a popular eating option in today's times. Now the rising popularity of snack foods can leave an enduring positive impact in the Indian bakery industry, if it becomes savvy enough to harness this opportunity.

As the upwardly mobile Indian consumers increasingly move to a more cosmopolitan lifestyle, snack foods that are easily portable and hygienic are becoming ready substitutes for conventional snacks in their consumption pattern. This trend is a healthy one, which can arrest many health problems and lifestyle disorders of our stress filled lives. Just as many health experts are concerned about the spearheading of the snack food culture in India, some of



them are favouring healthy snacks.

Healthy Snacking

In this age, besides flexibility, portability and time benefits, snacks must also be healthy enough to sustain long term consumer interest. A tasty snack can gain popularity, but only a tasty and healthy snack can sustain its popularity among the swelling number of health conscious and as well as lifestyle diseases afflicted people.

Snacks have now acquired a new meaning. Besides providing sensory pleasure and relieving temporary bites of hunger, they are also giving impetus to the healthy eating culture in India. In India, snacks were earlier considered as a light meal between heavy meals and comprised of either South Indian or North Indian dishes, served hot. Today they comprise of diet namkeens, healthy/energy bars, low fat cakes, etc. and often come packed.

In fact, people in these health conscious times do prefer healthy snacks, which could keep the cholesterol in check and diabetes

at bay. Going by the trend, in these days where healthy whole wheat breads and sugar free desserts are gaining currency, baked samosas, tikkis, rolls and patties in bakeries do not seem to be that long way off from a common reality in the Indian bakery industry.

In this context, it is prudent to say that those bakeries which would be able to churn out healthy and tasty snacks, or which would be competent enough to enhance the health quotient of their snack base without compromising on their tastes are sure to gain huge dividends in terms of long term revenues and enduring consumer goodwill.

In fact, in a country where the menace of diabetes is accelerating rapidly, and is also afflicting even young adults and children, healthy snacks is not a lifestyle option alone; in some cases they could even make the difference between life and death. According to the estimates the number of diabetic patients in India has more than doubled in last decade. In this scenario, the bakeries or manufacturers of bakery products should make a separate portfolio of sugarless and

free-from products.

Major companies have launched a wide range of diabetic foods to meet the needs and demands of India's diabetic and health conscious consumers. The range of sugarless sweets comprises of varieties of sugar free, fortified and enriched Indian mithais, cakes, biscuits, cookies, chocolates, honeys and a range of other confectioneries, all suitable for diabetics. These products have reduced calories that help the weight conscious to indulge and they also employ mono-unsaturated fat which reduces cholesterol, the risk of heart disease, and diabetes.

Oats and millets are now extensively used to promote healthy snacks. The oat fibre lowers rise in blood sugar, helps control blood cholesterol and helps you feel satisfied and active for longer. Ragi helps lower blood glucose levels and is a rich source of magnesium, which is instrumental for the production of important enzymes.

However, sadly the efforts by the Indian bakery industry on a whole towards production of healthy snacks is still not that

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encouraging, despite the visible demand for these products. It is important for the entire Indian bakery industry to make the necessary investments in research and technology, in order to come up with a plethora of healthy snacks, which are sure to have a widespread market in an increasingly health conscious and yet lifestyle afflicted, and increasingly obese and diabetic urban middle class India.

Diet Snacks

As the youth becomes more health conscious, the manufacturers are now going in for diet snacks. Diet snacks are now available at not only superstores and malls but even with the local grocery store; and the demand is increasing not only for diet food but also for sugar free, natural juices.

The consumer ascent is no longer on just any tasty snack, but on healthy and tasty snacks. According to many health experts, choosing a healthy snack food having low sugar, salt and carbohydrate content is no less important than choosing a healthy food at lunch or dinner. Healthy snacks can not only add fibre and nutrients to the diet but check on one's calorie intakes. No wonder, the healthy snacks, categorised as diet snacks, are getting increasingly popular among the swelling health conscious crowd in India.

The healthy snacks can give an energy boost during the day and prevent from overeating at mealtimes. There is now a variety of low-fat, healthy snack foods which you can eat whenever the urge to eat bites you. This interest towards healthier snacking options, which also include juices and energy drinks in between meals, has brought in a big shift in the food habits and consumption patterns in metropolitan India.

As far as diet snacks are concerned, the consumption of these snacks is on the rise and organised retail chains are seeing a huge demand for diet 'fillers' such as bread sticks, soy nuts, popcorn, baked & roasted snacks. Many retail players are trying to reap the benefits of this buoyant snack foods market.

People in India are becoming more and more health conscious. Slowly but consistently, 'diet snacks' are replacing the intense popularity of fried snacks among the Indian population. Therefore, we see an opportunity for growth in 'diet snacks' in the

country's retail sector.

According to the market sources, consumers have no qualms in paying a premium price for both value-added unbranded and branded products in the diet snacks category, thereby creating immense opportunities for manufacturers and retailers in this segment.

Fitness wave is sweeping through the young population. Eating habits have moved towards lower calories and high nutrition, thus giving an impetus to the revenues for diet snacks' manufacturers. Indian consumers of certain age bands are aware of diet snacks. Especially, girls in their late teens and early twenties and men and women in their 40s are the most earnest about diet snacks. The potential of this market is huge. In fact, the



rate of growth in this market is almost double on a year-on-year basis.

Majority of the organised retailers are sourcing imported diet snacks as they find the number of Indian players in this category as inadequate. Imported snack products are confined to the retail outlets in the upmarket urban areas, catering to consumers with high levels of disposable income. Although a vast majority of products can be sourced from domestic providers, there is a pressing need to grow faster over time.

The domestic diet snack industry is at a nascent stage but there are a few brands that are trying to grow and capture a share of this pie. However, the market seems to be flooded with a slew of snacks not labelled as 'diet foods' but are positioned as such. These products are endowed with balanced healthy oil, and sometimes even fortified with the

power of DHA Omega 3. They are said to be made from highly specialised fibres, carry essential vitamins and minerals and other ingredients that help maintain healthy blood sugar and cholesterol levels.

Market Growth

Call it snacks, or fast food, or junk food; the generation X is just loving it! Sometime back when you spoke of snacks, it was either biscuits or maybe tikki and samosas, or the great Indian chaat and south Indian dishes. But today, you have them packed in almost all shapes and sizes. The Indian snack scenario is indeed quite bright. No wonder, India is considered to be one of the major players in the global snack food industry.

The proliferation of modern retail trade along with burgeoning growth of supermarkets /hypermarkets, shopping malls and fast food outlets, and the return of favourable industry trends have been contributing towards the popularity of the snack foods. As far as snacks are concerned, they are categorised and perceived differently in different regions by manufacturers and consumers. However, conventionally snack foods include an array of savoury, crispy items, which are ready-to-eat and are shelf stable for 02-16 weeks at the normal room temperature.

Indian snack food industry comprises of Indians as well as MNCs. The key players in the Indian snack food industry include Hindustan Unilever Limited (HUL), Nestle India Pvt. Ltd., ITC Limited, Pepsico, Cadbury, Haldiram Marketing Pvt. Ltd, Britannia Industries Limited, Bikano, Parle Agro Pvt. Ltd. among others.

Worldwide, the typical snacks universe primarily consists of potato crisps, expanded snacks, nuts, chocolate based wafers, fruits, pop corn, cookies, crackers, cakes, muffins, pastries, bread and other baked goods, etc. Bakery products as well as cereals, confectionery items, chips, and namkeens and other light processed foods can also come under the ambit of snacks.

However, the growth of the snacks foods industry in India doesn't necessarily portend well for the health of the Indians. Since snacks are eaten between meals that keep one going from one meal to other, health experts believe that they increase obesity, which leads to several health problems. ■

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Spelt, a Healthy Alternative?

Spelt, an ancient whole grain, grown in many parts of the world, is now making a comeback as a health food. Spelt is claimed to be more nutritious and healthier than modern grains. Spelt is a type of grain that is strongly related to wheat, considered as distinct type of wheat. It is a member of the same family as wheat, barley, and rye. Spelt flour can be substituted for modern wheat flour to make breads, pasta, cookies, crackers, cakes, muffins, cereals, pancakes and waffles.

Spelt is an ancient grain cultivated by farmers since the Bronze Age. With the rise of modern and efficient agriculture techniques, wheat has become our grain of choice. Spelt is now resurfacing as a health food.

Spelt and wheat have similar nutritional profiles and both contain gluten. In its original form, spelt has a light reddish-brown colour and a nutty flavour. Despite it being a whole grain, it does not produce heavy products. Instead, it has a light and airy texture, similar to wheat and tastes good.

Like most whole grains, Spelt is also high in carbs and most of which is starch, an excellent source of dietary fiber. The fiber content of whole spelt is actually slightly lower than that of whole wheat, but they have similar amounts of soluble fiber. Nutritionally, it is very similar to wheat. However, comparisons have shown it to be slightly higher in zinc and protein. About 80% of the protein in spelt is gluten. Additionally, spelt contains small amounts of calcium, selenium and vitamins B1, B6 and E.

Some studies have shown subtle differences between Spelt and Wheat. The mineral content of spelt is higher than wheat. Spelt contains more manganese, zinc and copper. One study also found that spelt



contained less of the antinutrient phytic acid. Like most plant foods, grains also contain some antinutrients. Antinutrients are substances that can interfere with the digestion and absorption of other nutrients.

One can add spelt to the diet using whole grains or spelt flour. If using whole grains, be sure to wash them thoroughly

and soak them overnight. It can also be used as a substitute for other carbs, like rice or potatoes, in many dishes. A few popular ideas are spelt risotto, or spelt broths and stews.

It is also possible to substitute spelt flour for wheat flour in most recipes, as they are very similar. If baking, one can substitute about half your usual flour for spelt flour and get a similar result. The gluten in spelt flour is a little more delicate than wheat gluten, thus pay special attention when using spelt in cooking and baking. While whole wheat pasta tends to be grainy, and crumbles during cooking, spelt pasta retains its texture so it holds up perfectly under sauces and other ingredients.

The spelt kernel is tightly surrounded by a tough outer husk or hull, which represents 30-35% of the grain's total weight. Modern wheat is free threshing. It has been bred to lose its husk during harvesting, in order to decrease harvesting time and increase yield.

Spelt is much more difficult to process than wheat. Spelt is not free threshing. It requires dehulling and dehusking. The glume that surrounds the spelt kernels helps protect and retain nutrients. It is more water-soluble than wheat, which makes it easier for the body to digest. Due to the many minerals and vitamins spelt contains, it can help regulate metabolism, increase circulation, improve the immune system, lower blood sugar, and reduce bad cholesterol levels.

Despite the health benefits of whole grains, spelt may be harmful for some people. This includes those who are gluten intolerant or have irritable bowel syndrome. People who have a wheat allergy may also be sensitive to spelt. Wheat allergy occurs when there is an immune response to the proteins in wheat. ■

Spelt Nutrition Facts

Nutrient in 1 cup, or 194 grams, of cooked spelt:

Calories: 246.

Carbs: 51 grams.

Fiber: 7.6 grams.

Protein: 10.6 grams.

Fat: 1.7 grams.

Manganese: 106% of the RDI.

Phosphorous: 29% of the RDI.

Vitamin B3 (Niacin): 25% of the RDI.

Magnesium: 24% of the RDI.

Zinc: 22% of the RDI.

Iron: 18% of the RDI.



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The Roll with a Hole

Bagel is one of the many products of western origin which is gaining currency in the Indian market. The product, if marketed well, has impressive potential to gain popularity in the metros and other big cities of the country, where there are huge multitudes of people with less time on their hands; who are looking for tasty, filling and affordable snacking options, options which also do not take much time to have.

Bagel's interiors are generally dense, chewy, and doughy and its exterior is generally brown and crunchy. Bagels are circular shaped with a hole and are often topped with sprinkling of poppy or sesame seeds. Bagels with salt sprinkled on the surface are also there.

Wheat dough is the most important ingredient in a traditionally made bagel. The most basic and traditional bagel dough comprises wheat flour devoid of germ or bran, salt, water, and yeast leavening. Bread flour or other high gluten flours are preferred to create the firm, dense but spongy bagel shape and chewy texture.

Making a Bagel

Bagels are very simple to make. The preparation is very similar to bread or roll, which includes flour, salt, yeast, and water. What separate the bagel from the rest of the rolls are the flour quality and the processing. Traditional bagels were made with very high-protein, spring wheat flour.

The preparation of bagels involves boiling and then baking. The act of boiling thickens the crust of bagel, and endows it with a distinctively chewy quality. The boiling involved in its preparation also gives bagel a more shelf life than freshly baked bread as the boiling endows the bagel with a protective crust. However, ideally bagels should be partaken when they are fresh out of the oven.

The infusion of a sweetener to the dough



is a common characteristic of bagel recipes. This sweetener can be honey, barley malt, high fructose corn syrup or sugar. Bagels are available fresh or frozen, and come in varied flavours.

Though conventionally bagels are made of yeasted wheat, but since the later part of the 20th century, there has been the influence of pumpernickel, rye, sourdough and other elements, in the dough recipe of bagels.

In these health conscious times, multi-grain bagel can be a smart option for the bakeries. Bagels can differ from one to another depending upon the ingredients used. For example, these days we are having cinnamon raisin bagels, carrot bagels, blueberry bagels or chocolate chip bagels, which can be tasty options to begin your day.

There are flat bagels too, which are known as a flagel, though they are highly uncommon. According to a review attributed to New York's Village Voice food critic Robert Seitsema, the flagel was first created by Brooklyn's 'Tasty Bagels' deli in the early 1990s.

Serving Bagel

Bagels can be a good breakfast option. A crisp, warm bagel coated with sesame seeds and stuffed with cream cheese served along with a cup of coffee, can be an ideal evening snack. It can be served with a cool beverage

on a hot afternoon. Thus we can see that bagels do have the potential of widespread usage in India's coffee cafes and bakery cafes.

One can also have bagel sandwiches with vegetarian or non-vegetarian fillings, which can be quite a filling affair. It can be had as an apt lunch option for time-starved executives in our fast-paced metro lives.

Indianising bagels can also enhance their popularity in the Indian bakery and confectionery industry. What about a paneer bagel or an onion garlic bagel? They can be appealing to the north Indian palate by intelligently combining globalisation with localisation. Already this trend has begun and the trend has lots of scope for interesting innovations.

The Origin

Bagel is a bread product whose origin can be traced to the Jewish communities in Poland. One can find first mention of bagel in the early seventeenth century; in 1610 to be precise. Bagels are a unique bakery good both by history and by formulation. The word bagel comes from the Yiddish word, beygel.

One of the theories behind the origin of bagel is that it was created as a tribute to Jan Sobieski, the King of Poland. Polish bakers, in an effort to honour their victorious horse-riding king, made a stirrup-shaped roll and boiled it before baking. This boiling helped keep the shape of the roll during subsequent baking. But the certainty of this theory is suspect, though this anecdote is quite popular. However, it has now been found that the genesis of bagel can be traced to ancient Egypt.

Nowadays bagels are extremely popular in North America, though its usage in the continent gained momentum only during the last quarter of the 20th century. It is believed that bagels reached the US along with the East European immigrants. Among many other things, the great city of New York is also famous for its bagels. ■



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Sorbet

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A scoop, one bite, chill down your throat and you start wondering, where has it been hiding all this time, an irresistible saga of Sorbet. Sorbets' have been existent for ages, but have kept a low profile all this while unlike cousin Ice cream and Gelato. With the changing food trends the sorbets today have had a head start to ice creams and gelato in the frozen dessert race.

Sorbet' aka 'Sorbeto' is a frozen dessert made from iced fruit puree and other ingredients. The term Sorbet is derived from Turkish word for sherbet, which in turn comes from Arabic. It is surprising for most people to learn that the modern trend towards lighter and healthier sorbet as a frozen dessert alternative actually has a history that pre dates ice cream by a thousand years.

The iced Fruit puree (usually acidic fruits) cuts through the flavours present on the surface of the tongue refreshing the taste buds, by making them numb there by allowing the diner to savour the delicate flavours of the upcoming main course.

Sorbets are basically frozen form of sweetened fruit puree. Addition of egg white to a sorbet makes it creamier making it resemble an ice cream. The alcohol if used lowers the freezing temperature resulting in a softer sorbet. Unlike Ice cream the machine

used known as the "Sorbetier" whips almost no air into the sorbet, resulting in a dense & extremely flavourful product. This allows sorbet to match and sometimes exceed dairy based gelato and ice cream for taste.

Traditional sorbet has a lot more sugar added to it, to allow the sorbet to be softer in consistency and scoopable even when frozen, and to store for later. Sugar acts as interference for freezing, and keeps the sorbet relatively soft even at freezing temperatures.

Sorbets are typically made by the marriage of two or different flavours that if come alive would have loved to fall in love. Popular sorbets on the lists include Kaffir lime and honey, Melon and mint, Ginger ale and orange, sugar cane and lemon grass, mango and basil, berry and martini...

The Past

The Roman emperor Nero had runners pass buckets of snow by hand along the Apian way from the mountains to his banquet, where it was further mixed with honey and wine during the 1st century.

The Asian culture also has a place in history for the first frozen desserts. Marco Polo at the end of 13th century returned from Far East with recipes of concoctions

made from snow. Frozen desserts believed to have been brought to France in 1533 by Catherine de Medici when she left Italy to marry the Duke of Orleans. By the end of the 17th century, sorbet hit the streets of Paris and spread to England and the rest of Europe where it was enjoyed by commoners and courtiers alike.

The French are responsible for the culinary tradition of using sorbet as "palate cleansers". Served as the 7th course of the 16 course French classical menu, the sorbet is served between the Entrée and Releve. For the degustation menus (tasting menus), which normally consist of 6-8 courses, the sorbet is served between entrée and the main course.

The Present

Chefs today are doing a makeover by showcasing a new never seen before face of the sorbet.

Savory sorbets are being popularly listed on the menus of award winning restaurants world over. Savory sorbets being served as appetizers rejuvenate the dry palate leaving it wanting for more. They have the property of jump-starting the taste buds at the onset of a meal. Classical appetizers like the chilled melon soup when served with watermelon sorbet helps in bringing out the intricate flavours of the same. Avocado sorbet is a very popular appetizer on the menus today.

With the trend of Ying and Yang, (Chinese philosophy of masculine and feminine), sorbets are being accompanying hot soups and appetizers, so do not jump up your seat if you find a menu serving Yellow pimento sorbet with Tomato and red pepper soup, or Dijon mustard sorbet with Grilled Chilean sea bass to add a pep to your dining experience.

In the end or at the start, the magic of sorbets is wooing the people world over. Sorbets may mark the end of the meal with just the right hint of culinary glamour. You never know, but a time may come when ice creams would take a back seat to sorbets. ■

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Probiotics: Healthy Option

The present day consumer is constantly searching for healthy options to eat for better health. Of late the buzz word has been the 'Probiotics' and apart from the yoghurt that has been launched and has taken the imagination of many by storm is Yakult.

It is a standard product available all over Europe and in fancy flavours too but in India it is available in basic simple original flavour. To explain to a lay person might not be too difficult but these are essentially beneficial bacteria or yeasts and are explained as 'living micro organisms which when administered in adequate amounts confer a health benefit'.

Origins and benefits of probiotics have been explained by scientists and how beneficial it is in various segments right from being an antioxidant to being an immunity boosting component of your daily diet, has been recognized by science.

Probiotics – means 'for life' and it has been used as natural components for centuries. The term "probiotics" was first introduced in 1965 by Lilly and Stillwell, when it was described as growth promoting factors produced by micro organisms

As for adverse effects of anything good, while over consumption might result in diarrhoea, it is definitely indicated in some studies, that if suffering from pancreatitis then consuming probiotic drink could do more harm than good. Otherwise it is said to reduce hypertension and helps with IBS by restoring the flora of the intestines. In the right quantities it is definitely beneficial. Probiotic curds in India are marketed by Amul, Nestle and Mother Dairy but in a drink form, it is only Yakult.

With different products available on the Indian shelves now, a consumer wants to know the real benefit behind this concept of probiotics and also what is right. Let us

understand what the benefits to consumer meant.

The wholesome approach to health is in the macro-principle of packaging nutrition, weight and health management, while incorporating correctives to address specific problems of obesity, weight excesses, nutritional imbalances and dietary irregularities. It is believed that one without the other is not only incomplete but also prohibitive.

Probiotics are the good bacteria that promote a healthy digestion and build



immunity. Two of the most common strains of probiotics are lactobacilli and bifidobacteria. According to WHO/ FAO, Probiotics, are defined as "Live micro organisms which when administered in adequate amounts confer a health benefit on the host."

In 1935, Dr. Shirota developed "Yakult", a dairy product that contained L. casei strain Shirota. He observed that the daily intake of this product was beneficial to intestinal health and prevented diseases. Subsequently several studies have shown that dairy products such as Yakult which use this strain have a positive impact on health. Hence beneficial strains such as Lactobacillus casei strain Shirota have been termed as 'Probiotics'.

The salient features of probiotics are:

- Resistant to gastric juice and bile
- Can reach the intestines alive to impart various health benefits

- Non pathogenic and non toxic in nature

It is the process of adding the beneficial live bacteria and keeping them alive and stable for long periods is a complex process and requires specialized machinery, hence the increased cost.

Probiotics are ideal for everyone across all age groups, as they are good for health, safe and non-pathogenic. Probiotics help to build immunity and prevent infections and digestive disorders, which has beneficial effects across all ages.

If wellness and internal harmony are today's health priority then Probiotics is probably the answer we are looking for, to address our lifestyle woes. Daily intake of Probiotics can provide our system with friendly bacteria that keep the harmful ones at bay. By maintaining a healthy balance of gut flora, Probiotics enable the body to improve its own natural defences.

Experts recommend Probiotics after a course of antibiotics as they help to restore and improve the intestinal flora which has been disrupted by antibiotics. There are no side effects reported in the last 70 years. However some people do experience mild constipation or diarrhoea initially due to the change in the intestinal flora. However this settles down within a few days. And the recommendation is to have it in the morning, although it can be had anytime of the day.

It is important that a consumer makes an informed choice while buying a probiotic product. He must read the label carefully and make sure that the probiotic product he buys contains enough quantities of beneficial probiotic bacteria that have been scientifically proven to be safe and effective. ■



INVITATION



INDIA PASTRY CUP 2023

National Pastry Team Selection for
Asian Pastry Cup
which will be held in Singapore April 2024



It's a Team Competition

Team of 2 Professional Chefs from same organization represent themselves as a Team. Participating Team Chefs should be providing us a complete set of their Resume, Profile Picture in Chef Jackets, Few pictures of their work. Last date for submission is 10th August, 2023.

Winning Team will represent India at Asian Pastry Cup which will be held during Food & Hotel Asia 2024 Show in Singapore on April 2024.

Who Can Participate?

The Indian selection competition is open to Pastry & Bakery Professionals who are citizens of India.

Menu

Sugar Display

1 no. (Min Height 120 cm)

Pastillage not Allowed

Chocolate Display Chocolate Cake

1 no. (Min Height 120 cm)

2 no. Cakes

(1 for Judging & 1 for Tasting)

Plated Dessert

2 no.

(1 for Judging & 1 for Tasting)

Time : 8:00 am - 6:00 pm

Dates :

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(Saturday)

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All Pictures shown above are creations made by Malaysian Team - Winners of World Pastry Cup 2019

Sparkling Dishes



Before you can solve the case of the sparkling dishes, you must first wage the battle of the stuck-on, dried-up food! And that means you need a bit of insider knowledge up your sleeve.

There are four factors at work here:

- The mechanical action of the dishwasher
- The force and high temperature of the water
- The chemical action of the detergent and rinse agent.
- And you, the one in charge, putting it all together.

There's a lot that could go wrong, unless you do it right!

Automatic dishwashers represent a tremendous saving in time and effort. They minimize breakage through reduced handling of dishes and help keep the kitchen neater and clutter-free. These are benefits that have much appeal to consumers. But the most important of these is the manner in which they sanitize dishes.

In order to ensure that public health standards are maintained, hospitals and several other food service institutions need automatic dishwashing methods. The popularity of dishwasher is not high and almost all restaurants resort to manual washing.

The reasons for the same are:

The initial investment, the cost of the machine. However, this is now changing and an automatic dishwasher costs much less than few years back.

The dishwasher does not give the desired results (in 80 percent of cases).

When a dishwasher does not work to its optimum, it means that the machine is not being maintained the way it should be. If the dishwasher is maintained in the correct manner, it will provide the preferred optimum results.

The benefits of an automatic dishwasher and the specially formulated detergents can only be realised if they are used correctly. It is, therefore, important for the user to

understand how the dishwasher works, the purpose of its features and how to load and operate it properly.

Water

The role of water is to dissolve and carry detergent, wet and loosen soil and effectively rinse the soil away. The velocity with which water is distributed in the dishwasher provides the scrubbing action to loosen and remove soil.

The temperature of the water is an important factor in dissolving detergent, removing food soils and drying dishes properly. As temperature is reduced, the removal of greasy and oily soils becomes more difficult; spotting and filming on dishes may occur as well as improper drying.

The amount of hardness in minerals and other dissolved solids in water presents obstacles to good automatic dishwashing results. Hardness in minerals can cause spotting and filming on dishware. They must be effectively tied up or sequestered if the

results are to be satisfactory. Therefore, even before starting the operation the hardness of raw water must be determined.

Detergent

Automatic dishwashers require detergents with very special characteristics because of the conditions under which the detergent must work. One of its essential characteristics is that it must produce little or no suds or foam because too much foam can inhibit the washing action. Other important functions that a dishwasher detergent should perform are the following:

- Make water wetter (reduce surface tension) to penetrate and loosen soil.
- Sequester hardness in minerals to permit the detergent to do its cleaning job.
- Emulsify greasy or oily soil.
- Suppress foam caused by protein soils such as egg and milk.
- Help water to sheet off surfaces of dishes, thus minimizing water spots.
- Protect china patterns and metals from the corrosive effects of heat and water alone.

To accomplish the above mentioned functions, the following ingredients are present in the detergent specially formulated only for an automatic dishwasher: Surfactant (nonionic), Builder (complex phosphates), Corrosion Inhibitor (sodium silicate), Chlorine Compound, Special Additives (sodium aluminates, boric oxide, aluminum phosphate, etc.), Additional Alkalis (sodium carbonate, trisodium phosphate).

There is no substitute for an automatic dishwasher detergent. Only an automatic dishwasher detergent can be used in an automatic dishwasher. The other materials will not perform well and may damage the items being washed or the dishwasher itself.

It is vital that the detergent is dosed safely and in the right proportion. Underuse will result in poor cleaning, re-deposition of soil, spotting, filming and possibly damage some items being washed. Over dosing will not only add up to the costs but also leave excess detergent on the plates. It is for this reason that electronic dosing pumps are employed with each automatic dishwasher.

Rinse Agent - The rinse agent allows the water to sheet off dishes rather than dry in droplets, thus helping to eliminate spotting. It is particularly helpful in hard water areas and when heat is eliminated in the dry cycle to conserve energy.

Energy Saving Tips

The number one energy tip is to do it right the very first time, to prevent potential re-washes! For energy efficiency, follow these simple guidelines:

- Run the dishwasher only when you have a full load. In between loads, use the “rinse-hold” cycle or hand rinse dirty dishes before loading them.
- Don’t overload the dishwasher.
- Dishes aren’t too dirty? Use a cycle requiring less water.
- Use the recommended amount of detergent.
- Clean the filter regularly according to manufacturer’s recommendations.
- If necessary, insulate water heater and delivery pipes to avoid heat loss between the hot water supply and the dishwasher. ■

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DETAILED CATALOGUE CAN BE DOWNLOADED FROM OUR WEBSITE : WWW.CHEFSKNIVES.CO.IN

***ALL THE KNIVES SHOWN ABOVE AS WELL AS LISTED IN OUR CATALOGUE ARE AVAILABLE IN ALL COLOR CODED HANDLES**

Citrus Fruits

For Healthy Immune System

Growing concerns about COVID-19 caused a surge in information on how to protect humans against the virus. In addition to proper hygiene, how one can improve health to fight virus? Most important control is our immune system. The immune system provides defense to the host against pathogenic organisms. A weak immune system increases susceptibility to infections and allows infections to become more severe.

One component of the immune response is inflammation. Where inflammation is excessive or uncontrolled it can damage host tissues and cause pathology. Limitation of oxidative stress is one means of controlling inflammation. Citrus fruit juices are a particularly good source of vitamin C and folate, which both have roles in sustaining the integrity of immunological barriers and in supporting the function of many types of immune cell.

Vitamin C is an antioxidant and reduces aspects of the inflammatory response. Consuming orange juice daily for a period of week has been reported to reduce markers of inflammation. Micronutrients and other bio-actives present in citrus fruit juices have established roles in controlling oxidative stress and inflammation and in supporting innate and acquired immune responses.

Citrus Fruits

Citrus fruits, which are cultivated worldwide, have been recognized as some of the most high-consumption fruits in terms of energy, nutrients and health supplements. What is more, a number of these fruits have been used as traditional medicinal herbs to cure diseases in several Asian countries.

Citrus fruits, which belong to the genus *Citrus* of the family *Rutaceae*, are of various forms and sizes (from round to oblong), commonly known as oranges, mandarins, limes, lemons, grapefruits and citrons. The sensory attributes of fruits (colour, sweet taste, bitterness, and astringency) constitute decisive organoleptic



and commercial properties. Citrus species are consumed mainly as fresh or raw materials for juices or are canned as segments.

Citrus fruits are good sources of nutrition with an ample amount of vitamin C. Besides, the fruits are abundant in other macronutrients, including sugars, dietary fiber, potassium, folate, calcium, thiamin, niacin, vitamin B6, phosphorus, magnesium, copper, riboflavin and pantothenic acid.

Almost 33% of the Citrus fruits are industrially processed for juice production, however, where about half of processed Citrus including peels, segment membrane and seeds end up as wastes

Citrus peel contains a high content of polymethoxylated flavones and flavanones, including primarily hesperidin, nobiletin, neohesperidin, naringin and tangeretin. A study suggested that hesperetin could be



exploited as a potential functional ingredient and offered opportunities to develop new formulations of functional foods. Peels are also major source of essential oil as well as carotenoids, with approximately 70% of the total fruit carotenoids, and their contents may be from two to six times higher than those of the endocarp. Besides, seeds are the major sources of limonoids.

Citrus Juices

Citrus juices are a fairly good source of minerals and particularly of potassium. Typical values of potassium content per 100 gm are 150 mg in grapefruit juice and 200 mg in orange juice. The daily recommended intake for adults is 4,700 mg. Potassium is important in human nutrition. It plays an essential role in the electrolytic balance, muscle contraction, and heart activity.

On the other hand, citrus are very low in calcium content. For a food pretending to the position of the "No. 1 breakfast drink" this is a serious shortcoming. Therefore, leading citrus processors developed calcium-fortified citrus juices, having a calcium content equal to that of milk. Vitamin D is also added to some fortified citrus juices in an effort to make it more nutritionally attractive as a breakfast drink for young children.

Supplementation with iron in foods for infants and small children is very important. Citrus juice seems to be an ideal medium for iron supplementation of food for small children.

They are major sources of vitamin C and AA in the human diet. Besides the addition of vitamin C, as pointed out, other antioxidants compounds like polyphenols, flavonoids, or carotenoids are under study to be used in food industry in order to improve quality and cover the market demand. These alternative compounds can be obtained from agro-industrial wastes or under exploited fruit or vegetables. Strawberries, blackberries, mango's peel, pomegranate, bananas, and other endemic fruits have been used for this purpose. ■

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Hand Hygiene and Food Safety

After the pandemic, hand washing with soap remains one of the best defences against the virus and other bacteria. Global Hand Washing Day is observed annually on October 15 to raise awareness and highlight the importance of hand washing as an effective means of disease prevention, a simple and cost effective practice which can save lives. Hand washing has always been one of most effective ways of keeping diseases at bay. It is a simple act that pays in dividends when it comes to keeping ourselves healthy and safe.

Hands are the principal utensil for the chef, cooking or baking any type of food. Good practices with regards to hand washing confirm management priorities and create a reassuring sense about the unseen food preparation steps. And the converse is also true.

Hand washing is a critical step in the cleanliness process. Poor cleanliness conditions throughout the kitchen 'infect' workers' attitudes and discourage frequent hand washing. The downward spiral continues. They don't see cleanliness as a management priority in spite of all the signage and mission statements to the contrary.

Many outbreaks of food poisoning have been attributable to a food handler not washing their hands after visiting the toilet. The co-relation between poor hand hygiene in the food industry and harmful bacteria is well documented. It can be very harmful if the food service personnel do not wash their hands after using the toilet. It is found that it is equally important to wash hands between handling cooked and uncooked food.

It is not only visiting the toilet that results in the transfer of Micro organisms, the eyes, nose and mouth are other areas with high levels of Micro organisms. Simply by touching these areas, then handling food can cause contamination of that food. Simple activities, such as smoking and shaking hands, can

all result in cross contamination and food poisoning. It is not surprising, therefore, that the food handler or more accurately, poor personal hygiene, that is the single most responsible source of food poisoning outbreaks.

Thus one should self evaluate how well you clean your hands aided by the latest in modern technology, including electronically timed sinks which don't let you rinse off the soap until you've scrubbed clean, and other machines which actually wash your hands for you. The ultraviolet detector can reveal what's been left behind after hand washing.

Industry experts agree that poor hand washing is the most common route for



transmission of disease by food handlers in restaurants and food plants, and indeed it is the most common cause of food borne illness in home kitchens, as well. Infections from E-coli, salmonella, and other bacteria are most commonly attributed to poor hand hygiene methods.

Even maintenance of equipment should be performed with clean hands. Not only may any transferred food debris or oils prevent proper sealing or functioning of equipment, but the possibility of establishing a bacterial colony inside a slicer face plate, for instance, could result in the contamination of any product subsequently sliced.

An effective hand washing program can be

split into the following steps.

Recognize when hand washing is required- after using the washroom, touching a part of the body, coming into contact with a contaminant.

Remember to use an anti bacterial soap in order to maximize the number of bacteria being hit.

Wash hands effectively and regularly so, as not to miss the thumbs, the fingernails, the fingertips and the areas between the fingers. Scrubbing should take place for at least 30 seconds. Washing and rinsing must be very thorough of all these areas. Dry thoroughly.

Here are some ideas about devising and implementing a clean hands and personal hygiene campaign.

Brainstorm with the employees a list of personal hygiene rules to follow when in the kitchen. Post these rules and maintain a checklist to show the consecutive number of days during which the entire kitchen staff meets all the criteria for personal cleanliness.

Assign kitchen staff in pairs to research health issues (e.g., chemical and biological contaminants of food, cross-contamination of food, food-borne diseases) and present their findings to the remaining employees. Ask

employees to explain the relationship between their own hygiene and food safety.

After developing lists of personal hygiene rules for commercial kitchens and observing employees as they work in their stations, note evidence that they meet the following standards:

- Correct hand-washing procedures
- Clean apron
- Use of hair restraint
- Appropriate clothing and shoes
- General cleanliness

Set an example within your organization, and thank your employees and co workers for their efforts. Think about the positive impact it has on a customer and your business. ■

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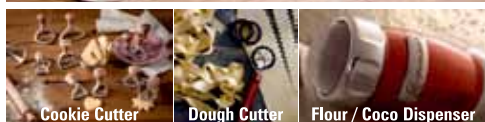


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"I Never Wait for Things to Happen, I Make Them Happen"

G. Manivannan, Pastry Chef, Renaissance Bengaluru Race Course Hotel



A self driven and dynamic culinary professional who has worked with several well known hospitality brands in India and Dubai, G. Manivannan is currently The Pastry Chef at Renaissance Bengaluru Race Course Hotel. Having more than 12 years of experience in the food and beverage industry, he is responsible for overseeing all aspects of the hotel's bakeries and confectioneries. His expertise, combined with his degree in B.Sc. Catering and Hotel Administration enables him to bring innovative and fresh ideas to the hotel's dessert offerings.

Throughout his career, Chef Manivannan has been known for his creative approach and unique ideas in the field of pastry-making. He has worked with renowned brands such as Park Hyatt Hyderabad, TAJ MG Road Bengaluru, The Ritz-Carlton Bengaluru, One & Only Royal Mirage Dubai, and Courtyard by Marriott Bengaluru, making him a well-regarded expert in his field. When not at work, Chef Manivannan enjoys spending time listening to music and riding his bike.

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

What are the current trends in the Bakery industry?

A few trends in the Bakery industry are the reduced sugar trend in almost all dessert items as well as vegan options which are considered to be healthy.

How did you become a Pastry Chef?

It was an accident. Initially, I was an engineering student but gradually realized that I lacked the zeal and passion for it and hence dropped from the engineering college and joined a Hotel Management institute. I couldn't find anything interesting in the engineering field dropped it in my second year.

What is your cooking philosophy?

My Philosophy in cooking is to curate creative and unique desserts to enchant the guests. I always make sure to use the best ingredients in order to engage all the senses and play with textures and aromas.

What are your hot selling bakery items?

My hot-selling items in my pastry shop are Sacher pastry, Nut crunch cookies, and Grand truffle cake.

What is the demand these days in Bakery?

The demand for Gluten-free and Vegan products has increased in recent times as people are getting more health and

environmentally conscious and have started opting for plant-based options.

How do you take care of health quotient?

I make sure to use the freshest ingredients. I also avoid using any artificial flavouring agents. We have also started keeping many gluten-free and keto-friendly desserts.

Your favourite tool?

Multiple tools are used in the kitchen and especially in the bakery however I prefer to be less dependent on these tools and rely more on my skills as at the end of the day your hands can create absolute magic in the bakery!

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

- Manpower is most challenging nowadays, especially after Covid this is true for most sectors including culinary.
- The availability of imported ingredients in the market can also pose some difficulties primarily due to delays in delivery.
- Keeping up with ever-changing trends in the bakery industry.

What do you like about your job?

I love that I get the opportunity to showcase my creativity and skills. I enjoy interacting with guests and taking their constructive feedback. Also I get immense satisfaction in bringing guests' ideas to life when it comes to celebratory cakes.

What is your strength as a bakery chef?

My artistic skills.

What are you passionate about besides baking?

I love traveling and trying new cuisines.

How do you like to de-stress?

Music, I love S. P. Balasubrahmaniam songs.

What are your dreams?

To set up my own Pastry shop.

What is your Mantra for success?

To be always consistent.

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

All kinds of Dark chocolate are my favourite ingredient because chocolate has the ability to elevate any dessert. We can play a lot with texture and flavours. I also personally love chocolates.

Your fav chef who has influenced you and inspired you?

Chef Antonio Bachour is my favourite chef because the techniques and creativity he showcases inspire and motivate me.

What do you personally like to eat as your fav comfort food?

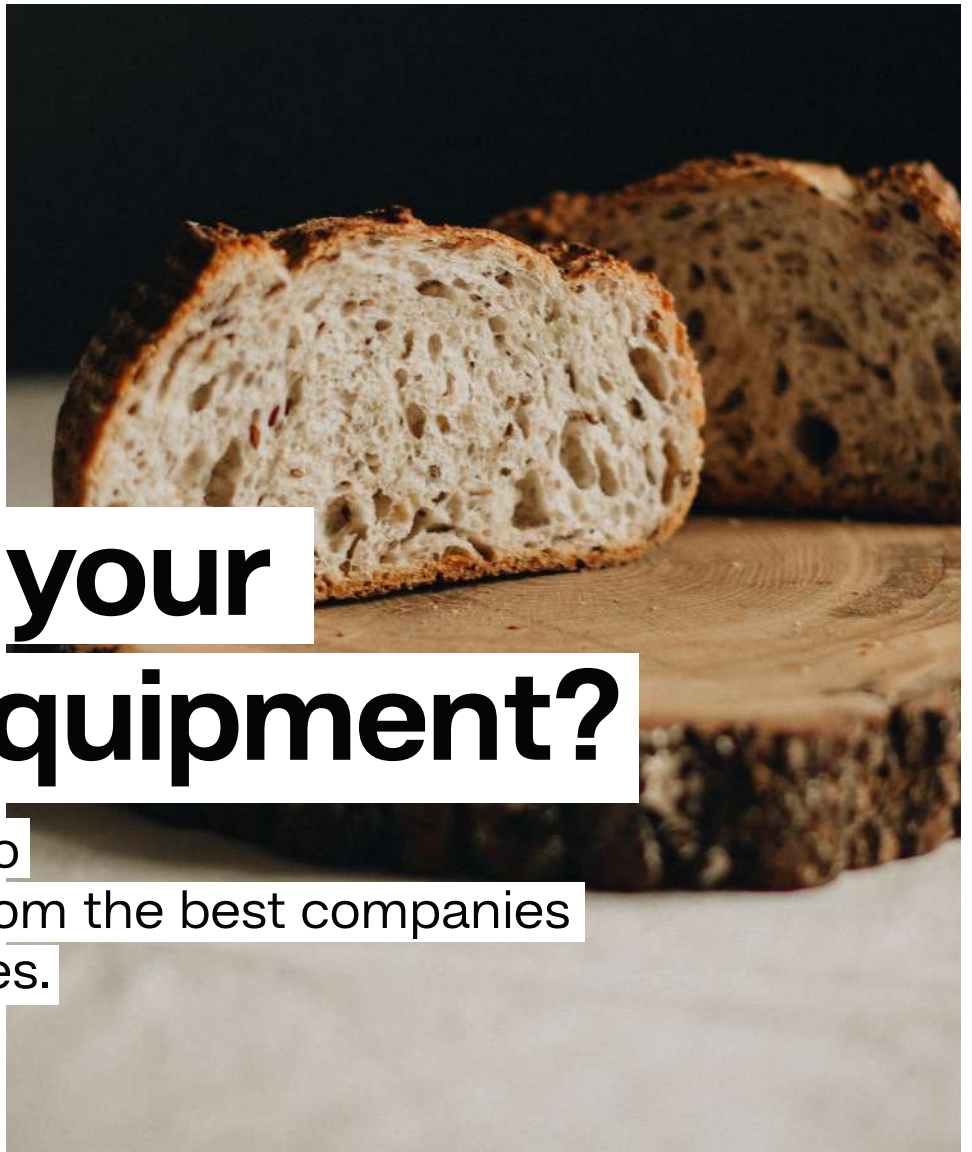
I love home-cooked meals as they are simple and comforting. I absolutely love it when my mother and wife cook.

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