

HAMMER

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Business Review

Business magazine for food service & food retail professionals

Business

Clean & Hygienic Restaurants

Feature

Innovations in Food Processing

Food

Wasabi The Japanese Spice

Beverage

Wine is Fine

Ingredient

Walnuts on the Menu

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'Menu' lists the dishes available in the restaurant along with their prices, but its role in the success of a restaurant would be deemed trivial by many. The fact of the matter is that Menu largely contributes to the prosperity and well-being of the outlet. It has to be meticulously planned according to the environs of the place. The preparation of menu is an onerous task that taxes the intellect of the persons preparing it. Cover story examines about what goes into the preparing a successful menu.

Guests while visiting a restaurant expects not only healthy and tasty food but also an unforgettable ambience that will make them revisit the place again and again. Maintaining clean and hygiene environment is one of the most important aspect of a successful restaurant. Business story discusses how to maintain different segments of the outlet.

The potential for food processing industry in India is enormous but there is still uncertainty at present. There is hardly any value addition by the food processing industry. Experts are visualising India as a place which can become the manufacturing and distribution centre for many multinational products. Feature story look into the need to find out the factors to see how the industry can be put on the right track.

The Food section talks about the wonder Japanese spice – Wasabi. Today the health conscious people are lapping up plant-based foods as they know it's a healthy way of eating. Ingredients story finds walnuts are definitely figuring in their list of healthy plant-based foods.

The Beverage section finds why no other alcoholic drink provides sort of experience as wine and how different wines with different aromas and tastes tend to attract people to this beverage.

The major stories are well complemented by the rich information disseminated through our News, Events and Report section, along with other industry section stories.

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**INDIA INTERNATIONAL
HOSPITALITY EXPO
INDIA EXPO CENTRE & MART
AUGUST 2-5, 2023**

IHE 2023

A Four Day Performance



Celebrating Incredible Hospitality Sector the 6TH edition of the India International Hospitality Expo (IHE 2023) held at the India Expo Centre and Mart during 02-05 August 2023, reached new heights with stupendous response and immense recognition. The 4-day long event set another milestone of success with 1000+ brands onboard and a footfall of 25000+ visitors including 650+ delegates who attended inauguration, conclave and master classes.

The Expo commenced with the visit of Himachal Pradesh CM Sukhvinder Singh Sukhu who inaugurated the event in front of the packed house along with other distinguished guests including Chief Secretary of Himachal Pradesh Prabodh Saxena, Chairman of Himachal Pradesh Tourism Development Corporation Raghubir Singh Bali, Himachal Pradesh Resident Commissioner Meera Mohanty and Padmashri Awardee & VC of Guru Gobind Singh University Dr. Mahesh Sharma. IEML Chairman Dr. Rakesh Kumar warmly welcomed the dignitaries along with IHE President Hari Dadoo and IEML CEO, Sudeep Sarkar.

CM Sukhu also inaugurated Himachal Tourism Pavilion, 'Himachal Boti Dham' and invited Hospitality and Tourism industry to the State declaring Kangra to be made as the MICE hub of Himachal Pradesh.

The first day of Expo has started with B2B meets apart from the three conclave sessions namely 'Training Next-Gen Hoteliers to be



Green Hoteliers', 'Local Sourcing - Learnings and Discoveries' and HPMF's 'The Power of Leadership with Happiness'. In addition, master classes were conducted parallel to the conclave sessions by renowned chefs Harpal Singh Sokhi and Arvind Prasad, remained the centre of attraction among the visitors and Students of Hotel Management.

The Jr. Pastry Indian Cup Competition held on day 1 and 2 at IHE 2023, won by 'Whitecaps International School of Pastry', as they bagged the Best Chocolate Cake as well as the Best Sugar Show Piece prizes, while the Best Chocolate Structure was bagged by APAC, Mumbai. The winners will now represent India at the Junior World Pastry Cup in SIGEP, Italy 2024.

The second day was full of action having conclave sessions including 'Building Inclusive Organizations: Fostering Women Talent and Leadership in the Hospitality Industry' by WICCI, Professional Housekeepers Association (PHA)'s session, 'Embracing Plant-Based Options in the HoReCa Industry' & 'The Plant Based Revolution in the Milk Aisle' sessions by Plant Based Food Industry Association' and lastly, 'Promoting Sustainable Lifestyles and Diets' session. Simultaneously, the master

classes by prominent chefs Izzat Hussain and Michael Swamy succeeded in drawing the attention.

The Third Day was even more happening starting with two breakthrough sessions by Institute of Indian Interior Designers (IIID) on 'Hospitality Design' and 'Planet Friendly Building Materials and Housekeeping Tech'. The Master classes by celebrity Chefs Gautam Chaudhary, Nishant Choubey and Sommelier Ankur Chawla gained a huge applause. But the limelight was caught by sparkling IHE Excellence Award 2023 in four different categories honouring 76 individuals and institutions from across the country for their exemplary contribution in Hospitality sector.

The Fourth Day of the event was not lesser in terms of knowledge sessions on 'Marketing Eco-Sensitivity & Zero Waste Culture' and 'How AI in Travel & Hospitality is Enhancing Experiences and Optimizing Operations' were well attended. Concurrently, the master class by famous chef Nand Lal captivated visitors with his culinary skills. The day was also marked with 100 km cycle ride lead by Oberoi Hotels' acclaimed chef Parvinder Bali around Delhi-Noida which ended at the IHE venue itself.

The four legs of the event saw a remarkable turnout of visitors and exhibitors apart from delegates for conclave and master classes, setting a new benchmark for the next season of the wonderful India International Hospitality Expo IHE2024 which will be held during 7-10, August, 2024.



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JUNIOR PASTRY INDIAN CUP

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



The Junior Pastry Indian Cup 2023 was held during 02-03 August 2023 at India Expo Centre & Mart alongside with India International Hospitality Expo 2023. The 2-day event witnessed 7 teams from leading institutes and hotel having exemplary skills showcased their talent, competing to be the Champion and to lead India at Junior Pastry World Cup to be held at Sigep in Rimini, Italy in January 2024.

The team from Whitecaps, Bengaluru triumphs this year at the competition and the prize ceremony was held on August 03 2023 with a gala presentation, graced by leading professionals of the industry. The winning team, made up of Prerna Kothari & Sayed Sadiya, Pastry Chefs,

was mentored by Ravi Dhuriya. Speaking on the occasion, Chef Arvind Prasad, Co-founder & Executive Pastry Chef at WhiteCaps said, "I am delighted with this victory. It was the hard work of the team that paid by creating magnificent pieces of pastry, cake & artistic showpieces through innovative techniques."

The teams were to prepare – Sugar Showpiece, Chocolate Showpiece, Chocolate Cake (Entremet), Dessert in Glass, Dessert on Plate and Innovative Miniature Pastries.

The event was judged by a panel of Pastry Professionals – Chef Mukesh Rawat, Director Culinary, ZUCI Pure Passion, Chef Eureka Araujo, Creative Director, Sivako, Chef Dane Fernandes,

Executive Chef, JW Marriott, Mumbai Sahar and Chef Balendra Singh, Director, Institute of Culinary & Bakery Arts, New Delhi. The competition was witnessed by more than 1000 current & budding Pastry Chefs. The leading sponsors of the event were Elle & Vire Professionnel represented through Delta, a leading importer of quality food products in India.

The objective the Junior Pastry Indian cup is to set up a training ground for large international events, while making it entertaining and showcasing the talents and future of younger generation pastry-chefs. By spotlighting them, we hope to engender a sense of belonging and valuable feelings of goodwill, quality, passion, creativity, collaboration and

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**JUNIORES
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**BAKERY
REVIEW**



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The Winner WhiteCaps International School of Pastry



L-R: Sayed Sadiya, Arvind Prasad, Ravi Dhuriya, Prerna Kothari

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

respect for colleagues.

The Pastry event plays a vital role in achieving a highest of technical standards. Junior Pastry Indian Cup 2023' is a team event where two competitors and one mentor form a team. The winning team, along with their mentor, will have the incredible opportunity to represent India at the Junior Pastry World Cup 2024' in SIGEP 2024 show Rimini, Italy, with all travel and accommodation expenses covered.

The teams participated in the competition included:

JW Marriott Bengaluru – Shakir Muhammed & Shubham Thakur (Pastry Chefs), Baranidharan (Mentor)

WhiteCaps, Bengaluru - Prerna Kothari & Sayed Sadiya (Pastry Chefs), Ravi

Dhuriya (Mentor)

Le Cardon Bleu, Gurugram – Avantika Katiyar & Vanishka Aggarwal (Pastry Chefs), Tarun Khandpal (Mentor)

Ecole du Casse, Gurugram – Anant Agarwal & Khushi Popli (Pastry Chefs), Aabhas Jain (Mentor)

Academy of Pastry & Culinary Arts, Mumbai – Gopesh Singh Garewal & Rubani Singh (Pastry Chefs), Dean Rodrigues (Mentor)

International Institute of Culinary Arts, New Delhi – Aayushi Sharma & Vedangi Mani Prakash (Pastry Chefs), Akash (Mentor)

RIG Institute of Hotel Management, Gr. Noida – Aayush Sharma & Arnav Shisodia (Pastry Chefs), Umesh Kundaliya (Mentor)



JPIC 2023 Gallery



JPIC 2023 Gallery





World Food India 2023

3-5 November 2023 at Pragati Maidan, New Delhi

In view of celebrating 2023 as the International Year of Millets and to bring global food processing industry together, the Ministry of Food Processing Industries is organizing the second edition of 'World Food India 2023' from 3-5 November 2023 at Pragati Maidan, New Delhi.

The introductory event, the first edition of 'World Food India', was launched by the Ministry of Food Processing Industries in 2017. World Food India 2017 was highly successful event with 61 participating countries and over 75,000 visitors gracing the event. The Event had 8000+ B2B meetings, 36 conferences, State & Country sessions, 9 Ministerial/ Official Delegations, 7 international ministers, 11 international business chambers. Also 15 ministers from 18 states participated in the event. MOFPI's flagship event of 2023 aims to surpass the achievements of 2017. The event is expected to set new benchmarks in terms of its scope and scale.

The Initiatives

The objective of the event is to introduce to the world the rich Indian food culture as well as promoting investments in the diverse food processing sector of the country.

The proposed Mega Food Event is intended to incorporate two primary objectives: the promotion of investment and showcase India's strength & potential in processed food products. The primary anticipation associated with this event is that it will likely attract increased investments to the country, consequently bolstering the food processing sector.

The event aims to gather a diverse group of global & Indian stakeholders from various sectors of the food value chain, including Government of India, State Governments, Ministers/ officials and Diplomats from various nations, Global CEOs and domestic Industry Leaders, Sector Experts, Academicians, Industry Associations, Start-ups, on a single

platform to foster the exchange of knowledge, ideas, and innovation.

UN declared 2023 as International Year of Millets, Millet & Millet based products are superfood and will help in addressing the food security issue of the world. Ministry of Food Processing Industries PMF ME and PLI scheme incentivise millet product manufacturers to strengthen crop processing. WFI 2023 will showcase innovation in millet product development and invite global players to collaborate with domestic pioneers in Millets.

WFI 2023 will have several focus areas like: Shree Anna (Millets), India as an Export Hub, Sustainable Food Processing, Enablers for boosting the sector, and Champion Sub Sectors of food processing. WFI 2023 is expected to bring investments to India and provide an opportunity for Indian industry players to showcase their capabilities, potential, technology and R&D to a global audience.

The Partners

At World Food India 2023, the Ministry of Food Processing industries have joined hands with the Ministry of Micro, Small, and Medium Enterprises to strengthen the support for India's Food Processing Sector. Domestic processors particularly the micro units will have an opportunity to showcase their products and Indian/Global stakeholders will have a chance to see and taste the diversity of Indian food products.

Display of products & equipment of world's leading companies will enhance the enthusiasm of Indian Processors.

MOFPI will organize specific theme based knowledge sessions revolving around the five key pillars of World Food India 2023. The themes of the Knowledge Sessions will encompass diverse facets of the Food Processing value chain, providing an inclusive platform for all stakeholders to collaborate

towards unlocking the potential of the sector.

Experience the pinnacle of business networking at World Food India 2023 through Ministry of the Food Processing Industries (MoFPI) exceptional initiative – the Reverse Buyer Seller Meet (RBSM), organized in partnership with the Ministry of Commerce and Industry, along its allied boards, such as, Tea Board, Coffee Board, Spices Board as well as associated bodies like the MPEDA & APEDA.

The Industry

The Indian food processing sector has grown rapidly with an average annual growth rate of 9 percent in the last five years and has seen a FDI inflow of over US\$ 6 billion.

The sector facilitates strong linkages between industry and the agriculture sector through a wide range of activities, including farming, aggregation, processing, packaging, storage, and distribution. The sector has also witnessed immense surge of opportunities in its champion sectors like frozen food, ready-to-eat & ready-to-cook products, millets/nutria-cereals etc.

Recognising the potential of food processing sector in transforming India as the food basket of the world, the Ministry of Food Processing Industries, Government of India has adopted measures to channelize investments in food processing sub-segments. This includes backward linkages, food processing equipment, processing related R&D, cold chain storage solutions, start-ups, logistic & retail chains, encompassing the entire food processing value chain.

WFI 2023 is likely to have significant global participation with several countries invited to participate. Industry leaders and global CEO's will collaborate to add value to Indian Food Processing Sector. Equal enthusiasm is anticipated from domestic processing industry and State Governments.



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ICF Announces the 20th Annual Chef Awards



The Indian Culinary Forum (ICF) has unveiled the 20th Annual Chef Awards, a momentous celebration of culinary brilliance, and the 11th Knowledge Summit, a gathering of industry luminaries for insightful discussions. This year, the culinary world's spotlight will shine brighter than ever before, illuminating the talents and expertise of culinary maestros. The ceremony is scheduled to take place on the scintillating evening of October 14, 2023, at The Ashok, New Delhi.

For two decades, the Chef Awards have showcased innovation, creativity, and unwavering dedication within the culinary realm. This year, ICF will honour not only extraordinary kitchen talent but also the enduring impact of the Chef Awards on the culinary landscape. A celebration of excellence and creativity, the Chef Awards stand as a testament to the mastery of culinary artisans across the nation. Since its inception in 2003, the event has evolved into a symbol of recognition, honouring culinary artistry while fostering knowledge exchange among industry luminaries.

Chef Davinder Kumar, President of the Indian Culinary Forum, said, "As we gather to celebrate the 20th edition of the Chef Awards, we reflect on the incredible journey that has unfolded over the past two decades. What started as a humble recognition has blossomed into a global phenomenon, igniting a passion for culinary excellence and uniting chefs from

across the nation. Our awards don't just honour talent; they cultivate it, enriching our culinary landscape and promoting the rich heritage of Indian cuisine worldwide."

The grand affair is set to unfold in three captivating acts.

First is the Culinary Competitions, featuring over 150 skilled chefs showcasing their prowess across diverse categories such as Master Chef of the Year, Kebabs, Indian Patisserie, Indian Sweets, International Cuisine, North Indian Cuisine, Oriental Cuisine, Baker, South East & West, as well as Student Chef of the Year (Female) and Student Chef of the Year (Male).

Following that is the Knowledge Summit, a decade in the making, bringing together hospitality magnates, educators, and critics for insightful discussions on industry matters, with this year's focus centered on the theme, Culinary Professionals-Tackling Global Hunger.

Lastly, the event reaches its crescendo with the Chef Awards, a grand finale that celebrates and bestows recognition upon culinary excellence, embodying the pinnacle of gastronomic achievement.

Chef Vivek Saggar, General Secretary of the Indian Culinary Forum, expressed, "ICF's mission is a captivating journey that nurtures emerging talents with the latest culinary skills, fostering growth while sharing the vibrant essence of Indian cuisine worldwide. This transformative endeavour blends expertise and innovation, resonating across borders and cultures. Our vision not only sparks careers but also fuels

the global spread of Indian flavours."

"In addition to the culinary competition, as is the tradition every year, there are seven special senior award categories presented through direct nomination. These include Lifetime Achievement, Golden Hat, Silver Hat, Academic Silver Hat, Pastry Chef of the Year, and Lady Chef of the Year", added Chef Saggar

The Indian Culinary Forum is association of Professional chefs of India. It was formed in New Delhi in 1987 as an exclusive non-profit-making organization, dedicated solely to the advancement of the culinary art of India. The Forum's objective is to act as a link, a platform and an instrument for the enhancement and overall development of the national community of chefs. The World Association of Cooks Societies (WACS) is 110-nation fellowship comprising the world's various professional chefs' organization representing over 9 million professional chefs. The ICF has an international culinary focus in the staging of its various competitions, seminars, and events. The aims of the ICF, broadly, are:

- To encourage and inspire junior chefs through training and competition
- To enhance international, the culinary prestige to India
- To encourage Indian nationals to consider a career within the hospitality industry
- To promote Indian Cuisine globally
- To help young chefs to hone culinary skills through training, workshops, and competition.



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SICA Culinary Challenge 2023

The 6th edition of the International Culinary Challenge and Exhibition 2023, organized by the South India Chef's Association (SICA) took place on 15-17 September at Chennai Trade Centre. The event was inaugurated by Chief Secretary Dr. K. Manivasan IAS, Sandeep Nanduri IAS, Director of the TNTDC and A D Padmasingh Isaac, Chairman, Aachi Masala, and Thomas Gugler, President, WACS. This event brought together seasoned culinary professionals, hospitality stalwarts, suppliers and budding chefs across India. It was the first World Association of Chefs Societies (WACS)-approved Culinary Competition in India.



Prior to the Culinary Challenge, master training classes by Chef Dimuthu Kumarasinghe, Vice President – F&B, Aitken Spence Hotels and his team conducted in Chennai, Cochin, Hyderabad and Bengaluru for hotel chefs and hotel management students.



The three-day-long culinary challenge had 20 different categories and participants across India from different hotels, restaurants, and bakeries, as well as catering college students.

Teams of chefs from countries like Sri Lanka, Mauritius, Singapore and the Maldives also participated in this event. 38 different hotel management institutes and 46 different hotel & restaurant organisations participated from across India.

Five different live competition categories, such as Asian, Western, Parotta, Briyani and Dress the Cake, were included in this edition. Importance was also given to promote regional and Indian cuisine in this edition through the authentic Indian regional cooking category, and many forgotten flavors brought by the contestants were attractive in this edition.

Millet cooking was one of the attractions of this competition; authentic regional Indian dishes were prepared by the contestants using millets, which attracted the attention of the audience. The cooking competitions are judged by world-renowned chefs recognized by the World Association of Chefs Societies. The winners of the competition were awarded gold, silver, and bronze medals by jury members and guests.

Chef V. Mahendran, a veteran chef from Singapore, believes that this event will take Indian cuisine to an international level, and the Indian team will have a big part in next year's World Chefs Culinary Olympics in Germany.

The award ceremony for this edition of the Culinary Challenge was held at Raddison Blu GRT Chennai on September 18, 2023. The best hotel team overall, the Dr. Chef P. Soundararajan Memorial Trophy, was bagged by Grand by GRT Hotels with 10 golds, 16 silvers, and 12 bronzes. This memorial trophy is named after the late founder General Secretary Dr. Chef P. Soundararajan who was also the Founder member of South India Chef's Association.

Chef M. Yuvaraj, Senior Chef De Partie, Grand by GRT Hotels was awarded the Outstanding Pastry Chef title. IHM Tharamani Chennai was awarded Best Participation Institute.

Chef M.S.Rajmohan, Junior Forum Coordinator, SICA presented the Guinness World Records official participant certificate of SICA to its President, Chef K. Damodaran and General Secretary Chef N. Sheetharam Praasad during the event.

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Savouring US Poultry

The USA Poultry & Egg Export Council partnered with Diablo, Qutub Garden for delightful evening with some of the well-known food influencers and other dignitaries from the food industry in attendance. The dignitaries who graced the occasion included Clay Hamilton, Minister Counselor Agriculture Affairs USDA, Mariano Beillard, Senior Agriculture Attaché USDA, Ms. Joanna Brown, Agriculture Attaché USDA, Chef Manjit Gill, President Indian Federation of Culinary Associations, Sabyasachi Gorla, President Young Chefs Forum IFCA amongst others.

The guests experienced an exclusively curated menu with interesting International and regional delicacies including U.S. Turkey & Duck. USA Poultry & Egg Export Council (USAPEEC) mission is simple yet profound: to make you experience the magic of U.S. poultry.

What makes U.S. poultry stand out is their unwavering commitment to excellence. U.S. poultry producers adhere to some of the most stringent quality and safety standards in the world. It's a commitment that ensures every bite of U.S. poultry is not just flavourful but safe,



nutritious, and of the highest quality.

Addressing the gathering Clay Hamilton said, "I am

very happy to have each one of you here for this poultry protein-rich gourmet extravaganza. I look forward to a growing partnership between India and The U.S. and what the future holds for collaboration on poultry protein in India."

Mr. Shiven Khanna, representative from USAPEEC opined, "Look for U.S. Poultry at Bougie, Wolf and Miso Sexy some of the most popular restaurants in the city. In the coming months we will also be targeting the catering markets specifically for U.S. Duck & Turkey."

Attendees had the opportunity to indulge in an unforgettable gastronomic journey, exploring the rich flavours and textures of U.S. poultry which were curated by Chef Sagar Bajaj – Culinary Head, First Fiddle Hospitality. Chef Bajaj said, "We are excited to partner with USAPEEC to bring the best of U.S. poultry to our patrons. This collaboration aligns perfectly with our commitment to offering exceptional dining experiences, and we look forward to incorporating U.S. poultry into our menus across our restaurants."

The culinary landscape of India's food service sector has long been intertwined with the traditional wet market approach, particularly when it comes to sourcing poultry products. The concept of Frozen Poultry has emerged as a relatively novel offering and requires awareness regarding its proper handling. The USAPEEC is fast changing this as it brings to the table vast options, convenience and possibilities with Frozen Poultry including U.S. Turkey & Duck.



IICA Partners with Embassy of Spain

The International Institute of Culinary Arts (IICA), New Delhi has announced a partnership with the Economic and Commercial Office of the Embassy of Spain in New Delhi to launch the ICEX Spanish Pantry program in India.



The partnership was formalized on 11th September 2023 by a Memorandum of Understanding (MOU) signed by Arjun S Datta, Managing Director & COO of IICA, and Ms. Lucía Paternina, Chief Economic and Commercial Counselor at the Economic and Commercial Office of the Embassy of Spain in New Delhi, along with other officials from both sides.

The Dignitaries that graced the occasion were Virender S Datta (Founder & Chairman, IICA), Victor Sinovas, Commercial Attache, Embassy of Spain in New Delhi, Ms Clara Antúnez & Diego Moreno, International Trade and Investment Advisors, Embassy of Spain in New Delhi.

The ICEX Spanish Pantry program is the first official course to offer total immersion in the most emblematic food products to be found in the Spanish pantry. It is aimed at professionals working in the food and drink sectors who want to discover the quality, variety, and authenticity of Spain's food products, as well as their culinary uses.

The course, which is delivered online and entirely in English, covers topics such as olive oil, cheese, wine, ham, saffron, paprika, and more. It also features cooking techniques and recipes from traditional and modern Spanish gastronomy.

IICA students and faculty members will have a privileged access to the course as part of their curriculum and professional development.

"The partnership is a significant step for IICA and its mission to provide world-class culinary education in India" said Virender S Datta. He further said that the program will enrich the knowledge and skills of IICA students and faculty members, as well as create awareness and appreciation for Spanish cuisine among Indian consumers.

Ms. Paternina said that the partnership is a testament to the strong bilateral relations between Spain and India, especially in the field of gastronomy. She said that the program will highlight the diversity and richness of Spanish food products and culture, as well as foster collaboration and exchange between Spanish and Indian culinary professionals.

The first batch of the ICEX Spanish Pantry program is expected to start in October 2023 at IICA, New Delhi.

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TASTE SPAIN Connects Spanish Agri-Food Companies with Indian Key Players

The enchanting aroma of Spanish cuisine filled the air at the Instituto Cervantes in New Delhi on September 15. The much-awaited Taste Spain event, organised by ICEX – Spanish Institute for Trade and Investments, and the Economic and Commercial Office of the Embassy of Spain in New Delhi, brought together 17 Spanish agri-food



companies which showcased their products to Indian professional audience.

The evening was a grand success, with over 150 influential figures from India’s agri-food sector. Importers, distributors, online and offline retailers, HORECA professionals, chefs, sommeliers, and many more gathered to explore the diverse and flavourful offerings from these companies, seeking to enter the Indian market.

Notably, the event featured wine tastings guided by the renowned sommelier, Gagan Sharma. His expertise and insights into Spanish wines added an enriching dimension to the evening. To complement the wine experience, Executive sous Chef Rajesh Kumar Singh, from the Taj Mahal, curated delicious cold tapas with the products showcased in the activity.

Taste Spain exemplifies a vital initiative to foster commercial relations between Spain and India. The event’s success underscores the potential for future collaborations between Spanish and Indian cuisines. Spain’s rich culinary heritage, combined with its dedication to quality and innovation, promises exciting opportunities for businesses eager to connect these two vibrant cultures.

Berliners at Kaffee Berliner

Berliner, a traditional German fried doughnut with jam or icing filling can be now experienced at Kaffee Berliner in Bengaluru. The choices of fillings are available from chocolate and vanilla to meat and veggies, choose the taste of your treat – savoury or sweet, and coupled with an exclusive blend of Liberica coffee.



It was Chef Ranjitha Yogananda’s passion to bring some unique addition to Bengaluru’s desert scene that emerged from a small cloud kitchen serving Berliners, which quickly garnered a taste preference in the metropolis. While gauging an exponential demand for it, it was time to expand and dedicate a separate space with a delightful experience like no other.

Chef Ranjitha, a mastermind of precision and creativity in desserts and Chef Pradyumna Harithsa, a flavour wizard, have come together to create these power-packed, fulfilling and delectable treats from their individual culinary prowess. Created with meticulous detail to bring extraordinary taste to each bite, they make dessert dream come true.

The concept was to introduce a unique German delicacy to India, offering an entirely new product for the Indian palate. While many home bakers make Berliner pastries, at Kaffee Berliner, we stand out by providing a diverse range of fillings, both sweet and savory. This innovative approach sets us apart and caters to a broader range of tastes says Nischith Kumar, Founder, Ranjitha Food Works Pvt. Ltd.

Plant Based Food Menu

The Brew Estate, the microbrewery chain, has joined hands with Greenest, plant based organization, to introduce an exciting menu for the connoisseurs of plant based food in Chandigarh. The Brew Estate, has unveiled its new plant based food section in its latest menu with range of delights.

On the launch, Varundeep Singla, Managing Director, The Brew Estate said, “Join us as we celebrate the riches and diversity of plant-based foods in collaboration with Greenest!. Made with the goodness of chickpea protein, vegetable fibres and mushrooms, our plant-based menu is rich in proteins and fibres while being free from nasties like cholesterol, trans-fats, and artificial ingredients. Whether you are a vegetarian, non-vegetarian, vegan or simply a foodie, our dishes are so succulent and flavourful that they will call you back for more!”



Gaurav Sharma, CEO, Greenest said, “Brew Estate enjoys a cult following owing to its experiential format, world class product quality and high service levels. We wanted to treat Chandigarh’s finest with our novel and innovative products and thus the partnership. We have received an overwhelming response nationally and in the US given the great taste and exciting range. There is a massive uptick in interest for plant-based alternatives from retail consumers, restaurateurs, and hoteliers.”

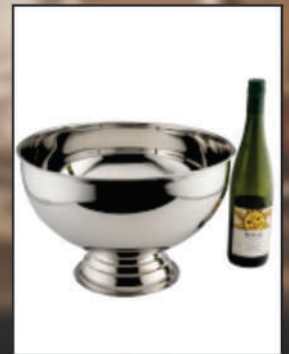
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Alto-Shaam Invests in New Manufacturing Facility in India



Further expanding its worldwide presence, Alto-Shaam, a global manufacturer and innovator in the foodservice equipment industry, is opening a new manufacturing facility in India this year to better serve new and existing customers.

The new facility, situated in an up-and-coming industrial park in the city of Pune, Maharashtra, will include manufacturing, office and warehouse space. The facility development is planned for completion this year.

To ensure success of the expansion, Alto-Shaam is growing its team in India. The news of India manufacturing expansion comes following the announcement of J K Raghavan's promotion to senior vice president of global supply chain and international manufacturing operations—as part of a series of leadership updates.

Alto-Shaam has further invested in India with the development of three leadership roles to oversee quality, supply chain and manufacturing teams and ensure the smooth running of the business. The new hires will be playing an important role in setting up the space, implementing plans developed and hiring additional skilled manufacturing professionals to expand the team further.

Steve Maahs, Chief Executive Officer at Alto-Shaam, said the new facility enables Alto-Shaam to provide on-the-ground support for customers in India, and a closer reach to global partners: "India is a market that has continued to grow for us, and this new facility is the next step in supporting our global vision for Alto-Shaam. We are confident that through this expansion we will be able to reach more of our key customers due to the many strong potentials this market holds for our business.

Our senior leadership team from the United States has been directly engaged in India to hire and onboard the best talent that will align with our business goals, and we are looking forward to growing our global team with manufacturing in India."

Caribbean Lounge in Dehradun

Raasta, a famous Caribbean lounge, that already have presence at Delhi, Gurgaon, Goa, and Mumbai has expanded its portfolio with the launch of outlet in Dehradun, Uttarakhand. The cafe is all set to become a haven for food with its unique fusion of global cuisines and an ambiance that resonates with the spirit of reggae music.

Spread across 16000 square feet area, it has a seating capacity of 220 pax. As you step into our Dehradun outlet, you will be greeted by the rhythmic beats of reggae, creating a lively and energetic atmosphere that instantly transports you to the laid-back vibes of an authentic Caribbean lounge.



The interior decor embraces a vibrant colour palette, featuring bold and earthy tones, accented with tropical elements, and signature Raasta colours- Red, Yellow, and Green. The walls are adorned with captivating artwork that pays homage to the rich reggae culture, further immersing you in the spirit of the cafe.

The menu is a delightful fusion of flavours from around the world, crafted with utmost care and creativity. From mouthwatering Jumbo prawns to flavourful mezze platters, the diverse range of dishes caters to all palates and preferences. The cocktails are no less from Jamaica to Devil's Bay. Vegetarian and non-vegetarian options are plentiful, ensuring that everyone can savor the delectable culinary offerings at Raasta.

According to Joy Singh, Co-Founder, Raasta, "Dehradun edition is one of our most awaited destinations since it is a hub of a lot of national and international travelers. A favorite pit stop for travelers, this place is a perfect spot for introducing our outlet. Raasta positions itself as a party place that offers the best music and food culture. In the next five years, we will hopefully look for at least 1 Raasta outlet in all major cities and tier 2 cities.

The North Club at Hyatt Regency

The Hyatt Regency Jaipur Mansarovar has opened the doors of its fine dining, specialty restaurant 'The North Club' offering guests a touch of the old world nostalgia and culinary heritage of India.

The restaurant serves a carefully-curated a la carte menu that pays homage to dishes from across India that are inspired from the golden era of discovery. Guests will have the unique opportunity to explore the stories and ingredients behind these dishes and go back in time to a bygone era that shaped the country's diverse culinary landscape.



"We are very excited to open the doors of The North Club to our patrons from across the world. The North Club is not just a restaurant; it is a celebration of India's rich heritage and traditional Club culture that our guests get to experience firsthand when they dine with us. We look forward to sharing our celebration of the culinary treasures from India's bygone era with them," said Nikhil Gandhi, General Manager, Hyatt Regency Jaipur Mansarovar.

The North Club takes guests on a gastronomic journey where they get a taste of a diverse range of cuisines from different regions. From the exotic flavours of Portuguese-Goan cuisine to the subtle elegance of French Pondicherry dishes and from the flavourful delights of Anglo-Indian cuisine to the captivating glimpses of Dutch Malabar, every dish promises to titillate the taste buds.

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China Bistro Elevates Pan Asian Dining to New Heights

Foodlink has unveiled China Bistro's remarkable transformation by setting new benchmarks in Pan Asian cuisine. China Bistro 2.0 now emerges as a shining beacon of contemporary dining. Following the success of twelve restaurants and three cloud kitchens spanning India and the UAE, China Bistro, a revered destination for Pan Asian cuisine, proudly announces its Version 2.0.

With an ambitious vision to expand its footprint across prominent regions India and UAE, China Bistro is poised to make an indelible mark in the capital city. Nestled within the dynamic Select CITYWALK Mall in Saket, China Bistro 2.0 promises to stand out amidst its culinary peers. Fusing authentic Pan Asian flavours within a contemporary mall milieu underscores China Bistro's commitment to redefining the dining experience while preserving its distinctive brand ethos.

Step into an unconventional realm of dining at China Bistro 2.0, where modernity seamlessly intertwines with tradition. Each piece of meticulously curated "a la mode" furniture is chosen to elevate comfort and luxury. The meticulously selected dinnerware transforms



each dish into a visual masterpiece, infusing the dining experience with an aura of sophistication.

China Bistro's revamped menu, meticulously crafted by accomplished chefs, showcases an eclectic array of Neu Asian cuisines, encompassing Japanese, Thai, Korean, Chinese, Burmese, and beyond.

Sanjay Vazirani, founder of Foodlink, states, "As we prepare to unveil China Bistro in the city, we aspire to captivate our guests with an elevated dining encounter. From the re-imagined interiors and ambiance to an enriched Pan Asian Menu, complemented by an exquisitely curated beverage selection, China Bistro is poised to become the quintessential haven for our discerning clientele."

PlanB Launches Four New Outlets

VRO Hospitality announced the launch of four new PlanB outlets across Bengaluru taking the total number of outlets to thirteen in the city. The four new outlets will be in Domlur, Jayanagar, Yelahanka, and Electronic City. The new outlet at Electronic City will be the largest of the four.

The walls of new outlets of PlanB will adorn some of the latest contemporary graffiti art creating a contemporary look. For this, VRO Hospitality has tied up with Lefthander, a graffiti artist from Malappuram in Kerala, who has been a trailblazer in the South Indian graffiti scene. With a unique artistic style and a passion for creativity, Lefthander has collaborated on multiple exciting projects with renowned brands, pushing the boundaries of street art and leaving a vibrant mark on the urban landscape.



Commenting on the expansion, Sharath Rice, COO & Co-Founder of VRO Hospitality, said, "Over the last 13 years, PlanB has been delighting customers with its mouth-watering flavours and vibrant ambience. With a strong presence now in four cities across India, PlanB is committed to providing a memorable culinary experience through its diverse menu offerings."

This expansion comes at a time when VRO is spreading its wings across India with PlanB now present in Kochi, Hyderabad, and Kolkata, in addition to Bengaluru. With the addition of four new outlets, PlanB has now total 16-outlets.

Loya Debuts at Taj West End

After a successful debut at The Taj Palace, New Delhi, IHCL introduces its flagship Indian-concept restaurant brand, Loya, at the Taj West End, Bengaluru. Traversing the landscape of North India, Loya captures the culinary tapestry from the foothills of the Himalayas to the terrains of Punjab and the snow-capped peaks of Kashmir.

Derived from Bakarwal shepherds, 'Loya' signifies a joyous gathering for a feast, embodying the spirit of camaraderie. Inviting patrons on a captivating epicurean journey through North India, the menu revives lost culinary traditions and long-preserved authentic recipes made with heirloom ingredients.

The spotlight is on the inherent uniqueness and time-honoured cooking techniques of dungaar, the art of smoking and slow-cooking; aromatics of baghar, spices tempered in hot oil; sigdi, cooking over an open fire; and the practice of pounding masalas with a sil-batta, pestle and mortar. The bar philosophy,



Loya 'Paanch', a blend of the charm of the past with modern refinement, focuses on indigenous beverages and the North's botanical abundance with a contemporary twist on local spirits.

Transcending taste and aroma, Loya's design blends elegance and nostalgia, featuring grand arches and intricate motifs with outdoor spaces featuring natural rocks, boulders, and Himalayan spring-inspired aquatic bodies. Loya's music, curated by Shreyas Patkar, and inspired by folk tunes, traditional rhythms, and soul-stirring compositions, adds the final touch to the quintessence of North India.



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Soumyadeep Banerjee

Radisson Blu Plaza Hotel Banjara Hills Hyderabad has appointed Soumyadeep Banerjee as its new Director of Food & Beverage. With over a decade of experience in the hotel industry, Soumyadeep previously held the position of Director of Food & Beverage at Courtyard by Marriott Pune Hinjewadi. He has been an integral part of two

pre-opening properties, namely The Westin Pune Koregaon Park and Grand Hyatt Goa. Soumyadeep also contributed to the repositioning of the bar at Hilton Conrad Pune.



Jyotiraditya Kumar

DoubleTree by Hilton Gurugram Baani Square has appointed Jyotiraditya Kumar as the Food & Beverage Manager. Jyotiraditya Kumar carries with him over 13 years of hospitality experience. Previously he served as Director of Events at Hilton and Hilton Garden Inn, Bangalore, Manyata Tech Park. He also worked with reputed brands like Sofitel Mumbai & Taj

Palace New Delhi. He perused Bachelor of Science in Hospitality & Hotel Administration from IHM Trivandrum and completed Lead: 2 – Hilton’s Structured Leadership program.



Rahul Chaudhary

Conrad Pune announced the appointment of Rahul Chaudhary as its Director of Food & Beverage. Rahul has over 19 years of experience in the hospitality sector, and during his career he worked with hotels such as Park Hyatt Hyderabad, Grand Hyatt Goa, Park Hyatt Goa, and Le Meriden Jaipur, with an emphasis on luxury operations. His responsibilities

will include increasing team efficiency, incorporating F&B trends into Conrad’s culinary offerings, improving hygiene and safety standards, and aligning F&B activities with seamless operations.



Chef Sumit Kumar

Leisure Hotels Group has appointed Sumit Kumar as their group Corporate Chef. With an experience of over three decades, he has worked brands across India, UAE, and Mauritius, including Taj Hotels, Ananda in the Himalayas, Al Khoory Hotels, Max Healthcare, Citymax Hotels, Dubai. He holds a Diploma in Hotel Management and a Bachelor’s

degree in Commerce, and is certified by Cornell University in Hospitality Management. His culinary expertise encompasses cuisines such as European, Middle Eastern, Indian, Asian, Ayurvedic, and wellness cuisine.



Chef Jude Fernando

Four Seasons Hotel Mumbai announced the appointment of Chef Jude Fernando as their Executive Chef. Chef Jude will oversee all culinary operations, curating exquisite menus, and leading a team of talented chefs ensuring that each dining experience surpasses guests’ expectations. He previously left an indelible impression on the palates of

discerning diners while being a part of the preopening team of Four Seasons Hotel Mumbai. His talent as the Executive Chef at Four Seasons Resorts Maldives is widely recognized.



Chef Joseph Varghese

Le Meridien Mahabaleshwar Resort and Spa has appointed Chef Joseph Varghese as new Executive Chef. With over 13 year of experience, and a solid foundation established through his apprenticeship in 2006, he has worked at acclaimed establishments worldwide at The Ritz Carlton Doha, Marriott Doha, Sheraton Abu Dhabi, Yas Viceroy Abu

Dhabi, Atlantis the Palm Dubai, and various locations in India. Over the course of his career, he has garnered expertise in various cuisines, including Japanese, Peruvian, Pan-Latin, Mediterranean and Indian.



Chef Reena Samby

Grand Hyatt Mumbai Hotel and Residences announced the appointment of Chef Reena Samby as the Chef de cuisine at SOMA Restaurant. She is renowned for her expertise in North Indian and Peshawari cuisine, and brings her skills and unwavering dedication to creating delectable dishes. Her culinary journey has been enriched by her tenure

at prominent restaurants such as Tresind Mumbai fine dine Restaurant and Arth Restaurant. Chef Reena possesses the ability to oversee dining services for up to sixty tables with finesse.



Chef Matteo Arvonio

JW Marriott Hotel Bengaluru welcomes Matteo Arvonio as the Executive Italian Chef at ALBA, a European restaurant. With a culinary journey spanning across Maldives, India, Dubai, Italy, and Germany, Chef Matteo with over 21 years of experience in Italian fine dining, worked at Canottieri, Omegna, and Castello di Casalborgone in Italy, a true master of

his craft. He has expertise in restaurant management, blending his creative vision with interior design, decor, and the art of crafting captivating Italian dining experiences.

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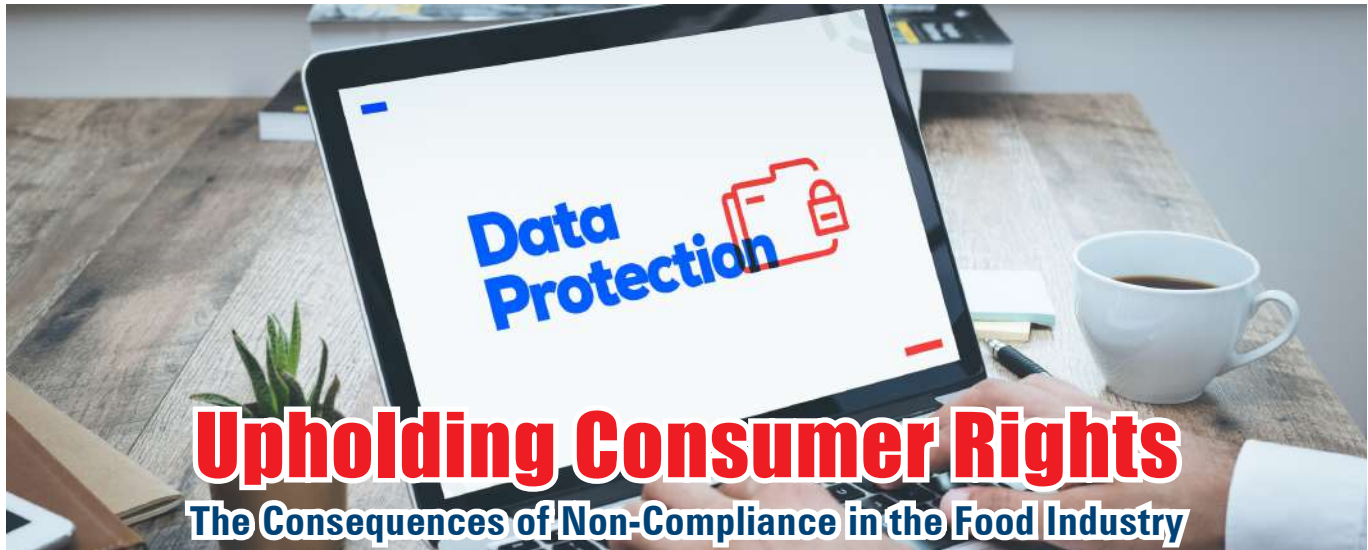
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By Sandeep Agrawal

The Indian food service industry is one of the oldest pillars of the economy and will be responsible for the livelihood of ten million people by 2025. The \$40+ billion industry will double its market size before the decade's end, growing at a CAGR of 11%. The Quick Service Restaurant (QSR) segment is expected to cross the \$1 billion market size in the next 4 years, becoming the fastest-growing segment.

The whole food industry in itself is critical for a nation, and as such, the compliance ecosystem is also unique. While the industry is regulated by a complex framework of acts, rules, and regulations, consumer protection regulations also give consumers the right to hold food and food-service businesses accountable.

The Food Safety and Standards Authority of India (FSSAI) is the industrial regulator which frames and implements the rules and regulations for the food industry. While the Food Safety and Standards Act, 2006 is the principal act that empowers the regulator, there are more regulations and rules covering preparation, packaging, labelling, storing, and selling of food products are all included in these regulations.

Additionally, the Consumer Protection Act, 2019, the Consumer Protection (E-Commerce) Rules, 2020, and Central Consumer Protection Authority (CCPA) regulations and guidelines are also applicable to food and foodservice businesses.

The explosion of digital services has created a unique situation wherein these

enterprises can now directly connect with their customers. The influx of online food delivery and booking apps has allowed food-service providers to gain direct access to customers and their personal, sensitive data. Personal contact numbers, addresses, details of credit/debit cards, live locations, and access to call logs and SMSs are just some of the personal information that these service providers can access.

With over 800 million smartphone users, this creates a vulnerability that malicious actors can exploit to defraud unsuspecting customers through cybercrimes such as identity theft, fraud, and social engineering. Data is both the modern-day currency and fuel propelling the digital economy. With the country steaming forward to the \$1 trillion mark, it has become apparent that protecting users' personal data is of utmost importance.

The recent Digital Personal Data Protection Act passed by the Lok Sabha is a step towards building guardrails and laying down the foundation of what will single greatest contributor to the national GDP over the next decades. It clearly identifies and demarcates the stakeholders of the digital economy and lays down responsibilities, obligations, liabilities, and rights & duties.

From 'Data Principals' to 'Data Fiduciaries', the act creates a framework wherein the data principal controls its data. The act introduces the concept of "consent," in which a Data Principal can

grant permission to process her personal data for a specified reason. Principals can work with consent managers, who are also Data Fiduciaries but with a specific purpose, to revoke, renew, and extend their consent at any time.

Furthermore, it provides for the creation of a Data Protection Board to oversee the implementation of the act's provisions. The Data Protection Board has been given the authority to investigate potential cases of noncompliance and issue appropriate sanctions. This is the result of a compliance framework that was designed to be digital by design. The board can instruct Data Fiduciaries to provide relief for affected "Data Principals" in the event of a data breach.

As such, all the major stakeholders, the consumers, the food-service businesses, and the government, are all assigned their respective responsibilities, rights, and duties. It ensures businesses are wary of how they collect, use, store, transfer, and dispose of their customers' data.

With a booming food-service industry that is growing in conjunction with a digital economy, the issue of data privacy and data protection must be addressed early. A robust, transparent, and resilient framework will ensure that the consumer controls consumers' data and its data security is not compromised.

The author is Co-Founder and Director of TeamLeaseRegTech

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Health Benefits Drive Yogurt Demand

While yogurt/yogurt drinks* are an integral part of Indian meals, with a significant 84% of consumers saying they've eaten it in the last three months, new Mintel research reveals that nearly half (47%) of consumers are open to consuming more packaged yogurt and yogurt drinks if they offer added health benefits.

"Over the past five years, 19% of food and drink launches in India made functional health claims on the pack. Additionally, in the 12 months leading up to March 2023, yogurt and yogurt drink products with high/added protein claims increased from 9% to 17%. Therefore, multifunctional health claims targeting aspects like immunity, mood, and gut health, could resonate with health-conscious consumers and help brands stand out in the highly competitive dairy market," said Tulsi Joshi, Senior Food and Drink Analyst, Mintel Reports India.

The research reveals that flavour innovation is a significant driver for 34% of consumers. Mango flavour has seen the most substantial growth in yogurt and yogurt drink launches, increasing from 3%



to 16% over the last three years.

"Taste is the most critical factor for Indians when choosing packaged yogurt and yogurt drinks. Brand loyalty is relatively low in yogurt and yogurt drinks, with only a quarter of consumers (25%) considering 'brand that I trust' as a top-three factor when choosing yogurt and yogurt drinks. Therefore, offering superior taste and experience can be a compelling proposition to attract packaged yogurt and yogurt drink consumers towards other brands," said Joshi.

Despite an 11% decline in the

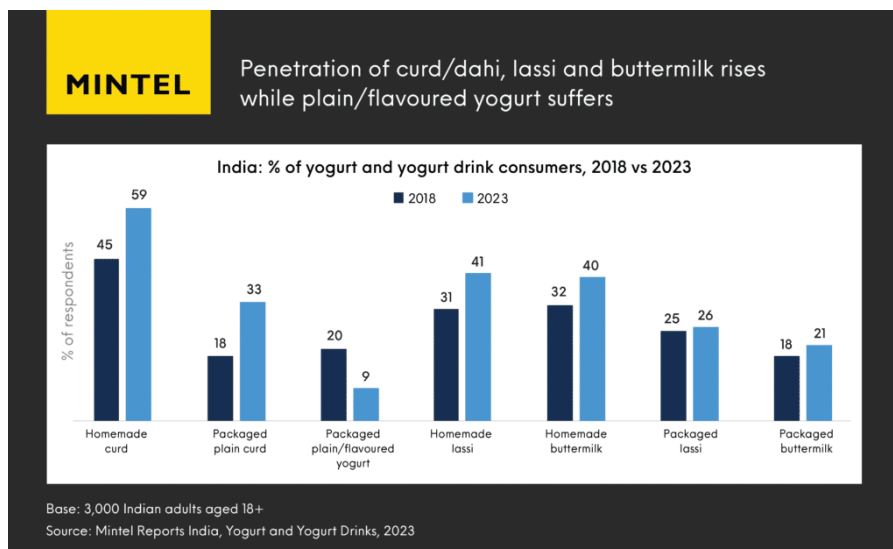
consumption of packaged plain/flavoured yogurt, certain varieties have witnessed growth in the past five years. Consumption of plain curd has risen by 15%, while buttermilk has experienced a 3% increase. However, price sensitivity remains a barrier, with 36% of consumers considering price a key factor in their choices, twice the percentage in 2019.

"While some packaged yogurt varieties are gaining popularity, overall, price sensitivity caused by economic uncertainties is

contributing to the increasing preference for homemade varieties. Our research shows that homemade curd, lassi and buttermilk have risen exponentially, while their packaged formats are catching up. This price sensitivity is also making premiumisation an uphill task for brands. It poses a challenge for a format like packaged plain/flavoured yogurt brands, as it is the high price, low awareness and lack of differentiation from curd/dahi, thereby, limiting its growth in a price-conscious Indian market," said Joshi.

A closer look at consumption patterns among different age groups reveals that younger Millennials aged 27-33 are more likely to consume more than four types of yogurt and yogurt drinks (19%) followed by Baby Boomers aged 59-77 (17%). Meanwhile, Gen Zs aged 18-26 has shown the most significant increase in the consumption of packaged lassi (8%) and buttermilk (7%) over the last five years.

According to Joshi, a key to capitalising on this trend lies in reimagining traditional yogurt and yogurt drinks for diverse age groups. She highlights the opportunity to introduce contemporary twists or innovative formats, particularly for Millennials, who have the most extensive repertoire in yogurt and yogurt drinks.



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What's On The Menu?

The first thing that a diner is keen to know, on entering an F&B outlet, is what's on the menu. This is an important element in the success of a restaurant. The Menu has to take several issues into consideration. While it must be attractive, it must also have delectable cuisine which must be appealing and enticing to the diners. At the same time one also has to take into consideration the price factor. It must not only be profitable for the restaurateur but also be within the budget of the diner. The preparation of menu is thus an onerous task that taxes the intellect of the persons preparing it. **Ashok Malkani** takes a look at various aspects of preparing a menu

Whenever one speaks of starting an F&B outlet, the first thing that comes to mind is planning the menu. The menu has to be not only attractive but also explanatory about the dishes. Menu is one of the essential items for the success of a restaurant. Besides listing the delicacies being served at the restaurant it also pays heed to the price factor. The advantages of menu are multifarious

Susheer Kumar, Food & Beverage Manager, The Mirador, Mumbai, states, "Menu serves a dual purpose: One, it helps the managers to plan, organize, operate, and control back-of-the-house operations and two, it acts as a document to inform the patrons about the dishes served in the outlet.

In its first model it serves not only as a guide to purchasing but also as a service schedule for organizing job duties and charting staff requirements in all departments. In the second case it is a product listing, a price schedule. A good

menu should lead patrons to food and beverage selections that satisfy both their dining preferences and the merchandising necessities of the operator.

It can serve as public notice of days and hours of operation, inform patrons of special services available and even be used to inform patrons of new ways to enjoy the dining experience, including descriptions of unusual or exciting dishes, drinks. The importance of this selling opportunity makes it critical to design a menu that sells."

Dr. Anmol Ahluwalia, Cluster General Manager, Taj North Goa states, "Menu is a powerful tool that shapes guest perceptions, capable of driving sales and to establish a unique brand identity. A menu in a restaurant is extremely critical in playing a multifaceted role. Not only does it list the dishes and prices but its importance could be seen as the first impression of the restaurant and the brand identity especially the culinary philosophy.

A menu tells you if it is a fine dining establishment or a fast food place and what the restaurant stands for catering to diverse tastes and dietary preferences. It influences guests' perception of value as a well thought-out pricing can enhance the perceived value of the dishes and thus drive profitability.

Having a menu streamlines kitchen operations in terms of stocks and preparations. Menus help in strategically driving high margin items and also encourage guests to order complementary beverages."

Surendra Singh, Assistant Food & Beverage Manager, Sayaji Kolhapur, declares, "A restaurant menu serves as a crucial communication tool between the establishment and its patrons. It provides diners with comprehensive insights into the dishes offered, including ingredients and pricing, empowering them to make informed choices.

In the contemporary dining landscape,

many menus also feature nutritional information, such as calorie counts and allergen warnings, which proves highly beneficial to individuals with dietary restrictions or health-conscious preferences. Thus, a well-structured menu enhances the overall dining experience by offering transparency and catering to diverse dietary needs."

Ritesh Sen, Corporate General Manager - Food & Beverage, The Fern Hotels & Resorts, stressed, "Having a menu in a restaurant is important. A well-structured menu serves several crucial purposes. It provides guests with a clear understanding of the culinary offerings, allowing them to anticipate and choose from a variety of options. Furthermore, it directly contributes to the ambiance of the establishment, aligning with the overall dining experience. Importantly, menus also highlight essential information such as portion sizes, calorific values, and allergen details, ensuring guests can make informed choices that cater to their preferences and dietary requirements."

Prithipal Singh, Corporate Director - Food & Beverage, Pride Hotels Group, declares, "A planned menu in a restaurant allows customers to make up their minds so they can order the meal they want. Menu gives you the opportunity to plan and prepare delicious and healthy food."

Amandeep Singh Executive Sous Chef, The Westin Mumbai Garden City, disclosed, "A well-structured menu provides customers with choices, helps guide their dining experience, and showcases the restaurant's offerings, and information related to dietary



preferences and allergens.

Ravi Ranjan, Executive Chef at Ditas, states, "Menus have several advantages. They are:

Menus provide a clear and structured way to communicate the available food and beverage options to customers.

They streamline the ordering process for both customers and servers.

They can showcase a wide variety of dishes, accommodating different preferences and dietary requirements.

Menus can strategically highlight certain dishes, specials, or add-ons, encouraging customers to try new items or upgrade their orders, thus increasing the overall revenue for the restaurant

Success of Restaurant

A menu expresses not only your F&B outlet's

personality but also focuses your overall operations, promotes profitability, establishes your budget, and keeps your brand fresh in your customer's mind. One can say that a menu contributes to the success of a restaurant.

Surendra Singh stresses, "A restaurant menu serves as a crucial communication tool between the establishment and its patrons. It provides diners with comprehensive insights into the dishes offered, including ingredients and pricing, empowering them to make informed choices. Thus, a well-structured menu enhances the overall dining experience by offering transparency and catering to diverse dietary needs.

The role of a menu in a restaurant's success cannot be overstated. Its creation should be a strategic endeavour, carefully tailored to the demographics of the restaurant's location and the preferences of its nearby clientele. A well-crafted menu can contribute significantly to revenue generation by highlighting high-margin items, suggesting pairings or add-ons, and ultimately enticing customers. In essence, a great menu is an indispensable driver of a restaurant's overall success."

Susheer Kumar believes, "For foodservice consumers, a menu is a list, often presented with some fanfare, showing the food and drink offered by a restaurant, cafeteria, club, or hotel. For the manager of a foodservice establishment, however, the menu represents something significantly more: It is a strategic document that defines the purpose of the foodservice establishment and every phase of its operation.





Surendra Singh



Amandeep Singh



Bhuvneshwar Kulbargi



Ravi Ranjan

Management professionals have known for many years that in order for a company to succeed, it needs to have a clear idea of where the business is headed and how it plans to get where it wants to go. This process is known as long-range or strategic planning. In addition to developing strategic plans, management must also create short-range or tactical plans that define how the various parts of the organization must function in order to achieve strategic plans. Menu plays a very vital part in planning the operation of establishment.”

Ritesh states, “A menu plays a pivotal role in the success of a restaurant. He asserts that it serves as the heart of the establishment, infusing life and character into the dining experience. Moreover, a thoughtfully curated menu acts as a revenue generator, influencing guests to explore and order dishes they enjoy. It's a tool that empowers patrons to align their tastes with their dining choices, ultimately contributing to guest satisfaction and loyalty.

Prithipal Singh avers, “A menu plays an essential role in any restaurant's success since it serves as an internal advertising tool for informing consumers about what is being offered, how much it will cost, and the dining experience they are about to have. The menu can play a vital role in restaurant revenue if pricing, design, and menu planning are done to perfection.”

Amandeep Singh is of a similar view. He adds, “It reflects the restaurant's identity and culinary expertise.”

Dr. Anmol claims, “Well researched and strategically crafted menu significantly impacts the profitability of a restaurant. It helps a restaurant in establishing its own identity from the other outlets, creating a brand identity. If used tactically it can be a great marketing tool. It helps increase operational efficiency and upselling by influencing customer's choices. A menu's impact on a restaurant's success is undeniable.”

Ravi says, “The role of a menu in the success of a restaurant is multifaceted and significant. A well-designed menu goes beyond being just a list of dishes; it serves as a powerful tool for shaping customers' perceptions, driving sales, and enhancing overall dining experiences. A visually appealing and well-organized menu can create a positive first impression. It also

reflects the restaurant's branding, style, and overall identity.

Menu pricing can influence customers' perception of value. Menu engineering involves strategically placing high-profit or popular items in prime positions on the menu.”

Responsibility of Menu Preparation

Importance of menu planning is critical. This will help in establishing the types of cuisines your restaurant will offer. One has also to consider the patience of the diners. Are they prepared to go through an elaborately lengthy menu as there are several dishes, often from different cuisines, which have to be listed?

So who prepares the menu: the F&B manager or the Chef and what should be its length are pertinent questions?

Dr. Anmol is of the opinion that, “Preparation of a successful menu must be a collaboration of the chef and the serving team. While the chef brings the culinary expertise by creating dishes that align with the food philosophy of the restaurant the service team provides valuable inputs on the customer preference, trends on the table and the feedback. This buy in from both teams thus ensures that the menu showcases the philosophy of the restaurant backed, not only with the chef's culinary skills but also with the market demands. This synergy should reflect to make it a grand success.”

He continues, “The length of the menu is based on the restaurant's concept and operational capacity. The length of the menu is to be aligned with the restaurant's objective. A short menu, as in that of a fine dining restaurant, allows the chef to focus on quality and brand clarity, with a faster decision making and cost control.

However, a lengthier menu allows the restaurant variety and inclusivity with up-selling opportunities. The team is able to explore and experiment and offer something for everyone resulting in repeat clientele. Striking the right balance in terms of the length of the menu is crucial keeping in mind the capacity and the overall vision of the restaurant.

Susheer Kumar states, “It is a dual responsibility of Chef and F&B Manager as several aspects like pricing, portion, market research, current trends, competition, and menu engineering are to be taken into



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Susheer Kumar



Dr. Anmol Ahluwalia



Ritesh Sen



Prithipal Singh

consideration.

As far as the length of the menu is concerned, I would say that it must be a balanced menu which allows guests having different tastes to satiate their appetite. It is necessary to balance selections within food groups. Each section should have at least 5 to 6 varieties to offer to the guests."

Surendra Singh, Ritesh, Prithipal Singh, Amandeep Singh, Ravi, are all of a similar view that it is the combined effort of the Chef, F&B manager and team which makes for a menu that would satiate the appetite of diners having different tastes.

However there are different takes on the length of the menu

Surendra Singh states, "There are pros and cons in both of them. The ideal menu strikes a balance between being short and concise while offering sufficient variety to cater to diverse tastes. A menu typically features two to three cuisines, each targeting different segments of guests. Profitability is indeed a key factor in determining the dishes to include. A lengthy menu may offer a broad range of flavours but can overwhelm and confuse diners, while a shorter menu simplifies operations and reduces inventory concerns but might limit the restaurant's appeal."

Ritesh avers "The length depends on the type of restaurant or catering business in question. Different establishments cater to diverse clientele with varying expectations, and thus, the menu should align with the specific goals and ambiance of the restaurant."

Prithipal Singh says, "It all depends on public demand, which varies from city to city and restaurant to restaurant. In my opinion, a shorter menu offers higher profit margins than a long, detailed menu. However, the menu should offer food from all continents. A concise and succinct menu aids in reducing inventory waste. A menu should have signature dishes that consistently taste wonderful, so we can standardise the quality of the food while ensuring the most popular items. Typically, a smaller menu with more expensive items can boost profits."

Amandeep Singh opines, "The ideal menu balance depends on the restaurant's concept. A concise menu reduces decision fatigue and streamlines operations, while a diverse menu attracts a wider audience. Profitability is indeed a consideration when

listing dishes."

Ravi, disclosed, "The decision of whether to have a short and concise menu or a variety of dishes depends on various factors and considerations. Both approaches have their own pros and cons, and the decision should be aligned with the restaurant's concept, target audience, kitchen capabilities, and business goals."

Planning of Menu

Extensive planning is critical in designing a menu that sends dishes flying out of your kitchen. Besides listing enticing dishes from different cuisines, there are several other aspects. What are the factors taken into consideration while planning a menu?

Executive Chef Bhuvneshwar Kulbargi, The Mirador Hotel, Mumbai says, "planning a menu has to take into consideration like: Market research, Demand of the product, Presentation, Portion, Price (Justified / Affordable), Prep Time, Availability of raw materials (Seasonal / Non Seasonal), Serving Temperature, Nutritive Value and Profitability"

Amandeep Singh states, "When planning a menu, factors like target audience, dietary restrictions, pricing, ingredient sourcing, restaurant concept and dish popularity should be carefully considered.

Dr. Anmol avers, "The key elements to keep in mind while planning a menu involves careful consideration of various elements like signature dishes, pricing strategy, ingredient quality, portion size, menu layout, seasonal, balance and variety and target audience. Most important is to periodically review and update the menu based on changing diners' preferences and market trends. By carefully blending these elements the restaurant menu could be created that not only delights customers but also supports the business goals and profitability."

Prithipal Singh reveals, "Few key factors while planning menu are as follows:

Eating habits of customers; type of customers we serve

Kitchen equipment and layout

Inclusion of the most profitable dishes in the menu

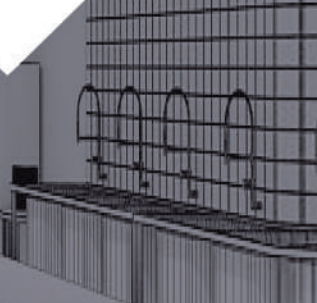
Portion size of each menu item

Balance, nutritional quality, and variety are to be offered.

The menu should serve all types of customers, such as healthy eaters, children,



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foreigner, regional, etc.

Ritesh adds, "Several factors like local tastes and preferences, price sensitivity, the demographic of the region, and the availability of skilled manpower are also crucial in crafting a menu that resonates with the restaurant's target audience and ensures operational feasibility."

Surendra Singh declares, "When planning a menu, key considerations include the demographics of the chosen location, the preferences of the target clientele, and the ease of sourcing ingredients. An effectively designed menu aligns with the restaurant's concept and brand identity, while also catering to the expectations, tastes, and budgetary constraints of the intended audience."

Ravi declares, "Planning a menu involves careful consideration of various factors to ensure a successful dining experience for your customers. Here are key aspects to consider:

- Target Audience and Theme
- Diversity and Variety
- Seasonality and Freshness
- Ingredient Sourcing and Availability
- Balance of Courses
- Flavour Profiles and Pairings
- Preparation Complexity
- Plating and Presentation
- Pricing and Profitability
- Menu Layout and Descriptions
- Specials and Seasonal Offerings
- Feedback and Adaptation
- Beverage Pairing

Periodicity

Analyzing and updating the restaurant menu

periodically is believed to be necessary for benefitting your restaurant business. Changing the menu will help keep your restaurant fresh, engage new customers, and create new interests. But how often should you change it? What should be the periodicity for changing the menu?

Bhuvneshwar Kulbargi opines, "Six months is an ideal time to change over the menu. While changing the menu one should always consider the previous menu items and retain those which had given better mileage and were appreciated by the guests."

Ritesh believes that the periodicity of change should be six months. He adds, "This would help to maintain guest interest and avoid menu fatigue. Popular items can be retained or re-incorporated in different styles, and pricing should be adjusted to reflect changes in raw material costs, ensuring sustained profitability."

Amandeep declares, "The periodicity of changing the menu varies but is often influenced by seasons, trends, and ingredient availability. Some old menu items might be reintroduced based on demand and popularity. As a standard, we revise the menu annually and do menu engineering every month to monthly basis to understand trends."

Dr. Anmol avers, "The general guideline might be to update the menu seasonally to consume fresher produce and to support local agri products. Culinary trends could be another reason why a menu might be redesigned. A total change in the menu may be exciting but should be done thoughtfully, considering diner's feedback and market demands. Seeking feedback regularly,

seeking data and balancing tradition with innovation should be considered and deliberated upon before the menu is changed."

Ravi says, "The periodicity of changing a menu depends on various factors, including the type of restaurant, customer preferences, seasonal availability of ingredients, culinary trends, and the overall business strategy. There isn't a one-size-fits-all answer, but some considerations are: Seasonality, Customer Preferences, Culinary Trends, Menu Fatigue, et al.

Prithipal Singh opines, "Restaurants should change the menu at least once a year; upgrading the menu annually or more than once a year is an excellent method to generate revenue while also managing food expenditures. While planning a new menu, we should always consider the most saleable items from your existing menu, as they are the ones loved by customers. All-star dishes should be repriced with a certain margin."

Surendra Singh says, "The frequency of menu changes varies, with some restaurants opting for seasonal updates and others making changes once or twice a year. The decision depends on the restaurant's concept and business strategy."

Designing a Menu

While the main purpose of the menu is to list the dishes served in the restaurant it must also be designed artistically to enthuse the diner to peruse through the listings. A good restaurant menu is designed in such a way that it keeps the F&B outlet's brand image fresh in the customer's mind.

Ravi states that designing an attractive menu is critical as it serves as a powerful tool to engage customers and influence their dining choices. He elaborates, "Some key principles and tips to consider when designing an appealing menu are:

Visual Hierarchy: Create a clear visual hierarchy by using size, font, colour, and spacing to guide the reader's eye through the menu. Important items like special dishes, high-margin items, or signature dishes should stand out.

Layout and Organization: Divide the menu into logical sections (appetizers, entrees, desserts, drinks, etc.). Leave enough blank spaces to make the menu easily readable.

Typography and Fonts: Choose legible fonts that match the restaurant's theme

and style

Imagery: High quality images of your dishes can entice customers

Colour Scheme: Use colour psychology to evoke desired emotions; for instance, red can stimulate appetite and excitement.

Specials and Promotions: Highlight daily specials or promotions using contrasting colours or boxes.

Seasonal and Freshness: If your menu changes seasonally, reflect this in the design to keep it current and exciting.

Consistency with Branding: Ensure the menu design is consistent with the overall branding of your restaurant, including colours, logo, and style.

Bhuvneshwar states, "While designing a menu you should think about how it will best represent your restaurant's image and objectives. Once you determine your restaurant's personality, you can easily begin crafting the look of your menu to match that. Your design elements should be such that the spotlight is on items that you want to draw the diners' attention."

Surendra Singh avers, "Designing an appealing menu is a critical aspect of enhancing a restaurant's popularity

and sales. The menu should reflect the restaurant's unique concept and brand identity while resonating with the preferences and expectations of its customer base. Attention to layout, typography, imagery, and descriptive language can greatly influence diners' choices and overall dining experience."

Ritesh declares, "When it comes to designing an attractive menu, I believe several key principles are crucial. First and foremost, correct spelling is paramount; it conveys professionalism and attention to detail. Selecting appropriate fonts is equally important, as it contributes significantly to the menu's readability and overall aesthetics. I also advise using concise yet inclusive descriptions for each dish, providing diners with a clear understanding of what to expect. Additionally, it's essential to avoid excessive statements in the menu; simplicity and clarity are fundamental to an effective menu design. This approach ensures that the menu is visually appealing and enhances the overall dining experience."

Prithipal Singh states, "For a well-designed menu divide the menu into sections based on cuisine and further into

sub-sections, such as soups, starters, salads, main courses, and desserts. Arrange dishes sequentially with the star or high-priced item at the top of the list; place pictures of the featured item alongside to draw attention; it is important to ensure that your menu design is uncluttered."

Amandeep Singh says, "A well-designed menu should have an organized layout, use appealing visuals, incorporate concise descriptions, and employ typography and colors that match the restaurant's theme."

Dr. Anmol declares, "By involving functionality and aesthetics a creative menu could be designed. An attractive menu should choose durable material to withstand regular handling; ensure fonts that are legible, maintain a consistent style and layout thru out the menu, well-spaced with uncluttered look, present prices clearly, use design elements to draw diners to signature dishes, craft it in such a way as to evoke sensory experiences, categorise dishes well for diners to easily navigate, use good quality images to match the branding and food philosophy."

A well designed and planned menu is essential for the success of the F&B outlet. ■



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Clean & Hygienic Restaurants

Critical to Boost Sales



When diners head with family and friends, or even alone, to an F&B outlet they would like not only healthy and tasty food but also an unforgettable ambience that will make remember the outing for a long time. It would also tempt them revisit the place again and again. And all this is possible by maintaining a clean and hygienic restaurant. It should be a place where, as the name suggests, where you can rest and relax. **Ashok Malkani** tries to fathom how important it is for a restaurant to maintain cleanliness and hygiene and how different segments of the outlet can be maintained clean and hygienic.

While a restaurateur might feel that tasty food is sufficient to attract guests, stalwarts of the industry believe that this is an erroneous conception. There are several other factors that have also to be taken into consideration. One of them is cleanliness and hygiene observed in the F&B outlet. Even if you have the tastiest food in town, failing at maintain cleanliness in the restaurant will steer away customers.

Cleanliness is integral to the overall customer service for an F&B outlet. It is not only essential for each guest to have a clean eating space but also indispensable for the restaurateur to ensure that every segment of the premises is clean and hygienic. A dead cockroach in the food or a rat racing away in the dining area or an

ill-maintained washroom are all elements that would turn-off the client and create bad publicity.

Vishwesh Ramesh, F&B Manager, Mulberry Shades Bengaluru Nandi Hills - A Tribute Portfolio Resort, states, "It is extremely important to ensure cleanliness in the restaurant, not only to ensure food safety and customer wellbeing but more importantly to maintain the reputation of the restaurant and customer trust.

It may be mentioned that India has strict regulations and guidelines for food establishments. Maintaining cleanliness and hygiene is a legal requirement to operate an F&B outlet. Non-compliance can result in fines, closures, or legal actions. A clean kitchen demonstrates professionalism,

care, and commitment to quality. Positive experiences lead to customer loyalty and word-of-mouth recommendations.”

Shibendu Ray Chaudhury, Executive Chef at Courtyard by Marriott Aravali Resort, disclosed, “The maintenance of hygiene and cleanliness in our restaurant plays a pivotal role in enhancing our image and attracting a steady inflow of guests. A spotless and well-organized dining area not only creates an inviting ambiance but also reassures guests of our commitment to their well-being.

In today's discerning market, guests actively seek out establishments that prioritize hygiene and safety. By consistently upholding these standards, we instill confidence in our guests and differentiate ourselves as a reputable and dependable dining destination.

Word-of-mouth recommendations and positive online reviews, stemming from excellent cleanliness practices, contribute significantly to bolstering our restaurant's image. Furthermore, when guests experience the combination of delectable cuisine and a pristine environment, it fosters loyalty

and encourages repeat visits, solidifying our position as a preferred dining choice in the region.”

Manik Kapoor, co-founder of Café Hawkers, says, “We place a high priority on keeping Café Hawkers clean and hygienic. In addition to guaranteeing the security and welfare of our esteemed customers, it also significantly improves our reputation and draws in more diners. A clean eating area inspires trust in our customers by reflecting our dedication to quality and professionalism.

Our immaculate standards of cleanliness are frequently highlighted in word-of-mouth referrals and favourable reviews, further solidifying our reputation. As a result, this favourable view greatly contributes to a consistent and growing guest inflow, as patrons are more inclined to choose a restaurant that places an emphasis on their comfort and health.”

Nishanth Duvoor, Director of Food & Beverages, Sheraton Grand Palace Indore, asserts, “Upholding impeccable hygiene and cleanliness standards within a restaurant is pivotal. The initial impression of cleanliness

etches a lasting image, magnetizing patrons and instilling confidence. A pristine ambiance, devoid of blemishes like unkempt tables or debris, preserves the restaurant's allure, beckoning guests for return visits.”

Shiv Parvesh, Executive Chef, Indore Marriott Hotel, avers, “A clean and pristine restaurant signifies your deep appreciation for customers and your commitment to providing them with an exceptional overall experience that entices them to return. It communicates your desire for them to thoroughly enjoy their dining moments. Additionally, a well-maintained restaurant creates a favourable initial impression on guests.”

Mithun Tyagi, Executive Chef at Ghaziabad Qlay Mediterranean Grill Bar and Kitchen, believes, “Hygiene is also important in the restaurant outlet because it promotes the health and well-being of employees. A clean and hygienic work environment can help reduce the spread of illness and disease among employees, improving productivity and reducing absenteeism.

Regarding customer service, good hygiene is essential for creating a positive



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Shiv Parvesh



Nishanth Duvoor

and professional image for the restaurant. Customers expect a certain level of cleanliness while dining. They may be more likely to perceive the store, if it is dirty or unhygienic, negatively. This can have a negative impact on customer service and may lead to reduced customer satisfaction, increasing their chances of not coming back.”

Anupam Dutta, Director of Operations, Miss Pinto, opines, “Keeping a restaurant clean is super important. It makes people feel good and want to come back. When a restaurant is clean, it shows that they care about their customers and want them to have a great time.

Customers don't just want tasty food; they want a clean and safe place to eat. A clean restaurant makes a good first impression and makes people trust it more. When people feel safe and happy in a restaurant, they tell their friends and post about it online. This can really help the restaurant's reputation and business. So, keeping a restaurant clean is like an investment. It makes people happy, brings in loyal customers, and keeps the business growing.”

Rajat Kapoor, Co-Founder of Gola Sizzlers, states, “The cleanliness of a restaurant contributes significantly to its reputation. Customers expect a clean and inviting environment when they dine out. A well-maintained restaurant portrays professionalism, care, and attention to detail. Positive word-of-mouth from satisfied customers, fueled by a clean atmosphere, can lead to increased footfall and repeat business.”

Dining Area

The dining area is the most strategic venue of the restaurant as the most important person – the customer – is hosted there. It is also the first area which comes within the vision of the guest. Hence for creating a good first impression it is important that a clean and hygienic ambience is created here. How important is dining area cleanliness and how do you maintain it?

Shibendu declares, “Maintaining cleanliness and hygiene in the dining areas is absolutely essential at Courtyard by Marriott Aravali Resort. A clean and hygienic dining area enhances the overall dining atmosphere, making it more pleasant

and inviting for our guests. It reflects our dedication to their comfort and well-being. Regular cleaning of tables, chairs, utensils, and any surface that guests come into contact with ensures that their dining experience is not only enjoyable but also safe. By upholding cleanliness in the dining areas, we continue to reinforce our reputation as a reputable and trustworthy establishment.

Ensuring hygiene and cleanliness in our dining areas is a comprehensive effort that involves several dedicated steps. Our dining surfaces are regularly cleaned using approved cleaning agents that are effective against bacteria and germs. Tables, chairs, and other furniture are wiped down after each use to maintain a pristine and inviting ambiance. Utensils, glassware, and cutlery are thoroughly washed, rinsed, and sanitized to ensure they meet the highest hygiene standards. Regular floor cleaning routines are followed to prevent the accumulation of dirt and debris.

In addition to routine cleaning, our dining areas undergo deep cleaning sessions on a scheduled basis, addressing areas that require more intensive attention. Adequate ventilation is maintained to ensure a fresh and comfortable environment for our guests. Furthermore, our staff is trained to be vigilant and proactive in identifying and addressing cleanliness needs in real-time. By meticulously following these steps, we create an impeccable dining environment that upholds our commitment to guest safety and satisfaction.”

Nishant asserts, “Maintaining dining area cleanliness is non-negotiable. At Sheraton Grand Palace, Indore we believe that embracing cleanliness reflects a commitment to elevated lifestyles, resonating across settings. It embodies a cultured, health-conscious society.

As far as maintaining cleanliness is concerned, our PDIR process (Preventive, Daily, Intervene, Restoration) defines our commitment to dining cleanliness. By emphasizing proactive measures, such as preemptive pest control, daily sanitization, and periodic interventions, we mitigate restorative actions. The result is an enduringly appealing and hygienic dining milieu.”

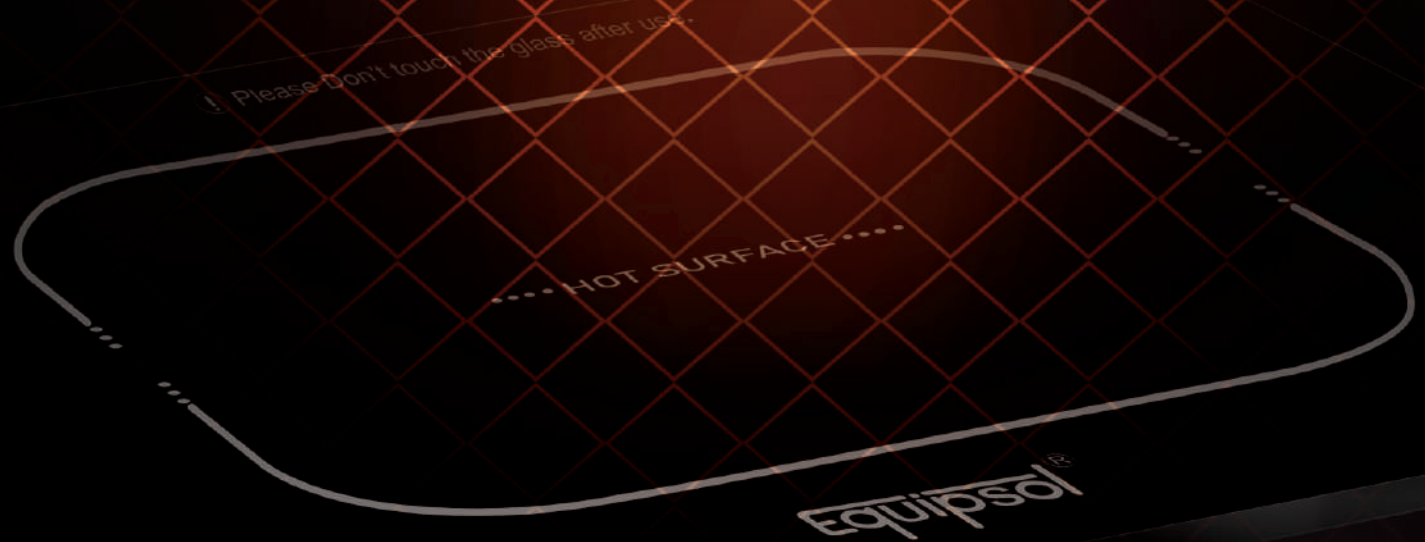
Mithun claims, “Cleanliness is integral to the overall customer service you provide.

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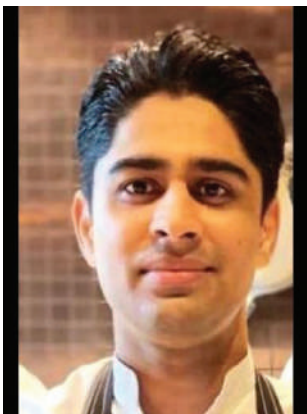
Shibendu Ray Chaudhury



Rajat Kapoor



Vishwesh Ramesh



Mithun Tyagi

Ensuring each guest has a clean eating space is as essential as serving delicious food quickly. A clean restaurant reflects that you highly value your customers and want to give them the best possible overall experience that makes them want to come back.

Having a clean front-of-house area is important because the cleanliness of your dining space affects how your guests perceive your business and whether they choose to become repeat customers. Here is the list of things we, at Qlay, follow:

- Wipe down the walls if necessary
- Sanitize the tables
- Inspect and wipe down the condiments and salt and pepper shakers
- Wipe down all the counters
- Clean the seats and benches
- Run cloth napkins, microfiber cloths, tablecloths, and staff aprons through the washing machine.”

Shiv mentions the following steps for maintaining dining area cleanliness:

- Implementation of a cleaning schedule for each shift.
- Regular nightly fumigation.
- Utilization of authorized chemicals and disinfectants.
- Oversight of dining area cleanliness and maintenance by the public area supervisor.

• Installation of efficient air curtains at entrances to prevent pest intrusion.

- Application of pest control measures at entry points.
- Adoption of separate disposal bins for wet and dry waste.

Rajat states, “Maintaining cleanliness and hygiene in dining areas is vital to provide customers with a comfortable and pleasant experience. Steps taken for maintaining hygiene and cleanliness are:

- Regular cleaning routines for tables, chairs, and floors.
- Sanitizing surfaces between customers to prevent the spread of germs.
- Adequate ventilation to maintain fresh air circulation.
- Implementing pest control measures to prevent infestations.

Vishwesh disclosed that the steps taken for maintaining hygiene and cleanliness in dining areas are: Daily, weekly and monthly cleaning schedules along with a deep cleaning schedule and unannounced

checks. Bi-weekly pest control procedures and most importantly clean-as-you-go.”

Manik asserts, “We, at Café Hawkers, believe that every aspect of our restaurant, including the dining areas, should reflect our commitment to excellence. Not only are clean dining areas necessary, but they also reflect our core values and our aim to provide memorable and delightful eating experiences for our customers. Our procedures for maintaining hygiene and cleanliness in dining areas include routinely cleaning tables and chairs before and after each visitor arrives, to make sure that all surfaces are completely sanitized. We insist that all of our employees wash their hands thoroughly. To ensure the circulation of fresh air, we also routinely check and maintain the ventilation systems.”

Anupam states, “Maintaining cleanliness and hygiene in the dining areas of a restaurant is crucial, as it directly impacts the overall dining experience, customer satisfaction, and the establishment's reputation. The dining area is where guests interact with the restaurant's environment, and a clean and sanitized space is vital for several reasons. Firstly, cleanliness in the dining area ensures that guests have a comfortable and pleasant atmosphere in which to enjoy their meals. Dirty or unkempt spaces can negatively affect the ambiance, distracting guests from their dining experience. Secondly, a clean dining area reflects the restaurant's commitment to providing a high standard of service.

Maintaining hygiene and cleanliness in dining areas involves several crucial steps. Some of the steps, not mentioned by others, are:

- Ensure proper waste disposal and trash bin maintenance to prevent odors and pests.
- Adhere to social distancing guidelines if applicable. Monitor staff health and ensure sick employees do not work
- Display visible hygiene information for customer assurance. Encourage customer feedback and promptly address concerns.

In conclusion one may say that it is not just delectable cuisine that attracts guests to the restaurant but also the ambience and, importantly, maintenance of cleanliness and hygiene. ■



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Innovations in Food Processing

Food processing industry has been like a sleeping giant in India. The potential is enormous but there is uncertainty at present. Foreign investments have not yet materialised to the extent expected by the government. Many outsiders are still looking at the huge markets available for imported goods but not many are venturing into manufacturing them here.

At one time, experts were visualising India as a place which can become the manufacturing and distribution centre for many multinational products for entire Asian region. It might still happen but now we have competition from others including China. The scenario needs proper study to find out the reasons for the same and to see how the industry can be put on the right track.

Indian food industry has been mostly in the small scale sector. More than three fourths of the processing units are small and cottage scale. Very few large and medium scale units are operated in food processing industry. Even the processed foods consumed by Indians are hardly 8% of the total annual agricultural

production.

Indians like to consume foods prepared freshly at home from fresh (unprocessed) commodities. Indian housewives and mothers take pride in preparing their family's meals by spending hours in kitchen. Thus there is hardly any value addition by the food processing industry.

Changing Markets

This picture is changing rapidly. Because of several factors such as working women, urbanisation of agricultural areas, impact of media on the lifestyle of common people and large numbers of Indians going abroad has given processing industry a boost.

People want to spend less time on cooking, they want convenience, they like to taste foods of other regions and countries and they want more leisure and less drudgery for themselves and their wives. They have more money with which they can buy more expensive foods most of which are processed.

Media going not only to every city and town but also most villages as smart phones

has given them a picture of how wealthy and affluent live so they can emulate them. The product information have driven up the market for processed foods such as beverages, confectionery, bakery, ice cream and snack food items.

Travel and tourism has also had big impact as people were exposed to different types of foods. Some of the Indians expatriated and popularised Indian foods abroad and so there is export demand for these abroad for processed or semi-processed foods in places such as Middle East, Europe, USA, Canada, Australia etc.

Globalisation has affected the food processing industry to a significant extent. Earlier, governments could restrict the entry of goods including food products either by banning imports or levying heavy duties. However, this practice is no longer applicable as WTO agreement has opened the boundaries of countries for international trade. This has seen many food products as well as ingredients and fresh produce coming into India and people have been buying these not

only because they were imported but because some of them were comparably priced.

Fruit juice industry was almost non-existent until someone imported juice concentrate and packed after dilution. This made the product economically viable as indigenous raw material was too expensive and could not compete with prevailing beverages such as aerated soft drinks, fruit drinks etc. in cost. India is one of the largest producers of fruits in the world and there are very few producers of fruit juices in organised sector. That is why this particular problem needs thorough study to find out what are the obstacles in the growth of indigenous industry and how it can attain the full potential.

The Scenario

Food industry in India mostly is unorganised and is in home, cottage and small scale sector accounting more than 75% of the total. Even in the organised sector, most of the units are not large scale. Among the fruit and vegetable products, many small units are producing jams, jellies, syrups, squashes, pulps, ketchup, chutney, canned and frozen fruits & vegetables, pickles, dehydrated fruits like raisins and vegetables like onion, garlic, etc. and fried products like wafers.

Soft drinks and fruit drinks are produced by a large number of small and medium size units. Some of the larger units are processing aseptically fruit pulps, pastes, purees and juices. Meat, fish and poultry are produced and consumed in sizeable quantity but much of it in fresh form. People prefer to buy meat from freshly slaughtered animal or freshly caught fish in local market. Most of the processed products are exported including frozen marine products. The exported items include frozen shrimps, cuttlefish, squid and fin fish, with some dried fish. Meat industry also is steadily growing accounting for variety of meat products including frozen and fresh meat of cattle, buffalo, sheep, lamb, poultry etc.

With the growth in Modern Retail domestic markets have started moving with people preferring to buy frozen products with better quality especially hygiene. Some convenience is also offered in products such as partially fried, breaded products like patties, cakes, boneless etc.

Cereals, grains and pulses is an area where some amount of value addition has been traditionally offered in the form of rice and wheat products including poha, murmura, atta, rava, vermicelli, etc., and various dals from pulses. There is large number of traditional products including papads, wadian, chikki etc. in this category.

However, higher value addition in the form of some of the western products like bread, biscuits, cookies, cakes, flakes etc. has been witnessed for many decades with steady growth. This sector has both large units as well as very small units, the latter making such products like khari biscuits, pav and many other typical ethnic products.

Exports are mostly because of rice. There is a huge business of savoury products such as sev, bhujia, farsan, ganthia, etc. The industry till recently was entirely in small and cottage scale, but is so lucrative that bigger players like Pepsico entered the

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market to challenge the incumbent market leaders like Haldiram and Bikaji.

Another big area is milk and dairy products. India is currently the largest producer of milk and most of the production is consumed fresh with or without pasteurisation. Some of the products prepared from milk include flavoured milk, milk-based beverages, butter, ghee, curds and yogurt, cheese, paneer, khoa, ice cream and a large number of Indian dairy sweets including rosogolla, gulab jamun, pedha, barfi, etc. This is a large industry except that much of it is in the small scale with a sizeable cooperative sector involved in this. Large scale industry has presence in this making pasteurized milk and beverages, curd, cheese, dairy based chocolate confectionery, health foods including baby foods etc.

Since the reluctance to buying processed convenience foods is slowly decreasing, people are open to foods which are high quality, safe and convenient to use. Although more and more consumers are buying newer products like pizza and hamburger, this growth is still more gradual.

The market is really ripe for convenient traditional foods. The market for ready-to-serve or easy-to-prepare foods such as idli, dosa, dhokla, jalebi, palak paneer, dal makhani, biryani, chicken tikka and a lot more regional, ethnic foods is fast growing. Younger consumers are either not sure of their skills or would spend the long time of preparation of many of these foods on some other activity. Hence, good quality products which are not exorbitant are fast growing in sales.

The Issues

One of the biggest issue is the lack of technology input in the small scale sector of the industry which is making the bulk of

the industry. Smaller manufacturers have not taken advantage of the advances in science and technology and are still using age-old traditional methods in preparation of these products. They do not know that modern technology can help them. They also do not know where it is available.

Most of the consultants and institutes developing technology are more interested in the larger scale manufacturers as their business is more lucrative. Smaller ones take a lot of your time and may not always compensate it. There is also suspicion in smaller entrepreneurs' minds that their secrets may be lost if they get outside help.

The lack of financial resources, inability to take advantage of scale of manufacture and always facing problems of marketing and distribution, come in the way of small manufacturer progress. They will find it even more difficult to face the challenges of globalisation, many of them already facing difficulty continuing. If this continues, we will soon find our local markets flooded with imported processed food products, not just western products but even Indian ethnic food products may be manufactured abroad and sold here at cheaper price and better quality,



unless we take urgent steps to energise the local manufacturers.

Role of Technology

Many successful cottage or home scale entrepreneurs want to increase the scale of production. They start locally with niche products and after becoming quite popular they would like to grow from regional player to become national or even exporter. They always have the problem when they attempt to grow.

Most of them had used the recipe developed in kitchen or a laboratory. Without any thought to mechanisation of the process they had simply made the same on a bigger scale, the way a caterer does. He uses bigger vessel and makes bigger batches using more number of workers without making any basic changes in the same process.

If an entrepreneur really wants to increase production, the proper way is mechanisation even at smaller scale. Use of electric wet-grinder is the answer rather than keeping more people to grind the wet batter for idli and dosa. However, one should go even further as wet grinders also have limitation of scales and further automation to feeding of raw material and taking out finished batter. One requires engineering inputs to design equipments for food processing.

One cannot always use machines developed for other products to be used for preparing a variety of products. Sometimes it works but many times as in the case of papad, roti, mithai etc. the machine prepares the product which has only the appearance of the desirable products but not the eating qualities such as texture, crispness, hardness or mouth feel.

When one develops the machines, there are likely to be some changes in the formulation also. Sometimes we underestimate the

capabilities of human hands which prepare a product. When you try to mechanise, the difficulties surface because machines cannot match the suppleness and deftness of fingers.

Many machines in developed countries also started with same problems. However, with ingenuity with application of novelty and imagination, engineers can design machines which can emulate how humans prepare foods using hands.

Many processes for food products including traditional ones have been developed in many research institutions. Some machines have been designed but most processes and products are developed without scaling up considerations. The process does not become a technology until this aspect, which is important in commercialisation and scale up, is adequately considered.

The Future

India can forge ahead only with a carefully drawn game plan for future. The future is full of competition and we cannot remain complacent. We must think of global picture because government no longer can protect the industry from outside competition.

Consumer is going to choose on the basis of quality and cost so unless industry provides high quality and low cost, it might lose out to some outsider. There are many alliances forming in market places so it might be a good idea to form a group with other countries for cooperation in not only markets but also in expertise and resources. It might be useful to have a partner country which can fill up the weaknesses we have and which needs our strengths.

Even in industry, making the finished goods from scratch is a concept which will become obsolete. Several allied and ancillary industries are supplying materials at various stages of processing so this might become a common practice in future. Examples are use of juice concentrate to prepare aseptically packed juice after dilution.

There are companies making various levels of processed products of tomatoes right from, pulp, puree, paste, ketchup etc. in bulk as well as consumer packs for use in other processing industry, for repacking, distribution and retailing etc.

The food service industry has also started outsourcing materials which might be from

fresh to ready to serve through partially processed. French fries are prepared using partially fried and frozen French fries and hamburgers are prepared from preformed frozen meat patties. This makes production easier, lesser inventory and less wastage for disposal.

Companies will have to survive on economic viability rather than subsidy or rebates. Smaller companies are not viable compared to bigger ones which have economy of scale in their favour. Therefore smaller companies will have to either find a niche product with limited market which will not interest the bigger companies or make the product or process unique to have some advantage with cost or quality.

In order to do this they will have to have allies. Cooperatives principle has worked in Amul and sugar cooperatives. At present, cooperation or formation of association is with limited agenda to influence government policies, so the mindset will have to change. Cooperation is possible between countries, and even at national level in industry, educational and research institutions etc. This is more urgent in a country like ours.

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“Serving the Most Palatable Modern Indian Cuisine”

Swaraj Singhi, Managing Director at Masala Ministry, Jaipur



Armed with education from illustrious institutions like Mayo College, Ajmer, Kirori Mal College, Delhi University and Masters from Sheffield University, Swaraj Singhi is passionate about giving his hundred percent in every venture he decides to launch. No wonder, he has made a mark for himself in a short span of time.

His Journey in F&B business started with renting a Pub in Hauz Khas village, Delhi in the year 2013. He went on to opening ‘Unplugged Courtyard’ in the year 2015. Now with an experience of 10 years in the business with over 30 restaurants owned or consulted for, there is no sign of taking a pause.

He says, "I have worked in multiple cities and of different scale from pubs, night life, fine dine to café and I still believe there is more to learn and much more for me to create. Building businesses and creating spaces is what I love so along with F&B, I have created an exclusive Luxury Farm Stay in Jaipur called The Bagheera Heritage where I have my horses and my dogs as in-house hosts for my guests. I also call it my Safe haven."

In an exclusive interview with **Sharmila Chand** he highlights his work philosophy and more...

What is the USP of your brand?

Masala Ministry as we all know was the first ever modern Indian cuisine restaurant established in the city of Jaipur. We boast about catering to all age-groups simultaneously making the dining experience engaging and interactive.

What are the kind of challenges you faced in launching your brands and restaurants?

When I launched MM in Jaipur, the city's FnB market was booming. People were engaging in differential cuisine set-ups. The market was not only expansive but also very competitive. We believed in our core and brand values and stayed true to what we were offering to the clientele and this really helped us sustain and overcome our challenges. In the last 6 years with hundreds of outlets opening and shutting, Masala Ministry stands strong.

What has worked the most in getting the right response for your food business?

Keeping the quality and quantity intact from day one and staying committed to our promise to serving the most palatable modern Indian cuisine in the pink city.

How has been your journey in the FnB industry?

Like any other entrepreneur, it was been a rollercoaster ride for us. However, if you know what you want to create and persist the passion to deliver it to its optimum perfection then even the most challenging journeys seem fun. Every failure has taught us something and all the appreciation that we have gained has motivated us to stand strong and deliver our best.

What tips and advice you would give to others trying to get into this business?

In today's time a lot of people are opting to establish their base in the FnB industry. However, like any other platform or industry one needs due diligence, dedication, and commitment to work towards their goal and not lose hope. Failures are common but one must hold up their strength to get going and achieve his/her goals of establishing and running a successful FnB venture.

How do you enjoy your Me Time?

I am a family guy. My children mean the world to me. And, whenever I'm stressed or under a lot of pressure, I just pause, take a break, and spend some time with them, pet my horses, swim, play football, and do all the things that I like and love to get back to the game stronger and sharper.

Who has been your source of inspiration?

I can't specifically name one person as in this journey and it's different phases, different people have guided me and shown the path that has led me to achieve what I have today and I thank them all for motivating me and showing me right direction that contributes to my achievements.

How do you define yourself?

I'm a fun guy, I enjoy my life and live it to the fullest. With time, I have grown as a person, I am blessed to have a life partner that keeps me on my toes and my kids that push me to work harder to give them the best life possible. But I am who I am because of my mom, dad and my younger brother, they have made me who I am today or I would have been nothing.

What are your future plans?

After 6 years of Masala Ministry's existence I believe we are ready to expand to other cities. I am currently doing multiple F&B projects in Siliguri and Gangtok so I don't hold myself to one chain. I keep experimenting and learning for my own self growth in the field of F&B.

Anything you would like to add?

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Wasabi

The Japanese Spice



Wasabi, a Japanese spice, is a member of the cruciferae family originating in Japan and is related to cabbages known as Japanese Horse Radish. It is a perennial which grows about knee high is semi aquatic and produces a thickened stem in a similar fashion to a small Brussels sprout.

As the stem grows the lower leaves fall off. This stem has a very pungent smell and flavour when made into paste; its root is used as a spice and has an extremely strong flavour. Its hotness is more akin to that of

hot mustard than a Chile pepper, producing vapours that burn the sinus cavity rather than the tongue.

Wasabi is an indigenous herb of Japan and mainly cultivated in cool plateau regions of Amagi District in the Izu Peninsula, Shizuoka Pref. and Hotaka, or other overseas countries nowadays by transplantations. The exact cradle land of Wasabi cultivation is said to be as Mt. "Wasabi-yama" the head stream of river Utougi –zawa at Utougi.

Wild Wasabi is seemed to have been utilised as a medical herb, an antidote to

food poisoning, which is very useful property when served with raw fish.

With the growing awareness of Japanese food in India, Wasabi is perhaps the most exciting natural ingredient to hit the Indian taste bud. There is hardly any flavour but the taste is unmistakable, resembling at its nearest, sharp English mustard.

Apart from its use in Japanese food, creativity has led chefs to experiment and use these in western cuisines and sometimes even in desserts. One has Wasabi coated peas and nuts as an off-the-shelf packed product which is delightful as a crunchy snack.

The Plant

The stem of the Wasabi plant grows to approximately 15 cms long and can be up to 40 mm in diameter. The plant itself will grow to over 2 feet high and have a spread of same. The leaves and leaf petioles are extremely brittle and break very easily causing the growth to slow and sometimes even stop for a while.

Wasabi requires a climate with an air temperature from 8 °C to 18°C, with high humidity in summer. Outside the Japan, New Zealand with its climate, sunlight and water



quality is seen as the best place to grow the plant.

Wasabi reproduces itself by seed and from stem offshoots. Its growth cycle is dependent upon the local climate and environmental conditions. Normally between 18 months and 3 years are an acceptable growth cycle for a crop of Wasabi. However that is dependent upon the crop itself as at some point during this growth cycle the plants will start deteriorate to the point of being commercially useless.

Wasabi like many other cruciferae is host to wide range of diseases which do cause serious or even complete crop losses. Aphids are particularly adept at transferring viruses into the crop.

Methods of Cultivation

Soil Cultivation: Wasabi produced by this method is normally of lower grade than that grown in water. The ground used must be cultivated and heavily composted before planting. Plants will take three years or more to get to a size suitable for harvesting. Two crops only should be taken from the same plot before allowing the plot to lie fallow for 3 years. Additional fertilizers need to be used to allow the stem to develop; otherwise the plant produces large numbers of leaves to the detriment of the stem.

Water Cultivation: Stream beds are modified by mounding river gravel and planting Wasabi on these mounds or by terracing to provide growing beds. The water in these streams or growing beds is normally supplied by fresh water springs from the mountains.

Stream beds are arranged in herring bone fashion to allow for maximum water flow through the beds and the growing beds are constructed to even out the vagaries of the water flow in the stream. Excessive water flow will wash away the plantlets and too little will not allow the plant to grow. These growing beds can be up to 1 metre and consist of a graduated rock size starting from very large at the base to sand on the top.

Chemistry: The chemicals in Wasabi that provide its unique flavour are the isothiocyanates, including 6-menthylthiohexyl isothiocyanate, 7-methylthioheptyl isothiocyanate and 8-methylthiocyanate.

Research has shown that isothiocyanates have beneficial effects such as inhibiting microbe growth. This may partially explain why Wasabi is traditionally served with seafood, which spoils quickly. The realisation that Wasabi has a number of health benefits, both in the short and long term, has expanded the market of Wasabi and Wasabi based products into the foreseeable future.

Uses of Wasabi

Traditionally the primary use of Wasabi is as a condiment for use with Japanese dishes such as Sushi, Sashimi and soba dishes and also with raw fish. For these uses it is ground up into a paste for seasoning however the use of Wasabi extends beyond the scope of these traditional dishes.

It is flavour in its own right and can be used to enhance dips, meats and other foods. Chefs in a large kitchen use it extensively to give pungent sharp taste to dish.

The fresh Wasabi root is not imported or used in India. Demand in India is growing by the day with few Japanese restaurants are



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using reasonable amount of the powdered form every month.

Consumption

Wasabi is sold in root form, which must be very finely grated before use, or as ready to use paste, which comes in tubes approximately the size of travel tooth paste tubes. Once the paste is prepared it should remain covered until served to protect the flavour from evaporation. For this reason sushi chef usually put the Wasabi between the fish and the rice. It is suggested by the chefs that one should not use wet hands on it and always store it in a cool dry area.

Fresh leaves of Wasabi can also be eaten and have some of the hot flavour of Wasabi roots. They can be eaten as Wasabi salad by pickling overnight with a salt and vinegar based dressing or by quickly boiling them with a little soy sauce. Additionally, the leaves can be battered and deep fried into chips. Fortunately for those who either through malice or unfamiliarity comes into contact with too much of this condiment, the burning sensation it can induce are short lived compared to the effects of chile peppers.

Wasabi paste bears a superficial resemblance to Mexican guacamole, a popular staple of Tex-Mex dishes, which catches some North American diners off-guard who are unfamiliar with Japanese cuisine when used as intended. Wasabi is also considered to be very tasty on roasted peas, or in small amounts on sushi or sashimi.

In many parts of the world, Wasabi is

commonly mixed with soy sauce to make a dipping sauce for sushi and sashimi. Wasabi's flavour dissolves very quickly in water. The best way to enjoy Wasabi is to apply after dipping into soy sauce or apply Wasabi to the top of the fish and then dip the bottom into soy sauce.

Hon-Wasabi

Almost all sushi bars in America and most in Japan, serve imitation wasabi because the real product is extremely expensive. Imitation Wasabi is usually made from horseradish, mustard and green food colouring, often as a powder to be mixed with water to make a paste.

Since real Wasabi loses its flavour if dried, powders containing real Wasabi do not capture the genuine flavour. To distinguish between the true variety of Wasabi and the imitation product, real Wasabi is known as Hon-Wasabi meaning "Original" or "True" Wasabi.

Hon-Wasabi once grated, it present an excellent mild flavour and taste not comparable to those are prepared just from only dried and powdered horse radish called "Seiyo'o-Wasabi", which is far different from the Japanese green & fresh Horse radish, and they contain mustard and colorants as additives to presume the Wasabi.

But such fakes are playing an important role today because of inadequate knowledge. To avoid the fake one buy only branded Wasabi such as Kinji Rushi Wasabi or Yamachu.

Grating Fresh Wasabi

To enjoy the utmost flavour of real Wasabi

the most important factor is how to grate it and which kind of grater to use. Wasabi can't be or should not be simply grated by a normal metal grater, but by specially designed 'Same-gawa' (Shark skin) grater. The difference is obvious at a glance because the material and roughness of the surfaces, their basic purposes and underlying conceptions on grating are completely different.

Wasabi is often grated with metal oroshigane, but some prefer to use a more traditional tool made of dried sharkskin with fine skin on one side and coarse skin on the other. A handmade grater with irregular teeth can be used. It should be grated or finely kneaded on the surface of microscopic coarse skin of shark, and then Wasabi give rise to its own flavour and smooth texture incomparable.

The way and the movement of grating is also different and very important for Wasabi. Simple reciprocating motion is not enough and additional swirling around action is desirable.

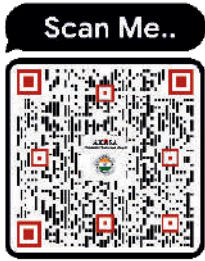
Grating Technique

Wash carefully and trim off only the black bumps on the surface, or peel the outer skin as thin as possible if it is degraded. Grate first from thicker side because this part is fresher and yields more spicy taste and beautiful colour than the other inferior tip side.

Any time the most celestial pungent must be obtained from the part between leaves and stump, never simply cut off that part of leaf stems much. A skillful way is to take off each leaf one by one and wash the residual thoroughly.

Grated Wasabi paste might be kept in a tight place, not metallic, only for a few minutes to reduce some harshness and to get a milder flavour, or for the same purpose, a pinch of sugar could be put on the grater when grating.

The rest unused part can be preserved in good condition up to one month in a refrigerator by enveloping with wet paper towel and film wrapping or dipping it in a cup with water. Paper and water needs to be replaced every day. So next time when you visit a good Sushi restaurants ask to show a sharkskin grater and feel the difference. ■



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Walnuts on the Menu

To appease the taste buds of their health-conscious clientele, foodservice institutions are opting for walnuts to add flavour to every course from savoury appetisers to hearty entrées and desserts.

Today the health conscious are lapping up plant-based foods as they know it's a healthy way of eating. And, walnuts are definitely figuring in their list of healthy plant-based foods. After all, walnuts are nutrient powerhouses comprising polyunsaturated fat (13g/18g), plant-based protein (4g/28g), fibre (2g/28g) and omega-3 alpha-linolenic acid (ALA). In fact, walnuts are the only tree nut to provide an excellent source of ALA – the plant-based form of Omega-3. In 28 grams (12-14 halves; ¼ cup) there are 2.5 grams of ALA which is five times more than the amount found in the next highest nut!

Going by the treasure trove of nutrients walnuts pack in, it's not really surprising that they are becoming an integral part of hotel and restaurant menus. Hoteliers and restaurateurs are opting for walnuts to add flavour, crunch and depth to every course from savoury appetisers, to hearty entrées and desserts.

The Emerging Choice

The use of nuts now not only confined to additives and garnishes, only recently that they are enjoying a robust revival and some nuts have even acquired

the status of 'super foods'. Mostly they are used in the preparation of expensive sweets. Some traditional cooks claiming a lineage traced back to princely kitchens used to prepare gravy, to offer royal touch to any vegetarian or non-vegetarian delicacy.

Also, considering the times that we're living in, the Food Safety Standards Authority of India (FSSAI) recently suggested incorporating foods like walnuts into one's diet to maintain optimal immune function and good health. As per FSSAI Eat Right During COVID-19 Guidelines, Vitamin-B rich plant-based foods such as walnuts helps strengthen the nervous and immune system. It's no wonder then that walnuts are emerging as the food of choice during these trying times.

Walnuts are often touted as 'super nuts'. Did you know that walnuts have been identified as a nutrient dense food choice on several nutrient density ranking scales? The convenience,

flavour, and versatility of these 'super nuts' combined with their nutrient profile make them an ideal, economical ingredient and snack. In addition, walnuts are naturally gluten-free.

Over the years, research has proven that walnuts are packed with nutrients to support the heart, brain, and gut. Not only do they have prebiotic properties that enhance the growth of beneficial bacteria in the gut, but they also are an excellent source of omega-3 ALA, which is essential for heart health. ALA helps to maintain normal cholesterol levels as part of a balanced diet.

Research also suggests that antioxidants may help to protect from certain chronic diseases of aging, including neurological and carcinogenic ailments due to their ability to control free radicals – known to negatively influence healthy aging. Walnuts are known for their high antioxidant content. Walnuts also contain numerous other vitamins and minerals. They are a good source of magnesium and phosphorus – both important minerals involved in the body's processes and necessary for achieving optimal wellness! It's easy to comprehend why walnuts are considered to be 'super nuts'.

A Versatile Option

Walnuts adds amazing crunch, flavour and texture to recipes, since they are fresh, creamy and sweet to taste which is a pre-requisite for



preparing food. Walnuts are an extremely versatile ingredient. It can be used to make Lavaash. People enjoy having it as an appetiser, with main course or simply as an accompaniment with drinks. Walnuts are crunchy, sweet and creamy, all at the same time. That's why chefs love adding it to most of the recipes.

According to Shiven Khanna, International Agri Business Expert, "A walnut can lend itself beautifully to the preparation of all kinds of meals. It is one of the most versatile nuts you could possibly find. One can eat walnuts as a healthy snack, use them to boost the nutritional value of meals, and been an part to Indian food, from paste, the original base for gravy."

He further adds, "They're excellent in baked goods, like carrot cake and malted walnut pie. Even fold them into the batter to make the most decadent banana bread. They taste best when simply toasted and added to morning oatmeal."

Bakeries can use this vastly versatile nut to add texture, crunch, and nutrition to meals. Baking with walnut helps in adding flavour and texture to the baked goods. But like any other ingredient, it's important to know the best way to prepare nuts before using them. Walnuts have a mild, buttery flavour that



Shiven Khanna

makes them perfect for baking into cookies and cakes.

Walnuts are toasted to coax out their sweetness and can be combined with sweet things, like honey and maple. To add an even stronger flavour to cookies, try using chopped black walnuts. They are perfect for cookies made with sweet ingredients like toffee or white chocolate.

The usage of walnuts in baked goods is absolutely legendary. Think of banana bread or chocolate brownies, and one instantly thinks of walnuts. They add bite to any dessert, and more importantly, they pair really well with chocolate. Walnuts can be dipped

in some melted chocolate and refrigerated before serving.

So, whether it's a craving for something sweet or a desire for a savoury meal, walnuts can be always relied on.

Storing Walnuts

The walnut has a tendency to turn rancid faster than other tree nuts. While traditionally, they were preserved by sugar-coating, today, we have refrigeration. Cooling it down helps to slow the oxidation, keeping it fresh-tasting for longer.

The best place to store walnuts is in your refrigerator or freezer, depending on when you are going to use them. If you are going to use the walnuts right away, place them in the refrigerator. If you won't be using them for a month or longer, store them in the freezer.

Once you open your walnuts, place them in an airtight container for long-term cold storage. If storing them in the refrigerator, make sure they are away from foods with strong odours. Walnuts can absorb the flavours of other foods.

Wait to shell or chop walnuts until you are ready to use them. The same applies for ground walnut meal. Don't grind walnuts until you are ready to use the meal in your dish. This will help maintain great flavour.

The Cookie Dough

Ingredients

- 2 cups all-purpose flour
- 1 cup California walnuts, toasted
- 2/3 cup sugar
- 1/3 cup cocoa powder
- 1/4 teaspoon salt
- A pinch of ground nutmeg
- 3/4 cup chilled butter (15 pieces)
- 2 egg yolks
- 2 teaspoons water
- 1 teaspoon vanilla extract
- 1/2 – 2/3 cup fig jam or apricot jam
- 115g bittersweet chocolate, melted
- 1/2 cup finely chopped California walnuts

Preparation:

1. In a food processor fitted with the metal blade, combine the flour, walnuts, sugar, cocoa powder, salt and nutmeg. Process until the nuts are finely ground. Add the butter and pulse until blended into the

dry ingredients and the mixture resembles coarse crumbs.

2. In a small cup, whisk together the egg yolks, water and vanilla.

3. Add to the flour mixture and process until the dough holds together in a stiff mass. Transfer the dough into a bowl and cover with plastic wrap. Refrigerate for 30-60 minutes, until firm but not hard.

4. Preheat the oven to 180°C, and cover cookie sheets with parchment paper. Divide the chilled dough in half (keep the piece you are not working on refrigerated). On a lightly floured surface, roll dough out to a thickness slightly less than 1/4-inch.

5. If the top of the dough is sticky, sprinkle it lightly with additional flour. Using a heart-shaped (or round) cutter 1 1/2 – 2 inches in diameter, cut cookies from the rolled-out dough. Gather the scraps together, reroll them, and cut additional

cookies.

6. As cookies are cut, place them, about 1/2-inch apart, on the prepared cookie sheets. Bake for 8-10 minutes, until the cookies look dry.

7. Cool for about 2 minutes, then transfer to racks to cool completely before filling. Continue rolling, cutting and baking until all the dough is used.

8. To assemble and decorate the cookies, place half of them in a single layer on a large baking sheet. Spread each one with about 1/2 teaspoon of jam, then top with a second cookie. When all the cookies have been filled, top each with about 1/2 teaspoon melted chocolate, spreading the chocolate with the back of a spoon. Sprinkle the chocolate lightly with walnuts.

9. Let the cookies stand 2 – 3 hours, or until the chocolate is firm, then store them in an airtight container.



Wine is becoming one of the favourite alco-beverages globally. With different wines having different aromas and tastes, people tend to be attracted to this beverage. There's no other alcoholic drink which provides one with the same sort of experience as wine. Wine is also unique on several other fronts besides aroma and taste. To enjoy it thoroughly, it must be paired with the right food. **Ashok Malkani** examines all aspects of this idyllic drink including the different types of wines and which food goes with each of them, besides the health benefits of the beverage.

*W*ine has been popular over the ages. Omarr Khayyam has immortalized this drink in his poetic manner thus: "Give me a flagon of red wine, a book of verses, a loaf of bread and a little idleness. If with some store I might sit by thy dear side in some lonely place, I should deem myself happier than a king in his kingdom."

More than any other type of alcohol, the wine has the uncanny ability to affect more of your senses. Wine drinkers contend that wine brings pleasure not only to your taste buds but also to your sense of sight, as well as sense of smell.

Wine is becoming the preferred alcoholic beverage in an increasing number of countries. Even Russia, which has been traditionally a nation of Vodka drinkers, is today the world's seventh largest wine market. Wine is now a \$693 million market in Russia.

In India too, wine is proving to be popular. Wine consumption in India has increased by 29 percent in 2022. According to Technavio, a research and consulting company which has monitored the Indian wine industry, the turnover of the Indian wine industry will grow to \$274 million by 2026. Although the per capita consumption of the population is currently only one bottle per year, it is continuously increasing. Wine is, today popular among the males as well females. Indian wines are coming of age, and how!

Chaitanya Rathi, Chairman of Sula Vineyards, has disclosed, "Wine consumption via retail and at home has seen a steady increase during the last two years. Currently almost 3/4th of our sales are off-trade, and only 1/4th is on-trade."

Dr. Rajesh Patil, Chairman and Managing Director of Pause Wines, states, "India is a large country and its population is expected to reach 1.4 billion, surpassing China. The Indian wine industry has been steadily growing over the last ten years. Wine is gradually becoming a part of urban Indian life style. In India there are about 60 wineries and approximately 10 vineyards. It is estimated that in India about 2-3 million consumers consume 24 million liters of wine. There is thus an ample space for growth."

At present, consumers have a strong preference for red wines followed by fortified, white and sparkling wines.

Types of Wine

There are several types of wines. Broadly they can be classified thus:

Red Wines

Having dark fruit flavours and tannins are a great match for food. They are often aged in oak barrels. They are made from black-skinned grapes that have colourless juice. The grape skins contain tannins which are responsible for its bitter taste and mouth-drying quality. Many red wines



are aged in new oak barrels to add flavours and aromas of sweet baking spice, cocoa, chocolate, and vanilla. Aging in oak barrels makes them smoother in taste by softening the tannin structure.

The taste, flavour and aromas vary depending on the aging method and grape varieties included. Red wines include red fruits (like strawberry, raspberry, red cherries, red plum, pomegranate, cranberry), or black fruit (like black cherry, black plum, blackberry, blackcurrant) or blue fruit (blueberry)

The six different types of red wine are:

Bordeaux: this protected appellation French wine is the most famous red wine made from Cabernet Sauvignon, Cabernet

Franc, Merlot and a few other varieties.

Chianti: This central Italy's wine is identified with one grape – Sangiovese.

Rioja: The Spanish blended wine is made mostly from Tempranillo grape. This grape is blended with Mazuelo (also known as Carignan), Garnacha, and Graciano to make the dry, plush, and woody Rioja. These wines are classified by the length of time they have spent aging, rather than a classification based on vineyard sites.

Syrah: This extremely drinkable wine has meaty, dark fruit flavours and a fully body.

Primitivo: is made almost exclusively in southern Italy. The rest of the world calls this grape and wine "Zinfandel". This wine, high in alcohol has fruity flavour of raisins and black cherries.

Beaujolais: is the red wine that doesn't act like a red wine. This wine offers a style for every occasion

White Wines

Made from green-skinned grapes, whose juices are colourless, these wines tend to be more tart and refreshing than reds. With aromatic notes like flowers, citrus, and orchard fruits, white wines are usually lighter in body and in alcohol. For white wines, the grape skins are removed before fermentation.

These wines are usually aged in stainless steel barrels for maintaining their aroma. White wines can range from dry to sweet in style. White wines' flavours and aromas vary depending on the grape and the climate it comes from.

There are over 600 different types of white grape varieties found around the world, although most people will normally



only drink a handful of these. Some of the white wines are:

Chardonnay: This is the most popular white wine in the world. This green skinned grape, grown in most parts of the world, is naturally neutral, and can quickly take on a variety of different characteristics, depending on where it is grown, and how it is matured.

Sauvignon Blanc: This is another popular white wine around the globe. The flavours of this grape vary in intensity depending on where it is grown. It is more on the dry side and is definitely more acidic than chardonnay.

Pinot Grigio: White wines made from this grape are light and refreshing, and are known by different names in different countries. The flavours and aromas of white wines vary based on the grape and the climate they are from.

Riesling: Common aromas of this wine are citrus, stone fruit, white flowers, and petrol. They are light in body and high in acidity, more popular are from Germany.

Chenin Blanc: Chenin blancs are typical of the Loire Valley in France This versatile grape can be sweet or dry, still or sparkling,

Rosé, Sparkling, and Fortified Wines

These styles of wine are often paired with a matching occasion: rosé wine during the summer, sparkling wine for special events, and fortified wine after a big meal.

Rosé Wines: are pink in colour, as they are made from red grapes which are hand pressed. Blending tannic red wines with a white wines always result in rosé that are astringent and phenolic.

Sparkling Wines: sparkle is due to the CO2 produced from fermentation. Forcing CO2 into wines always results in bubbles that are large, not well integrated and ephemeral.

Fortified Wines: are more resilient and stable due to their higher alcohol content. It is a wine to which, generally, brandy has been added.

Indian Wines

Out of 123,000 acres of vineyards in India, only 1-2% area is used to produce wines. There are five major wine producing regions in India including Nashik, Pune, Bangalore, Hampi Hills, Bijapur and Northern Karnataka. In spite of this there are several brands of Indian wines. Some of them are:



Dr. Rajesh Patil

Pause Wines - provides the best classic Indian wines to suit the Indian palate.

Sula - probably most popular wine brand in India.

Grover Zampa - has launched several award winning varietals.

Fratelli - which is considered as a premium Indian wine, has several varietals.

York Winery - located in Nashik, The Wine Capital of India. York produces several varietals

KRSMA - has its estate in Hampi Hills.

Vallonné - is a boutique refinery producing premium French style wines.

Big Banyan - offers a single varietal with no blending.

Rhythm Winery - offers fruit wines using those native to India like mangoes, strawberries, peaches and more. The fruit wines are a blend of fermented fruit juice and grapes."

Dia - is India's first wine sparkler in a can. Introduced recently by Sula, this sub-brand is lower in alcohol content than bottled wine

Food Pairing

Pairing food with drinks (any kind), is found to enhance the dining experience. Pairing



Matthieu Longuere

of wine with correct foods is considered to be necessary for the same reason. Pairing the right wine with the right food, it is believed, heighten flavours, textures and qualities in the food.

However, in the case of wine there is a science behind how the pairings work, involving different acids, tannins, sugars and alcohol. Wine has been paired with food for centuries. Good food and wine pairing creates a balance between the food components and the characteristics of a wine.

In many cultures winemaking and culinary experiences evolved over many years. Many pairings that are considered "classics" today are the result of a region's cuisine and wine growing up and merging together.

Skilled and experienced sommelier, Matthieu Longuere, Wine Development Manager, Matthieu Longuere, MS, states that, broadly speaking, there are three philosophies you might consider when designing wine pairings for a restaurant menu. He cites these philosophies thus:

Congruent or Contrasting: Consider a key ingredient in your chosen dish. A paired wine might showcase aromas that share similar tones to this ingredient. For example, a dish featuring a bechamel sauce might be well-paired with a buttery chardonnay. Meanwhile, an equally pleasant pairing might come from contrast - consider the same sauce with a high-acidity Pinot Grigio to cut through the fat.

"Balance: Just as you would balance the flavours in the plate, the body, acidity, sweetness and tannins of the wine must be considered in relation to the dish. Neither food nor wine should overpower the other. Using the example of a Pinot Grigio with a fatty sauce, it's important that the wine is not so acidic that it renders the creamy sauce unpalatable.

Narrative and Locality: The best wines are crafted slowly, with much love and experimentation. Winemakers are constantly pushing the envelope and many wines will have unique histories associated with their development that can expand the narrative of your food. In its most basic form, this can mean pairing local produce with local wines. Regional pairings are not necessarily perfect, but provide a template for understanding the



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structure of flavours.'

Wine and food need to balance each other out, with neither one overwhelming the taste of the other.

According to Wine Cean food llar, one of South Africa's leading online wine merchants, the ten leading pairings are thus:

Chardonnay	Salmon
Cabernet	Red meat
Pinot Grigio	Seafood
Rosé	Cheese Dishes
Reisling	Sweet & Spicy

Red wines pair best with bold flavored meats (e.g. red meat).

White wines pair best with light-intensity meats (e.g. fish or chicken).

Indian Food & Wine Pairing

Indian food is not only diverse but also complex having a vast array of spices and flavours. Thus pairing it with wines makes it a daunting task. Though it may seem challenging initially, what the diner has to do is to know the basics of the food that he is ordering.

If it is a tomato sauce based one then a fruity rosé would be an ideal option

For a spicy dish wines that are low in alcohol, have a bit of sweetness and are served cool would be excellent.

Protein content of the food that is

being ordered would also have a bearing on your wine order. Pinot Grigio would be well suited

Though wine is preferred with cheese, there are several rare combinations of Indian dishes. Some unique combinations are:

Sparkling Wine	Papdi Chaat
Sula Chardonnay	Aloo Poori
Sauvignon Blanc	Paneer Tikka, Saag Paneer
Pinot Noir	Galouti Kebab, Tandoori Chicken
Sangiovese	Biryani
Port Wine	Gulab Jamun
Chenin Blanc	Kheer, Dal-Chawal
Rosé	Spicy Vindaloo
Riesling	Tikka Masala
Shiraz	Sambar Rice

Health Benefits

The common concept seems to be that alcoholic drinks are harmful to health. But wines are different. The year 2000 was good for wine makers not only due to the fact that it brought a bumper crop of Cabernets, Zinfandels and Chardonnays but also because researchers from across the world showed evidence of the health benefits of wine.

Here are some of the benefits of wine:
 Good for Heart: Several reports in 2000

confirmed that wine – in moderation – reduces the risk of cardiovascular disease. In the September issue of the Annals of Internal Medicine, Swedish researchers at the Karolinska Institute reported that, compared to teetotalers, light drinkers who consumed wine cut their risk of dying prematurely by almost one third, and wine drinkers, as a group, had significantly lower mortality from cardiovascular disease and cancer.

Shield against Cancer: The same phenolic compounds that lower heart disease risk may also may slow the growth of breast cancer cells, according to findings reported by scientists at the University of Crete in Greece in the June 2000 issue of Journal of Cellular Biochemistry

Stronger Bones and Sharper Minds: A report in the American Journal of Epidemiology in April 2000 showed that women who drank 11 to 29 grams of alcohol a day – the equivalent of one to three glasses of wine – had greater bone mineral density, measured in the hip region of their thighbones, than nondrinkers or heavy drinkers. Wines are also beneficial bone density of men.

These are only some of the health benefits.

So let's raise the glass and say: Here's to health and happiness! ■



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Metal Detection in Food

The food and beverage (F&B) services market in India is expanding at a rapid pace. The overall F&B scenario in India has evolved dramatically over the past decade. While in the past, there were only a handful of brands in a given product category or product categories to choose from; now the consumers have difficulty in choosing from the flood of brands on offer!

The Indian F&B industry has also attracted good investments during the recent years. However, along with these developments, the issue of food safety gathers and should gather further momentum in the country's

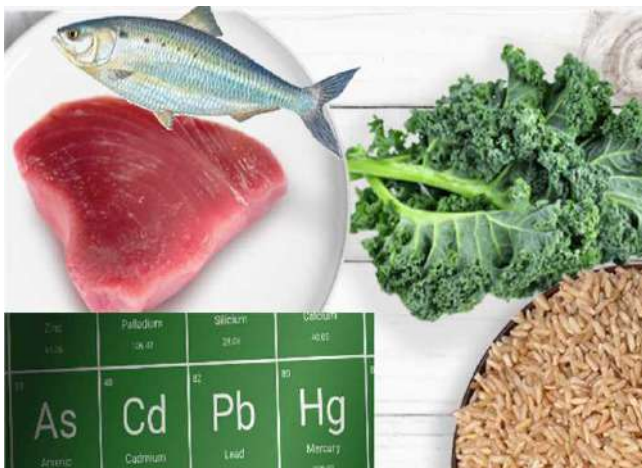
quantities of contaminating metals can have adverse effects on these metabolic pathways, which can lead to health problems; especially upon continuous, long-term exposure.

The various types of metals, in particular, the heavy metals are widely distributed in our environment, and can enter our food chain through various ways. For example, heavy metals in the streams, rivers and lakes can accumulate in fish, which in turn are consumed by humans, leading to heavy metals entering the human food chain. This is only one example out of a

can cause toxicity. Deficiency of sodium and potassium can cause hyponatremia and hypokalemia respectively, while their excesses can lead to toxicity.

Safety Limits for Heavy Metals

To protect the consumers, regulatory bodies across the world have established regulations with stringent limits on the permitted levels of heavy metals in different items of food. The Food Safety and Standards Authority of India (FSSAI), the apex regulatory body on food safety in India, has recommended safety limits for



food service industry. In order to ensure that the F&B market in India keeps flourishing, it is important to focus on the quality of food and beverage offered to the consumers across the country.

It is of utmost importance that the food we eat and the beverages we drink are absolutely safe for human consumption. Therefore, carrying out food safety checks is a mandatory requirement for ensuring healthy food intake.

Food and beverages need to be tested for a large number of contaminants. Of these, contaminating metals are very important, as these have a deleterious effect on health if the levels are above the specified values. Many metals act as co-factors for enzymes involved in various metabolic pathways. It follows that large

myriad. However, regardless of the mode of entry into the food cycle, heavy metals have the potential to disturb the normal functioning of the body metabolism and can accumulate in the body, causing severe toxicity.

A few other metals, namely, sodium, potassium and calcium do not fall within the category of heavy metals, but are important for the normal functioning of the body. Calcium is required for muscle contraction and transportation of molecules; while sodium and potassium are required for maintaining electrolyte balance within cells with reference to its extracellular environment. Deficiency of these metal ions can lead to various health problems. For example, calcium deficiency can cause osteomalacia or weak bones, while its excess

metal contaminants in food and beverages, which should not be exceeded.

Testing of Metals

The presence of heavy metal contaminants in F&B makes it important for the food and beverages industry to ensure that their products are free from these toxic elements by regularly testing their ingredients and products for compliance with the regulatory requirements. Testing for metals in foodstuff essentially involves the following four steps:

Sampling: The objective of this step is to obtain a small and representative portion from the large sample in such a way that any subsequent test on the sample will give reproducible results.

Destruction of Organic Matter: The commonly used methods of destruction of

organic matter can be broadly grouped into wet oxidation, dry ashing and microwave digestion.

Separation and Concentration of the Metal: Once the organic component is destroyed, the element of interest is concentrated by applying physico-chemical methods.

Measurement and Determination of the Metal: The concentrated element is then subjected to analytical methods to determine its actual level in the original sample of food.

FSSAI's Recommended Methods

FSSAI has recommended a number of methods for testing contaminating metals in foodstuff, which have been approved and validated internationally by leading agencies like the USFDA and the European Food Safety Authority (EFSA) of the EU. It is important to note that approval by international agencies in various countries means that the methods have been standardised and harmonised as per the global standards.

Therefore, when the Indian food products are exported to these countries and retested before distribution, they are likely to pass the quality and safety checks easily. Some of the FSSAI approved methods for testing heavy metals.

Advanced Method for Testing

The most advanced method for testing metals, which is considered the 'Gold Standard,' is a combination of Microwave Digestion for sample preparation, followed by Inductively Coupled Plasma Mass Spectrometry (ICP MS) for sample analysis. The closed sample digestion technique of microwave digestion system allows for preparing the samples in a closed system at high temperature and pressure without losing any of the volatile analyte like mercury and arsenic, which are otherwise easily lost when the sample is digested using open digestion with acids or ashing followed by acid treatment.

ICP MS gives the advantage of analysing all the metals at the same time with minimum manual intervention, which is required when analysing samples on an AAS with hydride generation and graphite furnace assembly. It also offers unparalleled low detection limits, in the parts per trillion levels range, allowing for the use of smaller sample quantities; which can be properly digested giving better recovery and reproducibility of results.

Conclusion

It is evident that testing for contaminating metals is a very important aspect of maintaining food safety. These metals, particularly the heavy metals, should not exceed the permissible limits in food and beverages, as recommended by the FSSAI in the Indian context.

Nowadays, there are a number of approved and validated methods that are at the disposal of the food analyst for testing metal contaminants in foodstuff. Importantly, more advanced and automated analytical methods like AAS, ICP MS, coupled with microwave digestion for sample preparation have immensely streamlined and simplified the whole process of food testing. This has resulted in generation of more robust data that are reproducible and at par with international standards, which has led to a new era in food testing services in India. ■



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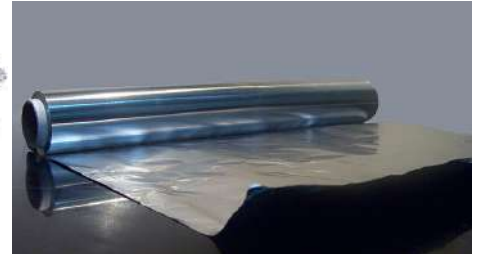
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Delivering Grace



Packaging is an art done not only to improve the presentation (look wise) of a product but also to increase its shelf life and maintain the quality and hygiene.

Graduating from an art, packaging has evolved with advance technology today to be used extensively in food and food processing industry. The storage and packaging requirements of a hotel and restaurant is different from other industries simply because of one reason i.e. unlike other industries the packed and stored material is meant for human consumption.

Slim and Aluminum foils provides a wide range of packing possibilities like fruits, sweets, cooked food, plated dishes, non-vegetarian items, etc. These foils are one of those technologies, which are considered as an ultimate solution of all kind of packing and storage requirements.

Slim Foils

Slim foils are made of food grade plastic sheet, which are very strong and cannot be easily tampered with. They are available in various colours to make attractive packets. Though they are available in several colours the rules regarding food and consumable items strictly define the colours that can be used as the dyeing agent.

Colours are chemicals contents and using them the wrong way can easily contaminate the food. Few very popular and safe colours are red, yellow, white even and transparent plastic sheet. The thickness of these slim foils is measured in micron level. The micron level of food grade slim foil should be around 10 micron. They should not be multi coloured

with vibrant patterns, which uses harm full chemicals.

Benefits

The packaging material is light in weight and thus packed food becomes easy to handle.

Strength: Some slim foils are so strong that once inflated they would not puncture even under the weight of a man.

Translucency: They are a colourful way of covering food items. Due to their translucency the material can be inspected without touching.

Heat Resistance: They are also suitable to cover hot food items.

Stretchable: The foils are stretchable and perfectly bear the tension and pressure generated during transportation.

Reaction Proof: Slim foils are reaction proof. They don't produce any kind of byproduct while in contact with air and water.

Aluminium Foil

Aluminium is a light, ductile and malleable metal, which is not easily tarnished by air and water. Aluminium produces aluminium oxide and aluminium hydro-oxide when it comes in contact with air and water respectively. While other metals continues reacting with air and water, aluminium, once have under gone the reaction will not react further until and unless the top surface is scrapped of the oxide or hydro-oxide layer. Thus aluminium does not tarnish the food by reacting with the chemical present in it.

Because Aluminium is one of the least reactive metals, it does not react with food

and has no effect on flavour. Also Aluminium is a good conductor of heat and electricity, this is another reason that food remains warm for a longer time in Aluminium sheets or foils.

The foils are multipurpose and are used everywhere in households, commercial kitchens, food packaging industry and even they are used as a sealant for chocolates and tea leaves and other confectionary items. These bright colour foils enhances the products life by keeping them away from heat and moisture.

They are used for packing non-vegetarian items, as it does not allow the outside air to contaminate the juices present inside them. The best quality aluminium foils are available within 8-9 and 10-12 microns which are suitable for several different purposes.

Aluminium foils are also used for cooking and marinating purposes. They can withstand extreme heat to make items like garlic bread. Now a day aluminium foils are used to pack simple roti in a household lunch to the decorative packaging in hotels and restaurants.

Do not use foils to pack foods that are acidic in nature. This means that you should never pack dishes made of vinegar, tomato and tomato sauce in an aluminium foil. The acid in the food can interact with the aluminium to erode the foil and allow the moisture and bacteria get into the food.

These foils are decorative due to their lustre. They make attractive packets and are easy to use. They are reaction proof, heat proof, moisture proof, and cannot be coloured; there is no chance of colours reacting with food.



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"Fostering a Positive and Productive Work Environment"

Chef Vishal Chandnani, Senior Executive Chef, Radisson Blu Resort Goa Cavellossim Beach



With an extensive experience of more than two decades in hospitality and FNB industry, Chef Vishal Chandnani is the proud recipient of several awards and accolades. His contribution to generate the revenues and very high customer satisfaction levels is exemplary. Using his extreme sophistication in combining the mastery of the art of Italian cuisine with the diversity of the flavours of Indian products, Vishal has become one of the most popular Chefs in Mumbai and presently showcasing his expertise in Goa region.

His skills at managing diverse range of cuisines and blending them to a perfect balance, creating delightful delectable dishes, is an experience better experienced personally. Vishal and his team have put in valiant efforts to raise the guest sentiment to maximum positive reviews about the taste, top notch quality and variety of food offerings which are widely mentioned on the social media platforms. His ability to wow the guests is second to none.

Vishal has been awarded the Accor Hotels India Awards "Chef of the Year" 2014 during his tenure at Novotel Mumbai Juhu Beach for his outstanding contribution and consistent performance in terms of maintaining the culinary quality of highest order, efficient planning and organizational skills, providing best culinary experience to the guests within the hotel.

Vishal completed his 3 year Chef's Diploma Course in Food Production from Academy Of Culinary Education based at Cidade De Goa Beach resort, Goa. He completed his Higher Secondary College from MMK College of Commerce and Economics at Bandra Mumbai. Vishal has come up the ranks and has gained experience from leading hotels, Flight Kitchens and Restaurant brands of the World such as Emirates Group Dubai UAE, Sachin Tendulkar's Gourmet Restaurants, Hotel Novotel Mumbai Juhu, Accor Group of Hotels to name a few.

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

How do you define yourself?

I am someone who is a team player, highly passionate, tech-savvy, creative, risk-taker, dedicated to my work and keep a positive approach.

Saurav Ganguly – His brilliant mindset and amazing leadership qualities.

Shah Rukh Khan – His life story is very inspiring - a big motivating factor, well read, his charisma, wit and the way he carries himself.

Palate and Taste sensitivity, Attention to detail, Creativity and Leadership qualities.

How do you de-stress?

Watch old time Hindi movie classics, re-connect with old friends.

What is your philosophy of cooking?

Cooking with love is the best thing in the world. The ingredients that add texture, nutrition, colour and flavour to any meal, makes the difference in our optimum wellbeing.

What has been the most rewarding moment in your career?

At Novotel Juhu hotel, receiving Chef of the Year 2014, by Accor India. It was more memorable as I was awarded by the COO Jean- Michel Casse, Michael Issenberg COO Accor Asia Pacific and Ashwin Shirali, VP HR India South Asia.

Favourite Ingredient?

Garlic – An ingredient that can never go wrong, widely used in Indian and Italian cuisine.

What is your area of expertise?

Mediterranean Italian cuisine.

Fav Cuisine?

Difficult to choose but my vote is on Mediterranean Cuisine.

Had you not been doing this then what?

Honestly cannot imagine in any other field other than a chef. But could be in some creative field, designing etc.

How has the journey been so far?

Creative and Technical - It has been one of learning with different worlds – have been through the Big 3 working with the Largest Flight Kitchens, Restaurants and Hotels.

Fav Spice?

Turmeric – for its amazing health benefits.

Your source of inspiration?

What skills are necessary to be a good chef?

Fav Equipment?

Sous Vide – slow cooking.

Fav Restaurant/Food Joint?

Din Tai Fung in Dubai- Asian based Chinese

Restaurant. I love their steamed dumplings and buns, Sichuan shrimp and chicken wontons to name a few. I like the casual dining, diverse menu, commitment to quality, no fuss, simple straight service and tasty food, this is the reason for being successful across the world.

Your Fav Diner ?

Abbas Mastan Director Duo of several Hindi Movie blockbusters – very humble and simple human beings and their saying “Jo bhi aap dil se khilado” this just gives goose bumps and motivates me to serve the best I can.

You favourite Culinary Destination?

Dubai – An exceptional destination where you find plethora of landmark famous signature F&B restaurants/hotels.

The Best Compliment you have recieved?

It's still rolling in my mind, very positive encouraging feedback about our Awadhi cuisine from Boman Irani. He said this is one of the finest Indian cuisine he ever had in recent times, made mine and my team's day which I can never forget.

What is your philosophy of work?

Passion for food, dedication to quality, commitment to continuous learning and leadership in creating a positive and innovative culinary environment. My culinary journey reflects a balance between tradition and innovation, teamwork and a guest-centric approach.

Lessons learnt in the kitchen?

Always Be Alert, Be Patient, Be Flexible.

Last meal on earth: What would you choose?

Dal Khichdi, Jeera Aloo.

10 years from now?

May be a Mentor/Head Lecturer of the Hotel Management College. Mentoring gives me immense satisfaction if I can be use of any budding future Chefs.

What are your future plans?

Take one step at a time – creating/ mentoring the current crop of youngsters to become the future/powerful force of our Indian Hospitality.

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

Becoming a successful chef takes time, dedication, and continuous learning. Stay passionate about your craft, work hard, and be open to new challenges and opportunities. With perseverance and love for cooking, you can carve out a fulfilling and rewarding career in the culinary world.

Define yourself in one sentence?

My journey is a testament to dedication, passion, and continuous pursuit of excellence in the world of food and cooking.

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Grime-Free Service Ware

No matter how hygienically food is prepared in food service domain, if the service wares are not clean, it can spoil the entire effort to present good food.

How important the cleaning of service wares is?

There is no benchmark that assesses customers' satisfaction on the lines of cleanliness but every foodservice unit follows a definite schedule for maintaining clean and hygiene environment of the premises as well as of service wares. One of the most pertinent factors for a guest is the cleanliness factor of foodservice areas and hygiene aspect of the utensils.

Presentation of well-garnished food and beverage is assessed with quality of utensils and service ware used and their appearance. Seemingly, frivolous job of washing and cleaning utensils in commercial kitchens owes a great importance that undergoes through an elaborated process.

Utensils that are employed for serving food and beverage washed continuously in a separate washing area in kitchens. Soiled utensils and dishes are accumulated for various washing and clearing process in the washing area. It is the job of service staff to do clearance duties on the table where food is served and transfer the soiled dishes to dishwashing area. Mostly done by hand but sometimes the transportation is done by a trolley for careful handling of delicate utensils.

Styles

Accumulation of soiled utensils can be practiced through several methods depending upon the style of service adopted by a food-serving unit. For instance, in semi-self-clear serving style, customers are supposed to clear out the dining table by placing the soiled dishes in a trolley meant for accumulating utensils. In this process the placement of the trolley is done strategically at a corner of

the dining area so that it can be removed conveniently without displaying to the other customers.

In another style known as self-clear process in which customers are supposed to place their soiled dishes on a conveyer belt for automatic transportation to dishwashing area, this style is normally employed in canteens and some large units.

In self-clear and strip style either a dishwasher basket or a conveyer belt is used for disposing soiled dishes from the dining table. An especially designed dishwasher basket is directly put into the dishwashing machines for cleaning utensils.

The style of removing soiled dishes from dining table mainly depends on the policy adopted, type of operations, mechanized tools employed, etc. in the food service zone. It is also done by the by service staff manually, which is visually more aesthetic imparting a personalized touch to the service.

Washing

Washing of soiled dishes and other utensils used in commercial kitchens are either done by manual process or by installing a commercial dishwasher in washing area, depending upon the workload factor.

For efficient cleaning of bulk utensils, it is always good to install a dishwashing machine with greater capacity than the requirement of the unit. It is suggested after considering the fact that when more utensils are used and required for reusing at the time of heavy rush hours, dishwasher with greater capacity can be helpful for fulfilling bulk demands that arise out of nowhere. This ensures from the chances of disorder that is caused by increased accumulation of soiled utensils at peak hours.

To ensure hygienic washing, washing area requires a free supply of hot water at a temperature of 60°C for general cleansing, which can be followed by sterilizing rinse at a temperature of 82°C for at least one minute. Most of the time this practice is employed for cleaning metal utensils that are made from copper, stainless steel, etc.

However, one cannot use the same washing process for delicate utensils and crockery that needs to be washed at lower temperatures. For washing delicate utensils, an alternate method of washing is used in which some special chemicals like sodium hypochlorite (bleach) are applied to sterilize the utensils before giving a final rinse in cold or lukewarm water.



Dishwashing Machines

Cleansing of utensils and service ware is a critical stage of the entire food handling process. No matter how hygienically the food is prepared, if service ware is not clean, it can spoil the whole game. Which is why, the installation of a dishwasher of appropriate capacity becomes inevitable in any commercial food-serving establishments.

Dishwasher is recommended to almost all restaurant and hotel operators for effective and prompt cleaning. Dishwashing machines or dishwashers take over an arduous job, save a lot of time and labour, ensure that crockery and utensils are cleaned and sterilized to mark high level of cleanliness in the premises.

There are three main types of machines such as:

In a Spray types unit, soiled dishes are placed in racks and slide into the machine where spray of hot detergent water at 48° to 60°C is sprayed on the dishes from both sides, above and below. Then racks are moved on to the next section where dishes are

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rinsed by a fresh hot shower (at 82°C). At this temperature, the utensils are also sterilized and on passing out into room temperature for quick drying.

In a Brush-type machine, some mechanically revolving brushes are fixed for scrubbing of each article placed in a special tray in hot detergent water. Later, articles are rinsed and sterilized in another compartment of the machine.

Agitator water machine has different baskets of dishes, which are immersed in a deep tank where cleaning is performed by the mechanical agitation of the hot detergent water. Then loaded baskets are given a sterilizing rinse in another compartment.

Some dishwashing machines can be employed for both dish and pot washing but usually pot-washing machines are especially designed, and glasses by following a three-sink pot wash procedure.

Value Addition

The methodical cleaning of all equipment and utensils used for service and cooking are of vital importance to prevent multiplication of bacteria. A number of germs remain even after cleaning utensils when washed manually.

In general, there are primarily four problematic substances like egg white, starch,

fat and tannic acid that cause difficulties in service ware cleaning process. These substances need different methods to remove them from the utensils.

In addition, the cleaning process can be divided according to type of utensils needs to be washed. It is an important aspect of cleaning process and saves for unnecessary breakages and damages. Thus, it is always better to segregate different types of utensils before washing. In this practice pan wash (plunge) or scullery and china wash or earthenware wash should be assorted first.

Scullery

For an effective washing of pots and pans and other kitchen equipment, some vital exercise should be done that can be extremely helpful to get sparkling and shining utensils without causing any visual damages.

- Pan should be scraped and all waste food should be disposed in a bin.
- Hot pans should be allowed to cool before being plunged into cold water.
- Pan with food stuck should be allowed to soak in hot water for some time however, if pan is used for starchy foods, such as porridge and potatoes are best soaked in cold water.

- Frying-pans should be thoroughly wiped with a clean cloth. They should not be washed unless absolutely necessary.

- Trays and tins used for pastry work should be thoroughly cleaned with a clean dry cloth, after washed in hot water.

- Pots, pans and other big equipment should be washed and cleaned with a stiff brush, steel wool or similar article, in hot detergent water.

- Pan that has been sterilized at a minimum temperature of 77°C dries off quickly. If rinsing in very hot water is not possible, they should be dried with a clean cloth.

- Equipment should be stored on clan racks and pans should be stacked upside down.

- Washing of crockery and designed cutlery can be done by hand or machine.

Manual Washing

Sometime, it is necessary to wash utensils manually that serve sticky food. This is usually done for big utensils that are used for cooking. Though manual-cleaning process is very common for utensils but even then it requires right process for different utensils.

- First of all, remove scraps from dishes with a scraper or by hand.

- Secondly, wash in water containing a detergent as hot as the hands can bear. One should use appropriate gloves while washing.

- Then place utensils in wire baskets and immerse them into water, thermostatically controlled at 77-82°C, for at least two minutes.

- After the final rinse in hot water, let hot utensils get air-dry without the use of cloth material.

- Both washing and sterilizing water must be kept clean and at the correct temperature.

Some Pan scrubbers are electrically driven with a hydraulic or flexible drive transmission can be used for washing big cooking utensils. Brush type heads are available in varied forms to suit various surfaces or types of soiling. Pan scrubbers can either be wall mounted near the pot wash or free standing mounted on mobile dollies to assist with equipment cleaning.

The washing-up water must be changed frequently and it must be kept both clean and hot. And the brushes that are used for washing utensils should be kept free from food particles.

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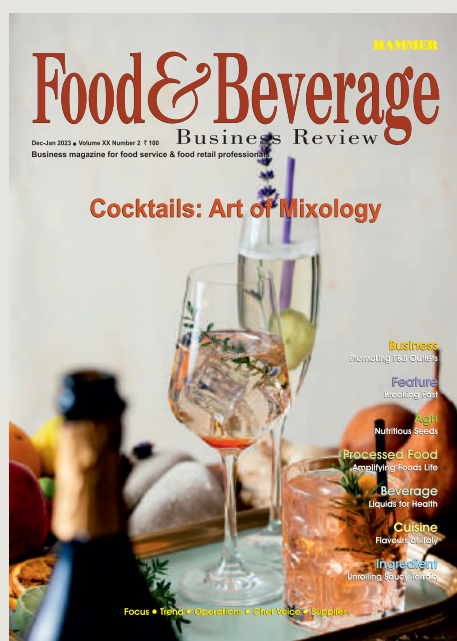
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Sparkling Dishes

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 temperature of the water
- The chemical action of the detergent.
- In charge, putting it all together.

There's a lot that could go wrong.

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

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 it is not being maintained the way it should be. If maintained in the correct manner, dishwasher 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 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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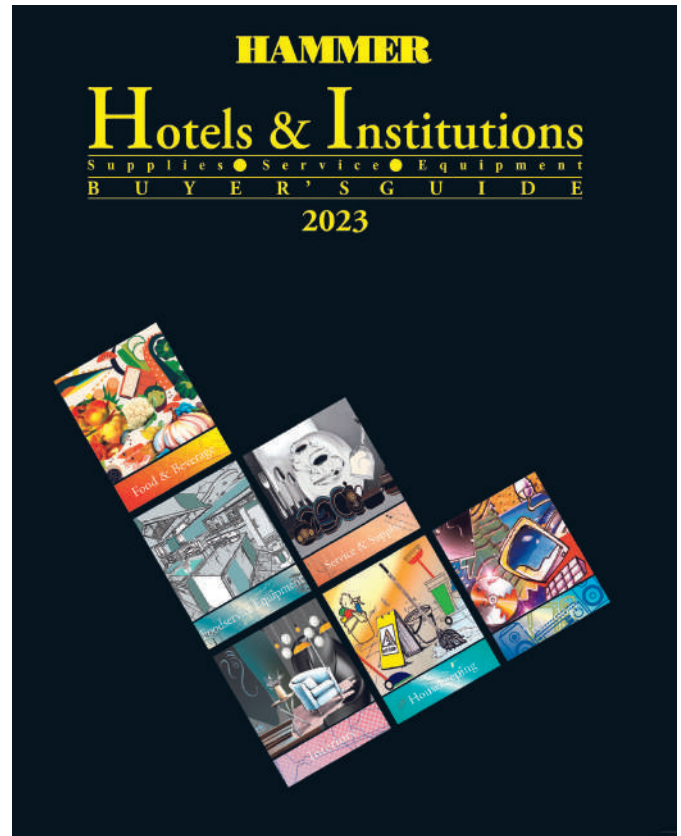
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& without perforation.

Besides it has international standard matt finish, and thus it has good resistance to scratches on use. Succinctly, the product has great value for money.

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Nestin Ventures emerges as a trailblazer in India's Hospitality and Retail sectors, blending luxury and sustainability. Their mission is clear: establish a premium market for products that exude opulence while upholding ethical values. Nestin Ventures aims to be the ultimate supplier of choice for exquisite, sustainable products, enhancing everyday operations and lifestyles.

At the heart of this venture lies the Duni Collection, a beacon of ethical excellence. Duni's Blue Mission underpins their Corporate Social Responsibility, ensuring innovation, quality, and environmental consciousness intertwine

seamlessly. Duni Group has strived for many years to lead the development of environmentally smart disposable products. Products that provide maximum functionality and long-term solutions for recycling, composting, or reuse. Duni Premium Napkins also champion efficiency. By offering a captivating



color spectrum, their collections enhance convenience and hygiene. This translates to saved time and delighted guests, a recipe for business success. Duni heralds a new era, where luxury and ethics harmonize. A journey towards sophistication, responsibility, and brilliance has begun.

Elevate home aesthetics with Nestlux's premium Bed and Bath linen. The range combines function, sustainability, and elegance to transform living spaces. From chic Bed Sheets to cozy duvets, the diverse catalog caters to unique preferences. Committed to customer satisfaction, the knowledgeable staff offers expert guidance. Enhancing lives through beautiful, sustainable spaces & enriching customer experiences and promoting awareness of sustainable living practices.

Crafting Joy through Exquisite Tableware. Elevate dining experiences with meticulous stainless-steel Cutlery and Table accessories. First impressions matter – embrace elegance that endures. For homes, restaurants, and esteemed hotels, La vita caters to diverse needs. Their reach extends globally, uniting distributors, consultants, and international exports.

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"For me, Hospitality is an Emotion, not just a Profession"

Prithipal Singh, Corporate Director, Food & Beverage, Pride Hotels Group



With over two decades of experience in the Hospitality industry, Prithipal's efficiency in hotel operations, guest experience enhancement, quality assurance, and adept people management, is well known. Having dedicated more than 7 years of his career to the Pride Hotels Group, Prithipal has been entrusted the responsibility of heading FNB at the Pride Corporate Office.

He started his career at Radisson Kolkata, and from there on, he worked with renowned hospitality brands such as Radisson, ITC Hotels, Accor Group, Pride Group, and The Lalit Hotels. Prithipal earned his bachelor's degree in hotel management from IHM Kolkata. He was awarded the prestigious title of Food and Beverage Person of the Year 2022 at The Indian Hospitality Excellence Awards.

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

What do you enjoy most about being a Corporate Director at FNB?

For me, hospitality is much more than a career choice – it's an emotion. I have enjoyed every phase of my life in the FNB department. We have plenty of time while guests are dining, allowing us to interact with different kinds of clientele, understand their cultures, values, and food preferences. Every day brings new learning experiences, which make me operationally stronger day by day.

What are your future plans in current role?

Currently, Pride Hotels Group is expanding its portfolio in all major cities across India, with a number of hotels coming up, giving us an opportunity to showcase our restaurant.

Since last year, post-pandemic, our focus has been on streamlining FNB operations, as we have seen shortages of skilled workforce. We are empowering my team with appropriate online and offline training sessions.

We are standardizing our FNB offerings PAN India. Currently, we have 109 restaurant concepts across India. Our Punjabi cuisine restaurant concept, "Puran Da Dhaba," is the most popular among these and is liked by people of all generations. We have also started working on adding a bakery concept restaurant for the entire group.

How challenging is your position?

As a Corporate FNB, we have to keep a

close eye on current trends, what's moving, what is in demand, and act accordingly. We need to stay updated with new technology to enhance efficiencies and productivity. We play a crucial role in maintaining a balance and keeping both internal and external customers happy. We monitor social media daily because it can make or break our reputation. So, we motivate the team to engage with every guest personally, making it a memorable dining experience.

What is the USP of your FNB outlets?

In most of the cities where we are currently present, there are many international brands. As an Indian brand, we take pride in maintaining the Indianness in our food and service. Our USP is our focus on Indian and regional cuisine.

Nowadays, with so much traveling and guests dining out, corporate travelers often seek home-cooked food. We take pride in offering specially customized meals as per guest requests. Our Indian restaurant has been recognized with various prestigious awards.

What is your working philosophy?

My philosophy is to give my best effort each and every day. There is always room to learn, and I focus on making our customers happy. I enjoy learning new things and gaining new skills. I also empower my team

by mentoring them and providing appropriate training.

How do you define yourself?

I work on a simple formula; I value all those things that are really important to me, like family, the team, integrity, and kindness. I am highly organized and excel in communicating things in the right manner. I have a positive approach to most things, and I emphasize empowering my team by mentoring them on a case-by-case basis and providing them with a high level of training to excel in their careers.

How do you like to de-stress?

To relax, I generally like to play outdoor games such as badminton, table tennis, or cricket. A good quick nap helps me refresh completely.

What has been your most rewarding moment at work?

In my 19 years in the hotel industry, I have experienced numerous rewarding moments, whether it's achieving the hotel's budgeted revenue or successfully executing FNB events with the top music artists in the country, etc. Nowadays, I feel motivated and charged up when I accomplish any target that is hard to crack and requires proper planning and execution. I consider myself rewarded when any guest returns to the hotel or any of our FNB outlets because of our food and service.

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