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BAKERY

Business Magazine for Bakery & Confectionery Professionals

REVIEW

Bakery Trends

Business

Confectionary: Spreading Sweetness

Feature

Hygiene Solutions for Bakeries

Ingredient

Adding Value to Bakery

Product

The Delectable World of Cupcakes

Dairy

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Junior Pastry Indian Cup 2023

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Editorial



Bakery industry is constantly evolving and new trends are persistently taking place. Global influences are infiltrating bakery product trends and development. People have been shifting more towards healthy baking and are seeking baked goods that are both delicious and nutritious. Cover Story finds that bakeries are now offering healthier alternatives to meet the demand for a combination of dietary restrictions and health awareness.

Confectionery has become one of the most in-demand food items. The demand for confectionery items, comprising of bakers' confectionery to the encompassing sugar confectionery, is on the rise. As the demand for the products are increasing more entrepreneurs are tempted to enter this business. Business Story delves on the different aspects of confectionery industry, from how to start the business to the challenges facing the industry.

To establish a successful bakery business, it is crucial to ensure hygiene in all layers of production, distribution and retailing. And this is possible only when food handlers involved in the bakery supply chain are adequately trained. Feature story discusses how the emphasis on sanitation and hygiene in bakery and focus on preparing healthy food are co-related.

Food additives are a critical part of food & beverage industry and are used for maintaining quality, consistency, taste, aroma and texture of the food & beverages. In the Ingredient section we find the tremendous influence of food additives have in giving final shape to myriad bakery products.

Creamy and tangy mustard sauce has become the most demanded accompaniment with fast foods and found stable feet in the sauceboats at every fast food joint. The condiment section elaborates on the evolution of mustard sauce in recent times.

Complementing the above stories are the regular sections providing more information through news & reports and other stories.

BAKERY

REVIEW

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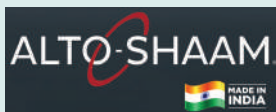


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Alto-Shaam Invests in New Manufacturing Facility in India



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."

Bakels New Baking Centre

Indo Bakels are manufactures and distributors of wide range of innovative ingredients and application solutions. The ingredients are tailor-made for the markets it serves, covering the bread, pastry, cake, and confectionery sectors. Bakels Group has over 119 years of history, operating in over 40 countries across all five continents.

The group has announced the grand opening of their second



Baking Centre and office in Tumkur (Bangalore) Karnataka, in August 2023. This milestone is a testament towards the commitment for excellence in the baking industry. The new Baking Centre is equipped with cutting-edge technology, to provide innovative solutions

for bakers and confectioners nationwide.

Located in Karnataka, the centre is strategically positioned to efficiently serve all six southern states, providing a distinct advantage to connect with the customers in the region. With this expanded presence, the company is poised to further expand its customer base and strengthen business relationships.

With the inauguration of new factory, the production capabilities have surged two fold, marking a significant milestone for the organization. This expansion has been complemented by a strategic upgrade to state-of-the-art machinery, positioning company at the forefront of innovation and efficiency in the industry. This transformation will bring endless possibilities, allowing better service to the customers and meet their evolving needs.

Nonna's Marks One Year of Sourdough Excellence

Nonna's, India's first original sourdough pizzeria has completed its first year. The brand launched with the vision to become the leading, authentic sourdough pizza brand and be recognized for its commitment to provenance, value and give a contemporary dining experience to its consumers.



In just one year, Nonna's has captivated the hearts and palates of pizza enthusiasts across Mumbai. With a commitment to quality, creativity, and an unwavering dedication to the art of sourdough, Nonna's has revolutionized the pizza scene and aims to democratize sourdough pizza across the country by delivering exceptional taste and value.

As it's been a fantastic year of serving up slices of joy, the brand couldn't have done it without their amazing customers! Both the Kamala Mills and Fun Republic outlets abuzz with excitement, offering a memorable experience for guests.

VIZYON

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Vizyon Select brand belongs to Polen Food, which is the manufacturer of Vizyon Sugar Paste.



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General Mills India Sets New Plant

General Mills India, part of US-based Fortune 500 packaged food company, General Mills Inc., marks the expansion of General Mills' footprint in India with a groundbreaking ceremony for its new plant in Nashik, Maharashtra. The facility will serve as the epicentre for manufacturing Pillsbury Baking Mixes for the Indian market and is expected to be operational by August 2024.



The new plant will be General Mills second manufacturing facility for Pillsbury Baking Mixes in India. The Company will invest approximately Rs. 100 crore to build this plant, equipping it with state-of-the-art technology and infrastructure. With the addition of this new facility, General Mills India will double its manufacturing footprint, enabling the company to meet the increasing demand for its Pillsbury bakery solutions in India.

Anand Khurana, country director for General Mills India, said, "The bakery industry in India is witnessing remarkable growth. Beyond birthdays, cake cutting has become integral to various occasions like anniversaries, success parties and festive gatherings. Pillsbury's bakery solutions empower bakers with consistent quality in every cake batch and enhance efficiency in the back-of-house operations of bakery businesses. The new facility will mark Pillsbury's commitment to serving more bakers in India and supporting their business growth."

"India is among General Mills' priority markets worldwide" said Balki Radhakrishnan, vice president and managing director of Global Emerging Markets at General Mills. "In recent years, our business in India has consistently accelerated growth and the new manufacturing plant reinforces our dedication to growing in India by delighting more consumers and catering to evolving consumer needs."

Bake Live Studio Expands Footprint

Bake Live Studio has launched its third café and artisanal bakery at Girgaon Chowpatty, in the neighbourhood of South Mumbai. This café and live artisanal bakery offers a vibrant space that captures the essence of the brand. With a seating capacity of over 40, guests can enjoy a comfortable and inviting environment while indulging in the live baking experience.

The open kitchen concept allows visitors to witness the creation of pizzas, sandwiches, burgers, cheese platters, and freshly baked bread, adding an engaging and interactive element to their dining experience. The versatile space is also perfect for hosting a range of events. The brand also offers outdoor catering services and food boxes for corporates and various other occasions.



Vishaal Vira and Nirmal Gogri, Founders & Directors of Sarjena Food, expressed their commitment to transforming the bakery experience, saying, "Our goal is to redefine the bakery landscape and set ourselves apart as pioneers in the market. Surpassing 25 outlets within the city is our next milestone, and we are eager to expand this unique concept to other cities post our 10th launch as well. Our ultimate vision is to establish a pan India presence, sharing the delight of our café and live artisanal bakery concept with people far and wide."

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.



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Good Flippin' Burgers Opens New Outlets

Good Flippin' Burgers®, a national burger chain, has launched outlets in Gurgaon and Noida. With this expansion, the brand promises to bring its mouthwatering burgers and other binge-worthy sides to the food enthusiasts of the city.

Situated at Sector 73, Noida, the Delivery-only outlet is strategically placed to serve residents, office-goers, and visitors. It is the second store in Noida and the eighth in



Delhi NCR. The other GFB outlet is based in Sector 4, Noida.

The Gurgaon outlet is located in the popular Eros City Square shopping arcade. It is the third in the city and ninth in Delhi NCR. The delivery and takeaway outlet is located near corporate parks, allowing office-going crowds to indulge in the delicious range of handcrafted burgers and delectable sides made with the freshest ingredients. The brand also has a presence in the Sushant Lok and Udyog Vihar localities.

The award-winning brand prides itself in offering delivery and takeaway of the freshest and tastiest burgers, shakes, hot dogs, tenders, fries, wedges, and other side dishes. Customers can order these burgers and sides directly through the GFB website or use delivery popular aggregators such as Zomato and Swiggy.

Commenting at the launch, Viren D'Silva, Co-Founder of GFB said, "We are delighted to expand the Good Flippin' network and get a chance to serve our delicious burgers to the residents of Noida and Gurgaon. With these two stores, we're up to 9 outlets in Delhi NCR and should be adding to this roster soon as we continue to make inroads into the Indian market."

Good Flippin' Burgers® has an extensive menu, offering a variety of burger preparations to suit every palate.

In its next stage of growth, Good Flippin' Burgers® has been aggressively expanding its footprint in the country. Since 2019, it has opened 25 outlets in various cities, including Mumbai and Delhi NCR. The company targets to open more outlets in Delhi NCR and other metros, starting with these launches in Noida and Gurgaon. In its next big move, the brand also plans to launch a curated selection of never-before-seen wraps across all its outlets.

India Pastry Cup 2023

India Pastry Cup competition was recently held at Academy of Pastry and Culinary Arts, Bangalore on September 02, 2023. India Pastry Cup competition happens every 2 years to pre-select team from India for the Asian Pastry Cup scheduled in April 2024 at Singapore. The team from India competing at the Asian Pastry Cup, will further have chance to compete at the World Pastry Cup or Coupe du Monde, by winning the Asia Pastry Cup.



In this year's edition two teams competed for the India Pastry Cup - JW Marriott Hotels and Academy of Pastry and Culinary Arts. The teams were required to prepare two Chocolate Entremets, two Plated Desserts, a Sugar Sculpture and



Winners with Jurors

Chocolate Sculpture. They were judged based on taste, texture, appearance as well as the final buffet presentation.

The jury for the India Pastry cup consisted of professionals from the pastry fraternity: Sanjay Anand, Director at Hammer Publishers Pvt. Ltd., Chef Avijit Ghosh, Master Pastry Chef and Chef Nakul Kulkarni, Founding Chef and Managing Partner at T'ART. The event was organised by Academy of Pastry and



Culinary Arts in association with "Bakery Review" a BAKERY & Pastry magazine.

The year event was won by the team of Sehaj Ghuman, Assistant Pastry Chef and Pratyay Keny, Pastry Chef from Academy of Pastry and Culinary Arts.



Winners - Sehaj Ghuman, Assistant Pastry Chef and Pratyay Keny, Pastry Chef



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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 Perna 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,

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**JUNIORES
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**BAKERY
REVIEW**



INDIA INTERNATIONAL
HOSPITALITY EXPO
AUGUST 2-5, 2023

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 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 Winner

WhiteCaps International School of Pastry



L-R: Sayed Sadiya, Arvind Prasad, Ravi Dhuriya, Perna 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



Chef Gaurav Wadhwa



Chef Parvinder S Bali



Chef Ashish Bhasin



Junior Pastry Indian Cup 2023



Junior Pastry Indian Cup 2023



Junior Pastry Indian Cup 2023



Junior Pastry Indian Cup 2023



Junior Pastry Indian Cup 2023

Participants



**JW Marriott
Bengaluru**



**Chef Shakir Muhammed
Pastry Chef**



**Chef Shubham Thakur
Pastry Chef**



**Chef Baranidharan
Mentor**



WhiteCaps Bengaluru



**Chef Prerna Kothari
Pastry Chef**



**Chef Sayed Sadiya
Pastry Chef**



**Chef Ravi Dhuriya
Mentor**



**Le Cardon Bleu,
Gurugram**



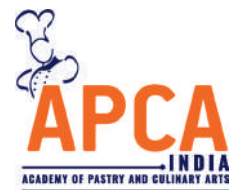
**Chef Avantika Katiyar
Pastry Chef**



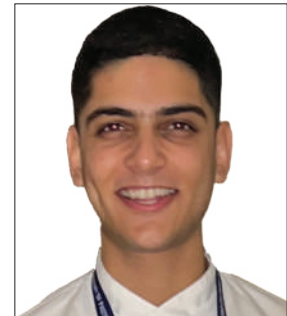
**Chef Vanishka Aggarwal
Pastry Chef**



**Chef Tarun Khandpal
Mentor**



**Academy of Pastry &
Culinary Arts, Mumbai**



**Chef Gopesh Singh
Garewal
Pastry Chef**



**Chef Rubani Singh
Pastry Chef**



**Chef Dean Rodrigues
Mentor**

Junior Pastry Indian Cup 2023

Participants



**International Institute
of Culinary Arts,
New Delhi**



Chef Aayushi Sharma
Pastry Chef



**Chef Vedangi Mani
Prakash**
Pastry Chef



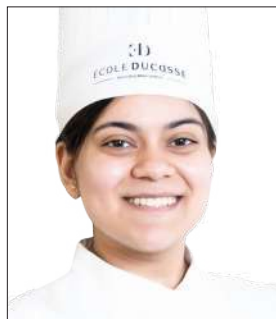
Chef Akash
Mentor



**Ecole du Casse,
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Chef Anant Agarwal
Pastry Chef



Chef Khushi Popli
Pastry Chef



Chef Aabhas Jain
Mentor



**RIG Institute of Hotel
Management, Gr. Noida**



Chef Aayush Sharma
Pastry Chef



Chef Arnav Shisodia
Pastry Chef



Chef Umesh Kundaliya
Mentor

Category Winners



Best Sugar Sculpture
WhiteCaps Bengaluru



Best Chocolate Sculpture
Academy of Pastry &
Culinary Arts, Mumbai



Best Chocolate Cake
WhiteCaps Bengaluru

Junior Pastry Indian Cup 2023

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Delta Nutritives Pvt. Ltd.

At Delta Nutritives we know what our customers expect from us. And that's why we have established ourselves as one of the most reliable suppliers of dessert ingredients and equipments for ice cream manufacture. We import, manufacture and supply a huge range of dessert ingredients. We have connected ingredients and expertise, providing many of the industry trusted brands to your doorstep. Our product range includes Belgium Chocolates by Callebaut, Ice Cream ingredients by Mec3, Italy, Frozen Berries and Purees by Dirafröst (Belgium) and Ravifruit (France), Fruit fillings by Dawn Foods, Belgium, And the choices of dairy products by Elle & Vire, France. We manufacture cake premixes, glazes, pastry fillings and fruit fillings for the bakery. To complement this we have a wide range of decorations and accessories, edible colours and velvet sprays, chocolate moulds and industrial blenders, slush machines and machines for dispensing hot chocolate drinks, transfers sheets.



Valrhona

Valrhona, the iconic French chocolate manufacturer renowned for its craftsmanship and innovation, has captivated chocolate lovers worldwide since 1922. With an unwavering commitment to excellence, B Corp certified, Valrhona meticulously sources the finest cocoa beans globally, partnering with select plantations with long term partnership to ensure sustainability and ethical practices. The result is an exquisite range of chocolate varieties, each boasting unique flavor profile, intensity, and origin. Valrhona chocolates are highly coveted by top pastry chefs, bakers, and chocolatiers for their exceptional taste, texture, and versatility. Euro Foods Pvt Ltd, a leading distributor in India, proudly offers Valrhona's distinguished chocolates to esteemed clientele, including 5-star hotels, retail chains, caterers, bakeries, and more. With Euro Foods' commitment to delivering premium quality products, Valrhona chocolate enthusiasts in India can indulge in the sublime taste and elevate their culinary creations to unparalleled heights.



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With 27 years of industry experience, RANS Technocrats is a renowned Indian company specializing in the manufacturing of kitchen equipment for the foodservice industry. Their commitment to advanced technology and innovative products has made them a trusted choice for hotels and restaurants throughout India. RANS Technocrats serves customers nationwide, providing dedicated service

and support. They pride themselves on their state-of-the-art machinery and a strong emphasis on quality, ensuring that their equipment meets international standards. To offer a comprehensive range of kitchen equipment, RANS Technocrats has developed specialized brands. ULTIMATE, one of their brands, offers a wide selection of baking ovens, salamanders, and pizza ovens. ICEDEN, another brand, focuses on commercial refrigeration equipment such as display counters, deep freezers, under-counter refrigerators, and freezers. GRATEINOX, their specialized brand, specializes in high-quality stainless steel kitchen floor gratings. Leveraging their expertise in sheet metal fabrication, RANS Technocrats also offers a diverse range of customized commercial kitchen equipment under the RANS brand. As a leading manufacturer in India, RANS Technocrats is recognized for their commitment to delivering high-quality products and excellent service to customers nationwide.



MOD Kitchen Equipment Pvt. Ltd.

MOD Kitchen Equipment Pvt. Ltd., known as MOD, is a leading provider of complete commercial kitchen and catering equipment solutions. Based in New Delhi, India, MOD specializes in turnkey kitchen projects, serving various industries. MOD is a trusted supplier of bakery and catering equipment to internationally acclaimed hotels, bakeries, coffee outlets, restaurants, educational institutions, and industrial units across the country. With a focus on quality and functionality, MOD delivers top-notch products and services to meet the diverse needs of its clients. MOD is a major sales and service provider in India for OZTI, a renowned commercial kitchen equipment brand from Turkey. With a ready stock of spare parts, MOD ensures prompt support for customer requirements. With expertise in manufacturing

Sponsors

and importing commercial kitchen equipment, MOD's design team meticulously plans and designs layouts to optimize space utilization and facilitate smooth operations. MOD Kitchen Equipment Pvt. Ltd. is dedicated to customer satisfaction and has earned a reputation for excellence. Their commitment to delivering high-quality products, reliable services, and innovative solutions has made them a trusted name in the industry. MOD's expertise, strong industry relationships, and customer-centric approach position them as a reliable one-stop solution for all commercial kitchen and catering equipment needs.



Venus Industries

Venus Industries, part of the esteemed JK Khurana Group, has been a dedicated and trusted player in the Hospitality sector since its establishment in 1963. Founded by Mr. J.K. Khurana, the company's remarkable journey began with a significant tie-up with Indian Airlines, marking the start of its global presence. Under the visionary leadership of Mr. JK Khurana, the company's product range expanded to include exquisite, handcrafted flatware, chaffers, tableware, barware, and hollowware. Today, guided by Mr. JK Khurana, along with Parveen (Vicky) Khurana and Mrs. Seema Khurana, the company continues to innovate and provide top-notch, budget-friendly luxury products to hotels worldwide.



US Cranberries

The Cranberry Marketing Committee (CMC) promotes the use and consumption of US-grown cranberries across many countries including India.

The CMC was established as a Federal Marketing Order in 1962 to ensure a stable, orderly supply of good quality product. Cranberries are not just any fruit, they are America's Original Superfruit. ® Cranberries are grown across the United States in leading production states of Wisconsin, Massachusetts, New Jersey, Oregon and Washington. They are a versatile, nutrient-dense fruit that can be easily incorporated into sweet and savoury dishes. In India, Cranberry Marketing Committee (CMC) is represented by Strat Sure Associates Private Limited.

In a delightful fusion of flavors and creativity, US cranberries took center stage at the Junior Pastry Indian Cup 23, leaving a lasting impression on both participants and spectators alike.

The Cranberry Magic :

US cranberries, renowned for their vibrant color and refreshing taste, added a burst of flavor to the competition. With their versatility and health benefits, these little superfruits proved to be the perfect ingredient for young pastry chefs to showcase their culinary prowess.

A Burst of Innovation :

The guidelines for the competition encouraged participants to think outside the box. They were tasked with incorporating US cranberries into their recipes, highlighting the fruit's unique flavor without overshadowing other key ingredients. And innovate they did! From cranberry-infused desserts in a Glass or Plate to Baked Cake cranberry glazes, the young chefs wowed judges with their imaginative creations.

Feast for the Senses:

Visual appeal played a crucial role, too. The vibrant colors and textures of US cranberries allowed participants to craft stunning presentations that not only delighted the taste buds but also captivated the eyes. The rich antioxidant content, vitamins, and essential nutrients in cranberries were also brought into the spotlight, emphasizing their nutritional benefits.

A Resounding Success :

The support of US cranberries at the Junior Pastry Indian Cup 23 proved to be a resounding success. It not only provided a platform for young pastry chefs to showcase their talents but also left a lasting impression on the audience. The versatility and deliciousness of US cranberries were on full display, ensuring that these superfruits will continue to make their mark in the culinary world.

The Junior Pastry Indian Cup 23, with the support of US cranberries, was a celebration of creativity, innovation, and culinary excellence. The legacy of this event will undoubtedly continue to inspire young chefs to explore the endless possibilities of incorporating US cranberries into their culinary creations.



IBCA has become an excellent platform for newbies to learn and master the field of Bakery and Culinary Arts in their sophisticated courses. All courses have a standard curriculum to give students guidance in various methods, processes, preparations, and building recipes from scratch. We turn newcomers with little or no experience in Bakery and Culinary Arts into dedicated professionals ready to compete in the demanding world of building their careers. IBCA offers them all the resources they need to advance their amateur careers while receiving professional guidance. Over the years, IBCA has earned one of the top names as bakery institute in Delhi & culinary institute in Delhi. Last few years, people have joined our bakery classes in India from different parts of the world and states of India, establishing us as a prestigious bakery & Culinary Institute in India. All these joinings happened based on our student performance on the International level and our placement records across the world.

The Jury



Dr. Balendra Singh

Dr. Balendra Singh

Dr. Balendra Singh is director at Institute of Bakery & Culinary Arts New Delhi. He established the institute to offer education based on his experience in hospitality industry as one of the leading pastry chef for aspiring professionals interested to make career in Bakery & Pastry. He has a flair for innovation with expertise in international pastry cuisine. He studied at The IHM Dehradun with a focus on bakery and confectionery. Later he garnered over 20 years of experience at major hotels like Umaid Bhawan Palace Jodhpur, Grand Hyatt New Delhi, Westin Gurgaon, JW Marriott New Delhi, Pullman, Novotel New Delhi, The Taj Mahal New Delhi & cruise ships around the world, where he honed his skills to international level.

He gained wide knowledge in casual & fine dining, a-la-carte, buffet & banquet and pastry verticals of foodservice industry. As a culinary educator, he focus on skill based education ensuring students a good career.

Chef Mukesh Rawat

Chef Mukesh was born and brought up in Uttarakhand . Having graduated from the Institute of hotel management in Dehradun . He started his career with The Oberoi Bangalore as a Commis. Thereafter he worked at the Taj Westin Bangalore as Senior CDP, At Raddison Mumbai as Pastry Chef; At Claridges Suraj Kund as Pastry Chef, At Hilton



Chef Mukesh Rawat

Chennai as Executive Pastry Chef and Executive Sous Chef.

Later Chef Mukesh joined the Academy of Pastry & Culinary Arts (APCA) in 2015 as an Executive Pastry Chef & Educator. It was here that he got the opportunity to participate in the India Pastry Cup Competition in 2016 and won a Gold medal in it.

In the same year he went on to participate in Asia Pastry Cup, Singapore and won a Bronze medal for India and got recognized as the most Promising Talent in Asia Pastry Cup .

In 2017 Chef Mukesh participated in World Pastry Cup Coupe De Monde De La as Captain of team India.

In 2018 he headed team India in Junior Pastry team championship and won Gold medal.

In 2019 he headed team India in Junior Pastry world cup in Italy and got 4th place.

In 2023 he headed team India in World Pastry Queen Cup in Italy and won Bronze medal for India.

In 2022 chef Mukesh started working with ZUCI Pure Passion, Hyderabad and running the place as Director of Culinary.

While at APCA Chef Mukesh got the opportunities to work with different Master Chefs from around the world including Chef Johan Martin, Chef Jean Francois Arnald, Chef Amaury Guichon, Chef Wei Loon Tan, Chef Christophe Morel, Chef Emmanuele Forcone and many more.



Chef Eureka Araujo

Chef Eureka Araujo

Born in Mumbai & grown up in Goa, Chef Eureka graduated in 2012 from the Institute of Hotel Management, Catering Technology & Applied Nutrition, Goa. Later in 2014 she did her Taj Management Training Program, a Training program by the Taj group of hotels that is comparable to an MBA in Hospitality Food Production that moulds young chefs into future inspiring professionals. Thereafter she worked at the Umaid Bhawan Palace as Senior Chef-De-Partie Bakery, Patisserie & Confectionery, for 2 years during 2014-16. Chef Eureka joined the Academy of Pastry & Culinary Arts (APCA) in 2016 as a Pastry Chef Instructor and went on to be promoted as the Executive Pastry Chef at the Mumbai Centre.

She represented India at the 'World Pastry Queen' championship in Rimini Italy in 2018, through a direct entry by winning Gold at the 'India Pastry Queen' competition in 2017. Her candidature was sponsored by Academy of Pastry & Culinary Arts (APCA). She also represented India in 2017 as the coach/judge of team India's Junior team championship in Rimini Italy.

After leaving APCA in 2022 Chef Eureka started SIVAKO. As the Creative Director at Sivako, a french patisserie cloud kitchen in Mumbai, her mission was to develop people for the best in French pastry by creating masterpieces through sight & taste.



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The Jury

Later she once again got the chance to represent India by becoming 'India Pastry Queen' at the 'World Pastry Queen' championship in 2023, where she won the Bronze Medal, among the best from around the world. During her tenure at APCA Chef Eureka got the opportunity to learn from multiple master chefs from around the world including Chef Johan Martin, Chef Jean Francois Arnald, Chef Amaury Guichon, Chef Wei Loon Tan, Chef Christophe Morel, and Chef Emmanuele Forcone to name few. She participated in various workshops on Sugar Display, Chocolate & Pralines, Viennoiserie & Tarts and modern French Pastries to further hone up her skills.



Chef Dane Fernandes

Chef Dane Fernandes

Dane Fernandes is currently working as Executive Chef at JW Marriott, Mumbai Sahar, India. With a remarkable 13 years journey in the culinary world, Chef Dane is driven by his passion for creativity and innovation. Constantly fueled by curiosity, he aspires to craft the next culinary masterpiece.

Notably, he proudly endorses Elle & Vire Professionnel® in India, showcasing his expertise through an array of delectable savoury and sweet recipes. Additionally, Chef Dane delights in facilitating culinary demonstrations, sharing his knowledge and skills with fellow enthusiasts.

The Organisers



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Hammer Publishers Pvt. Ltd., established in 1999, publishes the bi-monthly magazine Bakery Review for professionals seeking knowledge about the rapidly changing Bakery & Confectionery industry. With an emphasis on providing the latest information and in-depth insights, Bakery Review explores new growth areas and developments in the baking industry. Bakery Review caters to professionals seeking knowledge about the rapidly changing Indian Bakery & Confectionery industry. With an emphasis on providing the latest information and in-depth insights, Bakery Review explores new growth areas and developments in the baking industry. Our focus extends to Commercial, Retail, In-store Bakeries, and Foodservice sectors, as well as allied industries such as Milling, Dairy, and Snack Food. We offer articles on cutting-edge techniques, equipment, recipes, and more. With exclusive reach to bakery professionals in India, Bakery Review is the only magazine of its kind, dedicated to enhancing knowledge for future business growth.



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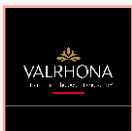


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Bakery Trends



With an increasing priority being focused on health and well being, the trend for healthy baking has become more focused in recent years. From gluten free to salt free, bakery products have endeavoured to meet the demands of the health conscious consumers. Usage of whole grains and natural sweeteners is also being increasingly used by the bakeries. However it is clear that though the consumers want healthier food, they are not willing to sacrifice taste for nutrition. They are seeking baked goods that are both delicious and nutritious. And the bakery industry is keen to fulfill the desire of the consumers! **Ashok Malkani** finds that bakeries are now offering healthier alternatives to meet the demand for a combination of dietary restrictions and health awareness due to social media influence.

Bakery industry is constantly evolving and new trends are persistently taking place. Global influences are infiltrating bakery product trends and development. People have been shifting more towards healthy baking which refers to the practice of using ingredients and techniques that promote overall health and wellness.

Sugar added in bakery products, particularly refined white sugar, is considered to be bad for health. It adds only extra calories without providing any nutrients. Moreover, it is highly addictive. It can really load up the calories and increase the risk of obesity, diabetes and heart diseases. The Food Safety and Standards Authority of India (FSSAI) have launched 'Eat Right India' Movement, a multi-sector effort to nudge citizens to eat right.

Inoshi Sharma, Executive Director (Regulatory Compliance, TICD, Regional Office), FSSAI, discloses, "On one side, through the regulatory measures we are updating our regulations to limit the fat, sugar and salt content in foods, and eliminate Trans Fatty Acids (TFAs), while on the other side, through the Eat Right initiative and awareness programmes, we are trying to generate awareness among consumers to limit the consumption of foods containing high levels of fat, sugar and salt."

Coming to the issue of reduction, or elimination, of sugar how is it possible in bakery products like cakes, cookies, etc?

Amit Mishra, Sous Chef (Bakery), Sheraton Grand Palace Indore, declares, "Individuals are increasingly searching for bakery items that are low in sugar or completely sugar-free. To meet this demand, we utilize natural sweeteners such as honey, maple syrup, and fruit purees. Additionally, for those seeking sugar-free options, stevia is a viable choice."

In terms of ingredient substitutions, we have alternatives like almond flour and whole wheat flour as excellent replacements for all-purpose flour. When it comes to fats, one can substitute butter with either avocado or coconut oil."

Reducing sugar in baked goods, such as cakes and buns, can contribute to a healthier choice. This can be achieved



through various methods, including:

Gradual Reduction: This entails a step-by-step approach to reducing sugar content.

Natural Sweeteners: Incorporating natural sweeteners like honey and maple syrup.

Fruit Purees: Utilizing fruits as a beneficial option for sweetness.

Madhivanan, Pastry Chef, Hotel Royal Orchid Bangalore, states, "In response to the growing health consciousness among consumers, we anticipate a significant shift in bakery product trends. This will involve a concerted effort to reduce sugar content by incorporating natural sweeteners such as honey, maple syrup, and fruit purees in cakes, buns, and other baked goods."

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



disclosed, "The use of palm sugar and vegan products is on the rise as consumers become more health conscious. Jaggery, honey, and palm sugar can be used in place of sugar in goods like cakes and buns."

Salt and Fats

Besides sugar, it is also increasingly becoming apparent that high consumption of salt and fat is one of the prime reasons behind the risk of developing lifestyle diseases like diabetes, hypertension, cardiovascular diseases, etc.

Formulating baked goods without salt or fat, in present day front-pack labeling, is a challenge for the bakery industry. However, with numerous innovative ingredients existing now it is not impossible to find a range of functional "replacers" for normal ingredients which would affect the consumers' health. Salt reduction can be achieved using potassium-based or calcium-based leavening agents in place of salt. Though fat reduction is a complex task for the bakers as fats contribute texture, mouth feel, structure, and moisture perception, it has been made possible by a range of starches for reduction of fat in the cakes, biscuits, and pastry sectors. The level of reduction can vary from 20% to 70%, depending on the application.

Chef Madhivanan discloses, "To align with health-conscious consumer preferences, bakeries will seek to reduce or eliminate excessive salt and unhealthy fats from their recipes. Alternative ingredients like sea salt and healthier oils will be explored, along with innovative baking techniques that require less fat."

G. Manivannan says, "Although we can't entirely do away with salt, we can cut down the usage. Ghee and coconut oil are both healthy alternatives to fat because they are all-natural."

Amit avers, "Bakeries have the capacity to make conscientious efforts in reducing or eliminating excess salt and fat in their products through the following measures:

Recipe Refinement: One effective approach involves the fine-tuning of recipes to incorporate less salt and fat, all while preserving the delectable taste and pleasing texture of the baked goods.

Healthy Fat Alternatives: Another



promising avenue is the adoption of healthier fats such as olive oil or avocado oil. Additionally, considering the use of whole-grain flours represents a nutritious choice that can enhance the overall nutritional profile of the bakery items."

Usage of Multi Grains

Sugar, salt and fat are not the only ingredients that the health conscious are seeking alternatives to. Whole grains and millets are becoming increasingly popular as healthy bakery alternatives. These are considered to be packed with vitamins, minerals & fiber and are used individually or as a blend in bakery flours for a variety of bakery products including breads, pastry flours, cookies, waffles, tea cakes and crackers. Baking with whole grains, millets & multigrain, besides providing nutritional value, are also said to add a hearty flavor besides improving texture & appearance of the finished product.

Amit declares, "Over time, in response to consumer preferences and health consciousness, the composition of bakery dough ingredients have changed. Emerging trends include the use of alternative flours, whole grains, plant-based ingredients, and ancient grains. As people increasingly prioritize health-conscious eating, ingredients like quinoa, farro, amaranth, and millet are expected to gain popularity in the coming years.

Madhivanan states, "The use of whole grains, such as spelt, quinoa, and amaranth, is expected to gain prominence in bakery products, over the years, due to their

nutritional benefits. Ancient grains are also poised for resurgence.

G. Manivannan believes that that there would be an increasing use of millets, like ragi and bajra.

Plant Based Products

Plant based products are making big strides in the bakery industry. International Taste Solutions (ITS), a natural flavour manufacturer, recently developed Vegan Boost – a new range of natural flavour enhancers that replicate the indulgent characteristics of traditional bakery products in dairy and egg-free alternatives.

Carl Smith, ITS head of innovations states "Consumer demand for plant-based products is rising, but until now, the bakery sector has been a little behind the curve."

But this is fast changing. Plant-based milk is increasingly being used as a substitute of animal milk & a safe dairy alternative. Not only are plant based milks lower in fat and calories but they are also free from lactose and cholesterol. Plant based milks like almond, soy, oats, and coconut milk provide a delicious and nutritious alternative to create healthier versions of classic baked goods ranging from cakes and cookies to bread and muffins.

Besides plant milks, plant oils are also being used as they are considered as healthier alternatives to traditional bakery ingredients like butter, palm oil and margarine. Not only are they lower in saturated fats & cholesterol, but they also contain beneficial nutrients such as

omega-3 & omega-6 fatty acids.

G. Manivannan states "We are now paying attention to health; and the trend is now towards plant-based ingredients and flavours from natural constituents like fruits, nuts, vegetables, zucchini, beetroot, carrot and spinach."

He further adds, "There will be a huge increase in the demand for plant-based products in the near future, along with a wide range of possibilities and innovative ideas. For instance, beetroot flour can be used to make muffins/cakes, etc, and coconut milk, almond milk, and soy milk will be used in place of dairy milk."

Amit says "Taste and food preferences can evolve over time, shaped by factors like health awareness, cultural transformations, and emerging culinary trends. To remain adaptable to shifting preferences, it's crucial to embrace innovation and responsiveness, offering health-conscious options such as sugar-free products and a variety of plant-based and vegan choices.

Plant-based products, including plant-based milk, oil, and flours, are gaining popularity due to their health and environmental benefits. Plant-based milk options are widely used as dairy milk alternatives. Plant oils such as olive and avocado oil are favoured for their heart-healthy properties. Plant-based flours like almond and coconut flour offer gluten-free alternatives for baking."

He continues, "Plant-based desserts are sweets made entirely from plant-derived ingredients, excluding animal products. Examples include vegan ice cream, dairy-free chocolate, and fruit-based pastries. As consumer interest in health and sustainability grows, plant-based desserts are likely to become increasingly popular in the future."

Madhivanan avers, "The ability to adapt to changing consumer preferences will remain a pivotal aspect of our industry. Bakeries will continue to innovate and offer customizable options, including gluten-free, vegan, and allergen-friendly choices. The rise of plant-based bakery products using alternatives is undeniable. We anticipate an increasing variety of plant-based desserts, including those featuring innovative ingredients like

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avocado or chickpea flour.

Desserts

Speaking about desserts, with changing trends based on desire for healthy bakery products, in-store bakeries are responding to this desire by introducing new vegan product lines, from chocolate cakes to pastries and single-portion desserts. Low-calorie desserts made up of natural sugars and without artificial preservations are being preferred. Low-calorie desserts help to satisfy that sugar craving without contributing to caloric intake.

Natural food colourings are also becoming increasingly popular as healthy alternatives to artificial food colourings. Some of the natural food colourings being used for desserts are beetroot powder for a deep pink or red colour, turmeric for a vibrant yellow or orange hue. Bakeries are also using spirulina or butterfly pea flower extract for purple-blue tints, matcha powder for green and coffee powder for brown colour.

Flavours are also extremely important as far as desserts are concerned. There is a treasure trove of natural flavours which find favour with the health-conscious consumers. Spices like Cinnamon, nutmeg, cardamom, and ginger not only intensify the flavour but also offer various health benefits. Herbs like fresh mint, basil, or lavender are often used as flavouring agents for cakes, cookies and, at times, ice cream. Natural extracts from vanilla, almond, or citrus fruits like orange, lemon or limes do not only add delectable flavor to desserts but also add sweetness which enables one to reduce sugar, thus boosting the health aspect of the end-product further.

Madhivanan declares, "Desserts are expected to undergo a transformation towards lower-calorie options. This will involve the increased use of fruits, vegetables, and whole grains to enhance flavour and nutritional value while reducing calories. As far as evolving tastes are concerned, we anticipate a growing demand for unique and exotic flavours. Bakery products infused with ingredients such as matcha, lavender, cardamom, and unconventional fruit combinations are likely to become increasingly popular."

He adds, "Aesthetics too will play a more significant role in the presentation of desserts and cakes. Expect to see a greater emphasis on natural, vibrant colours and the inclusion of edible flowers to enhance visual appeal."

Amit avers, "Desserts are likely to see changes in calorie content in the coming years. There is a growing trend towards healthier desserts, with a focus on lower-calorie options. Sugar substitutes and natural sweeteners will be used more frequently to reduce calorie counts.

Desserts will incorporate more fruits and vegetables for added nutrition and fewer calories. Smaller portion sizes will also become popular to control calorie intake. Additionally, innovative cooking techniques and ingredients will continue to emerge to create delicious yet lower-calorie dessert options.

Speaking about flavours, he says, "Flavour-wise, infusing pastries with herbal and botanical flavours such as Lavender, Rosemary, and thyme has become a popular trend, imparting distinctive and earthy tastes. Moreover, as health-conscious eating gains prominence, there is a rising demand for pastries prepared using ingredients like almond, coconut, or chickpea, reflecting a shift towards more nutritious options."

He continues, "The presentation of desserts and cakes extends beyond taste, encompassing visual allure that frequently aligns with prevailing culinary trends and artistic inspirations. A compelling choice is to embrace a natural and organic approach, incorporating edible flowers for an aesthetically pleasing presentation."

G. Manivannan states, "For those who are concerned about their health, low-calorie desserts such as plant-based will be the best option. Flavors such as matcha, Earl Grey, wasabi, and smokey flavors can be seen in the upcoming bakery trends. As far as presentation is concerned, naked cakes, which have few or no cream layers, will soon replace cakes covered in full cream or butter cream."

Yes, the trends for the near future, as far as bakery products are concerned (including desserts), would be towards health-friendly products. ■



Amit Mishra



Madhivanan



G. Manivannan



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Recipes for Healthy Desserts

Spinach and Oat muffins

Ingredients:

Dry spinach powder	150gm
Ragi flour	50gms
Soya milk/almond milk	50ml
Coconut oil	25ml
Palm jaggery	45gm
Xanthangam (binding agent)	15gm
Chia seeds	25gm
Rolled oats	50gm

Method:

Apart from rolled oats mix all the ingredients together in a bowl without leaving any lumps

Divide into equal parts – 50 gms

Pour it into a muffin tray and top it with rolled oats.

Bake it in 160-degree Celsius for 20 mins

G. Manivanan, Pastry Chef.

Renaissance Bengaluru Race Course Hotel

Chia Seed Pudding with Mixed Berries

Ingredients:

Chia seeds	1/4 cup
Almond milk	1 cup
Maple syrup	1-2 tablespoons
Vanilla extract	1/2 teaspoon
Himalayan salt	just a pinch
Mixed berries	1 cup

Method:

In a bowl, combine the chia seeds and almond milk. Stir well to ensure the chia seeds are evenly distributed in the milk.

Add 1-2 tablespoons of maple syrup (adjust to your desired level of sweetness) and 1/2 teaspoon of vanilla extract to the chia seed mixture. Stir again until the sweetener and vanilla are well incorporated.

Sprinkle in a pinch of Himalayan salt to enhance the flavors and mix it into the pudding.

Cover the bowl and refrigerate the mixture for at least 2 hours, or preferably overnight. This allows the chia seeds to absorb the liquid and create a pudding-like consistency.

When ready to serve, spoon the chilled chia seed pudding into serving glasses or bowls.

Top the pudding with a generous portion of mixed berries for a burst of fresh flavor and vibrant colors.

Enjoy your homemade chia seed pudding with mixed berries served cold.

Amit Mishra, Sous Chef (Bakery), Sheraton Grand Palace Indore.

Chia Seed Pudding Parfait Recipe

Ingredients:

Cup chia seeds	1/4
Almond milk (or any Preferred milk)	1 cup
Honey (adjust to taste)	1 tablespoon
Mixed berries (strawberries, blueberries, raspberries)	1 cup (fresh)
Crushed almonds	2 tablespoons
Ground cinnamon	Just a pinch

Method

Prepare the Chia Seed Pudding:

In a mixing bowl, combine the chia seeds and almond milk.

Stir well to ensure the chia seeds are evenly distributed in the milk.

Add honey to sweeten the pudding. Adjust the sweetness to your preference.

Cover the bowl and refrigerate for at least 2 hours or until the chia seeds absorb the liquid and the mixture thickens. You can also leave it overnight for a creamier texture.

Assemble the Parfait:

Take a glass or parfait dish.

Start by layering a spoonful of the chia seed pudding at the bottom.

Add a layer of fresh mixed berries on top of the pudding.

Drizzle a little honey over the berries for extra sweetness.

Repeat the layers until you reach the top of the glass, finishing with a layer of berries on top.

Garnish:

Sprinkle the crushed almonds evenly over the final layer of berries.

Finish with a pinch of ground cinnamon for a delightful aroma and flavor.

Serve:

Your Chia Seed Pudding Parfait is ready to enjoy! Serve it chilled and savor the delicious blend of creamy chia pudding, sweet berries, crunchy almonds, and aromatic cinnamon.

Sweet Potato Brownies

Ingredients:

Mashed sweet potatoes (cooked and cooled)	1 cup
Unsweetened cocoa powder	1/2 cup
Dark chocolate chips	1/2 cup
Coconut sugar	1/2 cup
Almond butter (or any nut Butter of your choice)	1/4 cup
Eggs (or flax eggs for	

a vegan option)

2

Vanilla extract

1 teaspoon

Baking powder

1/2 teaspoon

A pinch of salt

Method

Prepare the Sweet Potatoes:

Start by cooking and mashing the sweet potatoes. Allow them to cool before using.

Preheat the Oven:

Preheat your oven to 350°F (175°C).

Grease and line an 8x8-inch (20x20 cm) baking pan with parchment paper.

Mix Dry Ingredients:

In a mixing bowl, combine the cocoa powder, coconut sugar, baking powder, and a pinch of salt. Stir well to combine.

Combine Wet Ingredients:

In another bowl, whisk together the mashed sweet potatoes, almond butter, eggs (or flax eggs for a vegan option), and vanilla extract until smooth.

Combine Wet and Dry Mixtures:

Pour the wet mixture into the bowl with the dry ingredients.

Stir until everything is well combined, creating a thick, chocolatey batter.

Add Chocolate Chips:

Gently fold in the dark chocolate chips into the batter.

Bake:

Pour the brownie batter into the prepared baking pan, spreading it evenly.

Bake in the preheated oven for 25-30 minutes, or until a toothpick inserted into the center comes out with a few moist crumbs.

Cool and Cut:

Allow the brownies to cool in the pan for about 10 minutes, then lift them out using the parchment paper and let them cool completely on a wire rack.

Serve:

Once cooled, cut the brownies into squares.

Enjoy your Sweet Potato Brownies, a healthier and delicious alternative to traditional brownies with a touch of sweetness from coconut sugar and the goodness of sweet potatoes!

Madhivanan, Pastry Chef, Hotel Royal Orchid Bangalore



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Confectionary

Spreading Sweetness

The sweet and cherished memories of the birthday cake you had as a child still lingers in your memory and when you want to start some business, at a later date, the first thought that comes to your mind is entering the confectionery business. As you study the market and find that the demand for the products is increasing, you are tempted to enter this in-demand business. But there are various pros and cons to the business. **Ashok Malkani** delves on the different aspects of confectionery industry – from how to start the business to the challenges facing the industry.

Mention sweets and you send everyone slurping – from kids to senior citizens. Confectionery, sweet and delectable, has become one of the most in-demand food items. The demand for confectionery items – which comprises from bakers' confectionery to the encompassing sugar confectionery – is on the rise.

It may be mentioned that bakers' confectionery, also called flour confectionery, includes, principally, sweet pastries, cakes and similar baked products, while sugar confectionery comprises of candies (also

called sweets or sweetmeats in India and many other English speaking countries), chocolates, candied nuts, chewing gum, bubble gum and other confections made primarily of sugar.

One of the factors which has helped in boosting demand for the pastries among the young consumers is by using unusual flavour combinations. Globally such innovations are finding appeal with consumers who are demanding newer options. Another factor is health. For those who want to eat their cake and keep their diet too, they have calorie-controlled

items. Today there are preservative-free, cholesterol-free, soy-free, GMO-free, low-sodium and 'suitable for diabetics' products which are increasing demands for confectionery items.

Experimentation has become a key driver in the pastry market. Confectioners have further quirked the interest of the younger generation by using unusual flavour combinations. Culinary logic suggests that only similar flavours should be paired up but Indian food is an outstanding example of how radical flavours, when rubbed the right way could work together to create

some delicious magic.

New research from Mintel shows that Indian consumers are yearning for a heightened level of flavour adventure from sweet bakery products, with 70% of consumers agreeing that the usual offerings in the category are becoming boring. With new flavours the demand is increasing.

Anamika Banerji, Food and Drink Analyst, Mintel, is of the opinion that introducing product innovation that features seasonal flavours would be a good route to spark new interest and attract more consumers. According to her, vast variety of seasonal fruits can help Indian confectioners to prepare items with different flavours.

The Demand

There is thus immense opportunity for the growth of confectionery industry in India. According to a report by IMARC Group , titled “India Confectionery Market: Industry trends, Share, Size Growth Opportunity and forecast 2022-2027”, the India confectionery market is expected to exhibit a CAGR of 6.70% during 2022-2027.The report states that the emerging trend of gifting bakery products, especially during festivals or special events, such as anniversaries, birthdays, social meetings, etc., is primarily driving the India confectionery market.

Besides this, the rising levels of urbanization, improving consumer living standards, and the growing popularity of imported chocolates and candies are further augmenting the market growth. Moreover, the development of sugar-free confectioneries, on account of the escalating health concerns towards cardiovascular diseases, obesity, diabetes, etc., is also catalyzing the market across India.

As far as sugar confections are concerned chocolate, in its many avatars, has been termed as the “Food of Gods”. India’s own culinary traditions–especially India’s knack for relishing and creating sweets–have helped assimilate this South and Central American-origin ingredients in way too many desserts. This ranges from chocolate sandesh to chocolate kheer to vegan chocolates.

A report by IMARC Group, disclosed that India’s confectionery market size reached Rs. 338.2 Billion in 2022 and is expected to reach Rs. 485.9 Billion by 2028, exhibiting a growth rate (CAGR) of 6.3% during 2023-2028. The rising trend is sure to make several entrepreneurs opt for venturing into the confectionery industry

Starting Confectionery Business

But before you invest your capital and venture into this business you have to be aware of the basics. As for any business, planning is important for confectionery too. With right planning, you can cut off the time in attaining success.

One of the priorities for success is the location. If there are already confectionery shops in the area then the chances of getting high everyday sales are very less. Target an area where there’s no other confectionery shop (or just 1-2) within a big enough radius. The shop has also to be in a densely populated



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area. This will insure continuous flow of walk-in customers. The size of the shop too has to be of an appropriate size.

Licenses and permits are another priority. For starting a shop selling any food products you have to acquire proper licenses and permits. The same goes with a confectionery shop. You have to get several approvals from the government

Licensing would require several tests. If you have rented the place you would have to get permission for starting a confectionery shop from the landlord. You would also have to pay the taxes as per commercial rules.

You would need about 4-5 licenses for opening confectionery shop. These licenses are:

FSSAI license

GST registration

Local municipal corporation health license

Police eating house license

Fire License

Another important aspect for starting the business is about having complete knowledge about the availability of the raw materials. An easy way would be to get a suitable agent who would be able to supply you with the items. To know the raw materials that you would need you need to make an inventory of the products that you plan to sell.

Another way of stocking the shop without producing the confections yourself

would be by working with the local manufacturers to market them and acquire products from them

You should also prepare your menu after making enquiries and becoming aware of the preferences of the customers in the locality in which you intend to establish your shop. Make sure that the items on the menu are on hand at all times.

To maintain the quality of your confections you have to ensure that you have a quality refrigeration system, ovens and so on.

If you are planning to make your own confectionery items you have to invest in the equipment. This can be expensive for a confectionery enterprise, as every element is constructed from durable and sturdy stainless steel, which is strong and long-lasting. The most important equipment needed in the confectionery industry includes planetary mixers, ovens, deep refrigerators, cooling refrigerators, working tables, gas stoves, cylinders, storage utensils and some other equipment.

Establishing Business

To help not only promote but also successfully establish your business you could follow some of these tips:

Designing proper display area: The front end of your confectionery shop should be constructed and designed so that every product is easily visible to visitors who walk in. For cakes and pastries, a display fridge

is primarily necessary.

In addition to a display rack for the items, the display area should have suitable storage in addition to the refrigerator

Technology: You have to adopt the required technology on several fronts. Proper software for billing and POS should be installed. The point-of-sale (POS) software, with its strong integrations, including inventory management, is now more than just a billing system. Since you will be working with perishable goods you have to ensure that the POS software that you choose has tools which will help you manage the shelf life of baked goods and effective inventory management.

Marketing and branding: These are essential elements for any business.



Confectionery is no different. A well designed display board and logo by a professional designer could not only help in attracting customers but also create distinctive brand identity. You could also increase customer awareness by issuing pamphlets. About 20,000 pamphlets can be used to promote your confectionery. Beyond flyers, you could also spend on a high-quality display board to entice clients.

Collaborating with online aggregators: An increasing number of customers are placing their orders online. If you are a brand new confectionery company, you must create a business account online for food aggregators to create online orders. Online food ordering platforms charge a certain percentage of the total order value. While having a presence on such online food ordering platforms is a must as it helps you increase your reach, it is also a good idea to have your own website or a mobile app. that will let your customers order food online.

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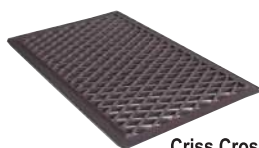
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Challenges

Confectionery business has its own challenges. An increasing number of people are now health conscious and are looking for no-sugar or low-sugar products. It is believed that over 40% consumers are looking for these options. However, having to produce a wider variety of products, ranging from no sugar to regular sugar is definitely proving to be a challenge for confectioners.

Another challenge affecting them is the rising cost of ingredients. The price of sugar has gone up and even Corn syrup, a cheaper sugar alternative, has experienced a price rise.

Sugar confectioners are facing problems as consumers are turning to other products due to the price factor. Products like candy and chocolate which typically falls into the “pleasure” or “treat” category, rather than the “necessity” category are now, often not found on the consumers’ shopping list.

Over the past few years, makers of candies and chocolates have witnessed a sharp paradigm shift in people’s tastes and choices. This can obviously be attributed to an increase in the number of well-travelled and affluent consumers who are now looking for flavour innovations in confectionery as opposed to the traditional and standard fare of Indian sweets. Chocolate confectioners have thus been experimenting with a

mix of different ingredients that are both eclectic and unorthodox in order to cater to this growing niche clientele.

For the sugar confectioners it has become necessary to bring in new products that align with emerging consumer trends in the markets. It also becomes difficult for them as creating new and relevant products and moving them through the various stages of research and development, testing and marketing and retail takes a lot of time and, it is possible that by the time some of these products hit store shelves, trends might have abated or changed.

The demand for gluten-free products is another problem. It has almost become imperative for a confectionery companies to have a gluten-free range of products. However, making gluten-free products comes with its own set of challenges because the lack of wheat flour and gluten significantly reduces the moisture

retention capacity of a product, giving it a very low post-baking shelf life. Most gluten-free products need to be consumed within 48 hours of baking or be kept under proper refrigeration and can be used for a maximum of 3 to 4 days only. This definitively poses a problem for the confectioners.

Franchise Way

There is also another way of making your entry into this industry: Through the franchise route. If you find it tedious to go through the process mentioned above to start your confectionary outlet you could opt for becoming a franchisee. One of the perks of opting for the franchise is that in spite of not knowing the basics you could enter into this business. Here the trained chef does the job.

Franchising has become popular as you enter the market with an established brand and reputation. This means that the franchisee does not have to spend his time and resources building brand awareness or establishing credibility in the market. The franchisor has already done this work.

In this business the franchisor often provides comprehensive training and support to the franchisee. The training is provided from initial stages of how to run a business to ongoing support and guidance.

Often the franchisor is able to negotiate for better pricing on supplies and equipment. The franchisor may also have a network of suppliers, marketing professionals, and other resources that can be leveraged by the franchisee to grow the business.

Franchise business also normally comes with built-in marketing and advertising support from the franchisor. Franchise often provides lower risk as the franchisor has already established the business model and brand.

Conclusion

Cakes and sweets are a part of everyone’s everyday life. With an array of festivals and festivities in India confectionery – both candies and cakes – are in demand. So venture into this sweet business and spread sweetness about! ■



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Hygiene Solutions for Bakeries

To establish a successful bakery business, it is crucial to ensure hygiene in all layers of production, distribution and retailing. And this is possible only when food handlers involved in the bakery supply chain are adequately trained.

Bakery products are items of mass consumption. Their acceptance in India has increased over the years because of various factors. The significant increases in disposable incomes in sizeable pockets of urban Indian society; changing eating habits of people; and growth in the number of nuclear families in urban India, having less time to cook at home, being only some of them.

In India, there are more than 5,000 organised and semi-organised bakeries, and 1,000,000 unorganised small-scale bakeries. Bread and biscuits are the most popular bakery items in the country and account for more than 80 percent of the total bakery products in India.

In fact, India is the world's second-largest producer of biscuits after the US. The bakery sector comprises the largest segment of the

food processing sector in India and offers huge potential for growth, according to the guidance document produced by FSSAI.

Healthy Bakery

Trends in India's bakery business continue towards lighter, healthier products, and those containing allergen-free, organic, and whole-grain ingredients, states the above-mentioned guidance document.

Interest in inclusions and fortification continues to increase among consumers of baked goods in India. The use of whole and alternative grains and grain products also continues to drive new product development in the Indian bakery industry.

In response to the demand for products that are free from gluten and other allergens, baked goods using flours made from buckwheat, quinoa, millet, amaranth, flax,

corn, rice, sorghum, wild rice, and other non-wheat grains remain a popular trend in India's bakery industry.

These flours offer tastes and textures that are uniquely different from wheat flours, which also serve the trend towards more types of artisan and handcrafted breads.

Hygiene Matters

Besides emphasis on healthy bakery products, India's bakery industry is also becoming more serious about safety and hygiene. Thankfully, the importance of hygiene in food service has increased over the years along with greater focus on healthy food items.

In fact, in some cases, emphasis on sanitation and hygiene and focus on preparing healthy food are co-related. Sanitation, for example, is an absolute necessity while producing gluten-free products because even slight gluten contamination can make such 'gluten-free products' unsuitable for consumption for people suffering from certain diseases. Commercial bakeries that produce gluten-free products must maintain strict sanitation standards to avoid contamination, especially if products containing gluten are also produced in the same bakeries.

Overall, the issues of safety and hygiene are extremely important for the bakery industry for several reasons. First of all, without maintaining hygiene in the production process, distribution and in the retail space pertaining to bakery business, it is next to impossible to provide safe bakery items for



consumption on a long-term basis.

Following the hygiene rules is critical to avoid contamination of the products with harmful microbial organisms. Putting adequate hygiene norms in place is also important for extending shelf-life of products, which again is very critical from the bakery business point of view.

This is because bakers generally work with highly perishable raw materials including milk and other dairy products. In the absence of strict hygiene standards, products made with such perishable materials are likely to have very short shelf life, increasing the chances of spoilage of bakery products.

Therefore, to establish an enduringly successful bakery business, it is extremely crucial to ensure hygiene in all layers of production, distribution and retailing.

Underlining the importance of hygiene in the Indian bakery industry, Food Safety and Standards Authority of India (FSSAI), in a guidance document on food safety management system says, "It is important that food handlers involved in the bakery supply chain are trained appropriately to implement the good manufacturing practices and good hygiene practices to ensure food safety."

The key issues that the Indian bakery industry is facing include the need for improvements in hygienic practices as well as technology apart from availability of skilled manpower at all levels of bakery operations, says the document. Improving hygiene practices can be said to be a key driver for the growth of the Indian bakery industry.

Maintaining Hygiene

To maintain hygiene in bakery establishments and ensure safety of the products, one needs to have a holistic approach. This is because hygiene issues encompass almost every aspect of the production process.

For example, it may not be possible to follow the right hygiene standards if a bakery production facility is found to be having inadequate provisions for ventilation and windows in areas where the workers carry out their duties, or, for that matter, found not having well-maintained toilets.

Bakery establishments should also have impeccable provisions for storing food and packaging materials in appropriate



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areas for effective protection from dust, condensation, drains, waste and other sources of contamination during storage.

It is also crucial for storage areas to be kept dry and well ventilated. Attention should also be paid to have the products stored as per their temperature and humidity requirements and in specific sections.

It is also important to make the employees aware about all the allergic foods or ingredients and they should be stored at a designated area. It also helps to label the raw materials that are allergens with a tag that states 'Allergens.'

The FSSAI guidance document states that the baking room should be cleaned periodically, followed by mopping with 500 ppm (parts per million) sodium hypochlorite solution or other appropriate odourless floor cleaners. It is necessary to keep the baking room dry. Similarly, the cake cooling trolleys also need to be mopped daily with 500 ppm sodium hypochlorite solution.

The equipments, utensils and other tools used in handling food products should also be cleaned and sanitised whenever necessary.

Packaging

Bakeries also should not ignore hygiene at the packaging stage as using damaged, defective or contaminated packaging materials may lead to contamination of the product/s. In order to prevent packaging-related contamination, it is important to inspect food packaging material before use.

Moreover, the packaging surfaces should be kept clean and sanitised for high-risk products, at all times.

The FSSAI recommends that to avoid contamination of the products, wrapping and packaging operations need to be carried out in a hygienic manner.

When it comes to cakes or pies, the packaging room should be air-conditioned. And when it becomes necessary to handle naked cakes manually, food handlers should use sterilised gloves or disinfect their hands with disinfectant solution.

Parts of the packaging machines that come in contact with the food handlers should be cleaned daily with 500 ppm hypochlorite solution, according to the FSSAI guidance document.

To protect food stuff from contamination, it is also important to keep conveyances or containers used for transporting food stuffs clean, and maintain them in good repair condition.

But it is also important to keep in mind that the cleaning chemicals should be food grade, handled and used carefully, in accordance with manufacturers' instructions.

Moreover, food handlers should be trained adequately to ensure that cleaning and sanitising chemicals do not contaminate food or packaging materials during or after cleaning and sanitising.

Pest Control

Having comprehensive pest control measures

is another important aspect of maintaining hygiene in bakery establishments as contact of disease-bearing pests such as rodents, cockroaches, or even flies, with food ingredients may lead to contamination and may endanger food safety. Food can act as a carrier of diseases caused by pests who have the ability to fit in compact spaces and survive in adverse conditions.

When it comes to pest control, it is important to have a preventive approach, along with a system to detect and eliminate pests, in case they gain entry.

But an effective application of multiple pest management strategies requires an understanding of different types of pests on the part of those in charge of the production process. They should also evaluate the economical and safe ways to controlling pests.

In fact, controlling the pest requires the cooperation of all the employees involved. Therefore, the new employees in a given bakery unit should also be adequately educated about the pest management programme in place at the bakery unit and on how he or she could contribute to that programme.

But pesticides used in pest control measures should be "registered under the Environment Protection Act, 1986", the FSSAI guidance document states. It is also important for the food operator to maintain all records regarding pest control including pesticides / insecticides used along with dates and their frequency of use.

Waste Disposal

The waste disposal system also contributes greatly to the hygiene maintenance of a bakery. It is important for these establishments to not allow food waste, non-edible by products and other refuse to be accumulated in food handling or storage areas.

Food waste should ideally be cleared daily in order to avoid accumulation and overflow in food handling and food storage areas.

It is extremely important to carry out disposal of sewage and effluents – solid, liquid and gas – in conformity with specified requirements of factory act/ state pollution control board. ■



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Adding Value to Bakery



Without food additives, food can survive, but may not be as tasty, or as attractive looking, or as nutritious or remain as fresh after a long period. Food additives add attributes to food items. Food ingredients which are not additives also can impart these above mentioned attributes to the food items. In fact, food additives are also ingredients of food items in the market, that is they are part of the final food products that are being sold in the market, but though every additive is an ingredient but not every ingredient is an additive.

Food additives can be both direct and indirect. Direct food additives are those additives which are intentionally included during preparation or processing of a food item to serve a specific functional purpose or some functional purposes. Direct food additives can be defined as ingredients which are incorporated into food items in small dosages to influence their properties in some desired way, which in turn is expected to positively impact those food items' quality or marketability at the final stage, when they

are presented before the market.

The indirect food additives are those which unintentionally migrate into the food products during its growing, manufacturing, processing or packaging stage.

Here we are primarily dealing with direct food additives only. Here it deserves a mention that food ingredients and / or additives have tremendous influence in giving final shape to myriad bakery products. In fact, without the right ingredients / additives any bakery unit is likely to fall flat on its face.



Not Additional, but Integral

One must realise that food additives are a critical part of food & beverage industry and are used for maintaining quality, consistency, taste, aroma and texture of the food & beverages. Food ingredients/additives can also facilitate in processing of the food items or enhance their health quotient which helps to preserve or increase the nutritional quality of those food items.

The health element of food ingredients and additives is not recent, though now their role in healthy food has gained market momentum. For example, the addition of iodine in salt is not new, and it has led to prevention of goiter to a great extent. Similarly, the addition of Vitamin D in milk has greatly helped in countering the emergence of rickets, and niacin in bread has kept the disease of pellagra in check.

Food additives also help in preserving the food products by significantly delaying the deterioration of food products and their consequent spoilage. We can very easily gauge the role of food additives in F&B business. Without the use of food additives

the bottom lines of many F&B industries would have gone fast downhill. Food additives like flavouring agents, colouring agents or artificial sweeteners also help to make the food look and smell more appealing and taste better. Overall, without food ingredients and additives we cannot imagine our present day F&B industry.

Additional History

Here it deserves a mention that the use of food additives is not new in the history of mankind. In fact, the use of food ingredients/additives were there before the dawn of civilisation. Fire was probably the first additive, which helped to cook the early man’s hunted meats, thereby making them more edible than before. Soon salt followed, when people realised that it can enhance the taste of food and also facilitate in its preservation.

The use of cloves in hams to prevent bacterial growth has been a feature of the ancient times. The use of food colours and seasonings can be dated to the ancient Egyptian civilisation. Spices and condiments

were important items of trade since the ancient ages. Mustard was a popular condiment in Europe of the middle ages. In fact, the search for spices inspired many explorations during the medieval period. However, then the food ingredients/additives industry was neither as big nor as organised; nor as sophisticated and mechanised, as it is now in the nascent stage of the twenty-first century.

The Right Usage

The ingredients/additives in food & beverages can take the form of preservatives, food colours, emulsifying and stabilising agents, enzymes, artificial sweeteners, flavours, dietary fibre, omega fatty acids, antioxidants, nutraceuticals, probiotics and prebiotics, vitamins and minerals, among others.

Most of the food ingredients are derived from natural sources, but some of them can be prepared synthetically as well. For example, food additives such as preservatives, artificial sweeteners, and a few flavours can be derived synthetically.

However, food additives, though can

improve the marketability of processed food items, should not be indiscriminately used. There are some guiding principles for the use of food additives. They should be justified for their technological effectiveness and purpose. They should be safe for use.

There should be maximum adequate levels, absolutely necessary levels of usage and ADI (Acceptable Daily Intake) properly evaluated while considering their safety and permitted usage levels in foods. They should not be added with the intention of misleading consumers about quality. They should also not significantly affect adversely the nutritional quality of food products.

Any new additive before approving must undergo rigorous toxicity studies, including acute and chronic studies involving biochemical evaluation, teratogenic studies, reproductive studies, besides the LD50 tests. However, exposure assessment is very important in determining the risk involving any additive under the modern practice of determining safety. The risk analysis, adopted nowadays, involves risk assessment, wherein the hazard is identified and characterised.

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The Healthy Wave

Growing consumer interest towards healthy diet has fostered the development of several entirely new food ingredients/additives over the last three to four decades. As conventional recipes for healthy eating have emphasised on fat and sugar reduction in the diet, there has been a trend of emergence of fat replacers and sweeteners.

Many hydrocolloids are used as fat replacers and they have gained currency from consumers' growing disinterest towards fat and sugar consumption. The rising demand for functional food has given a fillip to the functional food ingredients market too. Omega-3 fatty acids and phytosterols, probiotics and prebiotics are now in vogue in the functional food ingredients' market. The demand for functional food products has also led to more and more food items being fortified with beneficial vitamins and minerals.

One can say that the changing lifestyles and increased disposable incomes have led to the market need for functional food products in select pockets of urban India, which are often fortified with new-age healthy ingredients. They offer functional health benefits over the basic nutritional value of the given foodstuff.

Over the long-term, the health ingredients/additives market in India, which is characterised by probiotics/omega fatty acids, is expected to witness rapid development, largely as a result of greater consumer exposure to imported health food products.

The Impeding Factors

Although the food ingredients/additives industry in India has great promise, at the same time, it is also bogged down with several impediments. Lack of commercial-scale cultivation of raw materials which leads to low yield in terms of quality and quantity is a major constraint. This, in turn, fails to attract new investments in this sector.

Furthermore lack of a centralised regulatory system at the farm-gate level and the presence of too many middle men is a major problem in raw material sourcing since it is too scattered and leads

to traceability issues.

Paucity of a cold storage infrastructure and also the scarcity of an upgraded logistics and transportation system for perishable goods lead to substantial wastage of agricultural produce, adversely affecting the food ingredients industry.

In fact, there is no denying the fact that poor cold chain infrastructure which results in huge wastage of agricultural produce has impeded the food processing and hence the food ingredients sector of India to harness its full potential.

If the food processing industry of the country does away with the middlemen and endeavours to procure its raw materials from farmers directly as a rule, then they would get their ingredients at much lesser price. This would in turn give a fillip to the food ingredients sector. The modernisation of supply chain infrastructure with fewer



middlemen in agriculture sector is the need of the hour.

Market with Potential

Today food ingredients and additives represent a global, multi-billion dollar market, dominated by additive categories, including flavour and flavour enhancers, hydrocolloids, acidulants, and emulsifiers. The global market for food additives are expected to grow exponentially. The market is also set for further growth as the demand for innovative ingredients increases.

The Indian market for food ingredients/additives accounted for a small section of the global market. However, the potential for Indian food ingredients/additives market is huge. Particularly, in the backdrop of impressive growth of the processed foods market in India, the future of food ingredients'

market seems bright.

The fast expansion of food ingredients market is in tandem with the growth in the market of processed food & beverages. With the growing demand for processed food and drinks, more and more innovative ingredients are emerging in the F&B industry. The processed food products generally need higher levels of additive-style ingredients than the unprocessed foods, in the way of preservatives, flavours, colours, etc., which makes ample room for innovation exercises.

What is more relevant in the Indian context that for the food additive suppliers the emerging markets of Asia and Latin America are gaining increasing importance, with the demand for further processed foods experiencing impressive growth in these regions.

Influencing Facets

Today, several factors are influencing the food ingredients/additives market. Besides availability of affordable raw materials, cold chain infrastructure, regulatory approvals, etc. the concerns for food safety, the health and nutrition factor of the food ingredients/additives, especially in the context of the growing precedence of lifestyle diseases like diabetes and obesity, and most importantly, the research & development are among the factors guiding the market size of the food ingredients/additives for the near future. Globally, the demand for more complicated food ingredients by food processors is also fostering the demand for food additives.

The market size for food ingredients/additives is expected to only grow in our times when economics permits and lifestyle demands greater role for processed food products, but those food ingredient and food additive manufacturers who would be able to successfully channelise these above-mentioned factors towards healthy revenues are only expected to survive the increasing consumer demands and also the demand of competition prevailing in this fast evolving market.

In the Indian context, one can say that besides considering the above-mentioned factors, the adoption of more sophisticated food processing methods, and restructuring of food processing companies are also needed to evolve the food ingredients/additives market. ■

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The Delectable World of *Cupcakes*

Cupcakes as the name suggests are delightful cakes presented in a cup form. Cupcake is a small cake designed to serve one person, which is baked in a small thin paper with icing and topped with other decorations. Cupcake is baked in a cup, shaped and served with different flavoured icings such as vanilla, chocolate and red velvet.

These days cupcakes are offered in varied tastes and textures and hence, one cupcake is far different from the other one. The variety of cupcakes in offering are such as Banana Cup Cake, Rich Chocolate Cup Cake, Chocolate Chip Cup Cake, Oreo Cup Cake, Red Velvet Cup Cake, Kit-Kat

Cup Cake, Vanilla Cup Cake, Strawberry Cup Cake, Orange Cup Cake and Fern Cup Cake etc.

Ingredients

What exactly makes a cupcake?

Undoubtedly, the basic ingredients comprise flour, a rising agent (yeast, baking powder, or baking soda), and eggs. Each of these ingredients bears a specific significance to the cupcake's structure and preparation. If you want them light, then use curd instead of butter while preparing the batter for the cupcake.

One of the key aspects of any cupcake is maintaining the right texture of the cake itself. The cake must be moist enough so

that it doesn't taste dry in the mouth. The level of sweetness should be just right to better complement its frosting.

The cupcakes prepared in good bakery are made from T65 grade (one of the finest grades of flour used for baking) flour. With high-end ingredients the variety and flavour of cupcakes will be of high quality and something that one would not find anywhere else. Some of the exclusive varieties of cupcakes include, red velvet, salted-chocolate caramel, chocolate fudge, chocolate nougat and a few more.

The flour forms the weight of the cupcake and brings in the spongy texture. The egg binds the ingredients together. The rising agent is crucial to bring about

the right form. These are the basic ingredients which are essential for the vast majority of cupcake preparations. If you wish to create interesting variations, then you need other ingredients as well. For example, a red velvet cupcake has a complete different flavour, richness and texture. Moreover, the frosting on the red velvet cupcake is flavoured with cream cheese rather than the usual frosting with vanilla extract.

The Challenges

Baking perfect cupcakes can be a challenge if proper attention to details is not given. Also, while baking cupcakes people might find it deflated post baking, that happens due to over mixing. One must not 'over do' the batter and should keep the consistency of the ingredients intact. The challenge is to get the right proportion of each ingredient and set the batter right. The temperature of the oven is also crucial. It has to be accurate or else the cupcakes can collapse when



they come out of the oven. Too high temperature of the oven or too much baking soda can also cause problem while making cupcakes. It is the baking temperature that is the most important yet the most challenging aspect of getting the perfect cupcake. No matter how perfect portions are and how fine your ingredients are, if the cupcake is not baked in the right temperature it will become heavy and form a crack on top of the cake. One also needs to be careful while pouring the batter in the tray to ensure you get the perfect size,

shape and texture and to avoid over or under cooking.

Frosting and Other Tips

Wait till the cupcake cools down. Many cupcakes are ruined when you apply the frosting too soon after removing the batch from the oven. To retain the moisture of the cake, you need to ensure that the entire top of the cake is covered by simply dipping the cupcake upside down in a bowl of frosting. If you want to try the swirly frosting, you can use cheese cream instead of butter cream. To get the right flavour, consistency & texture, equal portions of cream cheese and whipped cream have to be blended with the desired flavour of the cream. While baking cupcakes it is essential that we follow the instructions in order to bake those perfect cupcakes. We should use the best available ingredients, we should not over mix the mixture, we should pre-heat the oven, and we should always try to bake in the centre of the oven. ■



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Tasting Mustard

A zesty all purpose grainy mustard sauce is in vogue at many fast food joints for spice lovers, mainly used to zip up the flavours of poached salmon, broiled or poached chicken, grilled meats, sliced tomatoes, etc..

At present, the markets for sauces, spices and condiments are soaring to its prime. The credit goes to foodservice industry, which constantly hanker for zesty flavours and seasonings agents to offer distinct taste to their customers. Mustard sauce falls in the same category that has found stable feet in many cuisines as well as in most of the fast food outlets.

Earlier, fast food lovers used to quench their palates by mere accompanying typical tomato ketchup, now this sector look for a number of tangy sauces that are served to relish the savouries. Of late, a creamy and tangy mustard sauce has become the most demanded accompaniment with fast foods and found stable feet in the sauceboats at every fast food joint. It is an ideal accompaniment that adds joy to devour many spicy dishes and snacks including pizzas, footlongs, sandwiches, bar-be-que, burgers and hotdogs.

This unique tangy and pungent mustard sauce is prepared from the finest quality of mustard seeds, by using a traditional cold process to retain its special flavour. The whole, ground, cracked, or bruised mustard seeds are mixed with water, vinegar, lemon juice, wine, or other liquids, salt, and often other flavourings and spices, to create a paste or sauce ranging in colour from bright yellow to dark brown and is generally thick with sharp taste.

Cut the Mustard

Mustard seeds are the key ingredient in mustard sauce, which come in three varieties: dark ones, which are either black or brown called *Brassica nigra*, white ones called *Sinapis alba*, and the yellow, Indian variety known as *Brassica Juncea*. The strongest is the dark type of mustard seed and white ones are the mildest ones.

These seeds have unique characteristic pungent flavour, released when the powdered seeds come in contact with water, which is preferably be used cold in order to promote a good mustard products especially mustard sauce. Owing to the fact that warm water would give the substance a bitter taste as

well as would not have long shelf life, so this piquant sauce is made with cold water.

While mustard sauce is not a new creation in the sauce industry, rather it is an age-old recipe that has been prepared instantly for seasoning various dishes in almost every Indian kitchen. The present commercially prepared mustard sauces are used for seasoning meat or fish, flavouring for other sauces and served as accompaniment with savouries.

More than Seasoning Agent

Since the ancient period, people from India to Rome munched on the crushed mustard seeds mainly used as a seasoning for meat and fish. Native varieties of the Mediterranean region come in white and yellow mustard, which are larger in size and mild in flavour.

Other two varieties, brown and black mustard seeds are much stronger in taste and smaller in size than white and yellow ones. Brown seeds are used for pickling and seasoning, and are more frequently used in European and Asian cuisines. Black mustard seeds paste is prized for their distinctive taste in many Indian cuisines.

In its whole granule form, mustard seeds by themselves are relatively odourless. The strong flavour and odour are only released when crushed seeds are mixed with water activating an enzyme in the seeds.

When mustard seeds are crushed and left to sit in a liquid like grape juice, wine, vinegar, cider, water or cream, they react with it and turn into yellow or mustard colour. Then, these seeds are ground into a fine paste to make mustard sauce. In addition, the flavour of mustard sauce can be obtained in both mild and strong taste by varying the type and proportion of mustard seeds.

Although preparing process of mustard sauce is identical for all mustard varieties, but hull of mild mustard seeds is left partially





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on seeds and cannot be separated from it, so one can notice hull in mild mustard sauce products. Whereas, strong mustard seeds hull can be sifted out makes fine paste of mustard. A strong variety of mustard sauce is prepared from 'Dijon' mustards that make sharp and flavoursome sauce.

A strong tart flavoured mustard sauce is prepared from 'Dijon' mustards added with spices, herbs or other flavourings. Herbs such as basil, tarragon, chives, parsley etc. and other seasonings such as garlic, chilies, ginger, green peppercorns, or fruits such as lemon, lime or berries can be added to mustard for great spreads on meats and vegetables.

For making sweet flavoured mustard sauce, mustard is blended with honey, malt whiskey, or ale with sugar. Mixing flavoured mustard with yogurt or sour cream makes a delicious all-purpose sauce for steamed vegetables or poached fish.

Locally manufactured mustard sauce comes in many varieties suited to regional tastes. Most mustard pastes and sauces provide an endless array of the products used for seasoning as well as accompaniment with evening snacks.

Creating Varieties

There are few popular variations comes in mustard sauce that can be prepared through minute changes in the basic ingredients. It is available for different uses primarily for seasoning as well as for all-purpose table sauce.

Basically, there is an identical process for making any variety of mustard sauce. For preparing normal all purpose mustard sauce, one ingredients like fine powder of dry mustard seeds, Dijon mustard powder, thickened sour cream, butter, flour, white wine vinegar, pepper and salt.

First of all, in a saucepan melt the butter over moderate heat. And stir in the flour to mix it thoroughly. Then, whisk the sour cream, white wine vinegar, pepper and salt to form a smooth mixture and add the grounded mustard. Then, make into a thick mixture, which is ready to be served instantly.

In another simple recipe for all purpose mustard sauce, blend all ingredients like two cups of sour cream, half cup of plain mayonnaise, cold mustard paste, fresh lemon juice or white vinegar, together and then

season the mixture with salt and pepper according to taste. If the mixture is getting into hard texture then add some milk to it for getting smooth creamy texture. Then, chill the mustard sauce at least for an hour in an airtight jar before serving.

Mustard sauce product are made from the best quality mustard powder and prepared by using cold process to maintain the sharpness and pungency of mustard in sauce.

Mustard sauce sometimes acts as mother sauce, which can be used for preparing other popular dressings such as Thousand Island Dressing, Remoulade Sauce, Tartar Sauce, etc. Moreover, same sauce can be used in most recipes, substituting dry grounded mustard just by doubling the quantity required.

A zesty all purpose grainy mustard sauce is in vogue at many fast food joints for spice lovers, mainly used to zip up the flavours of poached salmon, broiled or poached chicken, grilled meats, sliced tomatoes, celery sticks and for seasoning or dressing salads. The grainy texture is acquired by replacing smooth mustard powder with unhulled coarse mustard seeds in the same ingredients.

Yet, many manufactures showed concerned for diet conscious segment by preparing low fat mustard sauce. In which, non-fat yogurt is used by substituting sour cream and add finely beaten egg yolk with mustard powder in warm water bowl and mixed in less-fat mayonnaise.

Another variety of sweet mustard sauce, gives a palatable flavour to pizzas, hotdogs, burgers, cooked fish and meat. It is usually sweetened with honey and fresh cream instead of sour cream. This is a true sauce, not just thinned down mustard, and the delightful flavour comes with no penalty in salt or fat.

Market Presence

Mustard sauce has added a contemporary tang to many dishes. As the demand of unusual condiments and sauces is growing the mustard sauce has received welcome place in sauce shelves. The demand of mustard sauce is growing at fast pace.

With rising popularity of mustard sauce in fast foods outlet, now it has entered in many starred hotels, restaurants and high

end bakeries as well. The mustard sauce product can be used as table sauce as well as seasoning gravies. There is substantial demand for mustard sauce in institutional sector.

Now, it has become a fashion to serve mustard sauce with every type of fast food, Chinese cuisines, and Oriental cuisines including all seafood. Since, Indian do not prefer sharp and pungent flavour thus manufacturers must reduced pungency in our mustard sauce products. Also incorporate certain other flavours in the mustard sauce to make it more appealing.

Storing & Handling

Mustard is very tricky spice, which can change its taste dramatically just by varying temperature while preparation. The industry need to make the product that can be sustained up till four months at room temperature even at extreme seasons. By nature, mustard seeds owe a strong pungent flavour, so the prepared mustard paste and sauce promptly start to deteriorate the moment it comes in contact with air. So, it needs to be packed in an airtight jar.

To achieve the required shelf life it is pasteurized, but the basic principle of preservation is the use of vinegar, which inhibits the growth of spoilage and food poisoning micro-organisms. Other ingredients such as salt and sugar contribute to the preservative effect and the correct preservation index ensures that the product does not spoil after opening and can be used little at a time. Some sauces may contain a preservative such as sodium benzoate, but this is not necessary if an adequate preservation index is achieved.

The major source of sauce contamination of mustard sauce is micro-organisms. The microbial load on the product before and after storage should, therefore, be carefully studied in order to avoid deterioration of product. Bacterial flora, fungal growth and yeast are some of the microorganisms frequently observed in packed sauces.

As it is an acidic product, mustard sauces do not spoil easily. In order to maintain the product's quality more effectively, it is suggested that sauces be refrigerated after opening because refrigeration retards spoilage. ■



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When Milk is Not Milk

Milk is one of the most common articles of food throughout the world. It occupies a unique position in the maintenance of health and healing diseases. It is considered as "Nature's most nearly perfect food."

Milk is defined in the New Penguin dictionary as, 'a white or creamy liquid secreted by the mammary glands of a female mammal for the nourishment of their young', or 'a liquid similar to milk e.g. the latex of a plant.' Then it goes on to list cow, goat, and similar animals for

the category of "mammals."

The milk of animals has been used by mankind from time immemorial. The milk of cow, buffalo and goat is generally used by man. In certain places, however, milk of sheep, camel and mare is also used. Cow's milk contains almost twice as much protein as human milk, but less sugar. Buffalo's milk contains more fat than cow's milk.

Milk is regarded as a complete food. It contains protein, fat, carbohydrates, all the known vitamins, various minerals and all

the food ingredients considered essential for sustaining life and maintaining health. The protein of milk is of the highest biological value and it contains all the amino acids essential for body building and repair of body cells.

Now, for another definition that is practiced widely - a Vegan is somebody who would not consume anything derived from an animal and that includes milk and cheese and any of its products.

In yet another condition a person may be lactose intolerant. So, none of these people can have any milk from animal or a mammal milk based product. What are their choices then? Soya milk, which is increasingly becoming popular for its antioxidant qualities, is an option.

Soy milk is a nutritious beverage that's low in calories, high in protein, and rich in several vitamins and minerals. Drinking soy milk may improve cholesterol levels, reduce high blood pressure, fight inflammation, and support weight loss or weight maintenance. Soy milk is made by blending soaked soybeans with water and straining the solids, leaving a smooth, milk-like liquid.

Soy milk is a popular plant-based alternative to cow's milk. It's commonly enjoyed by those who are intolerant to lactose, the type of sugar that's present in milk, or have a milk protein allergy. Other people drink it because they follow a plant-based diet or perceive it to be healthier than cow's milk.

Then there is Coconut Milk and Rice Milk - are these really milks as we know the traditional milk? What are their limitations? How can they be used and where can they be acquired? Well, let's check these facts out.

Rice Milk

Rice milk is one of several 'grain milks' and can be used as a substitute for cow's milk. It has no lactose and is considered acceptable for strict vegans and vegetarians. Rice milk can be used to create dairy substitutes such as coffee creamers and ice creams.

Technically, it contains very little proteins but provides the necessary carbohydrates and is often fortified with

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essential vitamins. In Europe, America and some other parts of the world it would be easily available in grocery stores. For export purposes it could be transported in tetra packs and once open it needs to be stored in refrigerator. Generally, rice milk would have a short shelf life of one to two weeks after opening.

Commercial rice milk is often expensive due to low demand and high shipping costs. Many individuals are just as happy making their own rice milk. Essential ingredients usually are: rice, water, sea salt and vanilla.

A typical recipe would have one cup of cooked brown or other short grain rice combined with 4 cups of hot water in a blender until a kind of slurry forms. The rice milk is then carefully poured into a clean container or strained through a sheet of cheesecloth to remove any sediment. Flavourings and sweeteners such as sea salt, vanilla, cinnamon or rice sugar. In other recipes there might be a second cooking of the rice and often rice milk flavoured with chocolate or vanilla is found alongside the plain formula.

There is no natural fat in rice milk and some manufacturers might compensate for this by adding natural thickeners such as carrageenan and tapioca. Additional fortification with vitamins and minerals may be done.

Coconut Milk

Coconut milk is sweet, milky white cooking base (hence not a beverage or milk at

all technically) derived from the meat of a mature coconut. The colour and rich taste of this milk comes from the high oil contents and sugars of the coconut.

Sometimes the term also refers to the liquid inside the coconut though it is more unambiguously referred to as 'coconut water' or 'coconut juice'. In Malaysia and Indonesia coconut milk is called santan and in the Philippines it is called gata.

It is a common ingredient in many tropical cuisines, notably Southeast Asia (especially Thai, Singaporean, Malaysian and Sri Lankan), West African, Caribbean and Polynesian. In India the Kerala delicacy 'Payasam' often has coconut milk.

In Europe and USA it can be found in grocery stores and supermarkets marked 'Asian Food' section or the 'Exotic'

ingredient section. Though it is also available in frozen form it is mainly the canned variety that sells more.

In most Thai curries to make the curry sauce, the coconut milk is cooked over fairly high heat to break down the milk and cream and allow the oil to separate. The curry paste is then added, as is any other seasoning and meat, vegetables or fish.

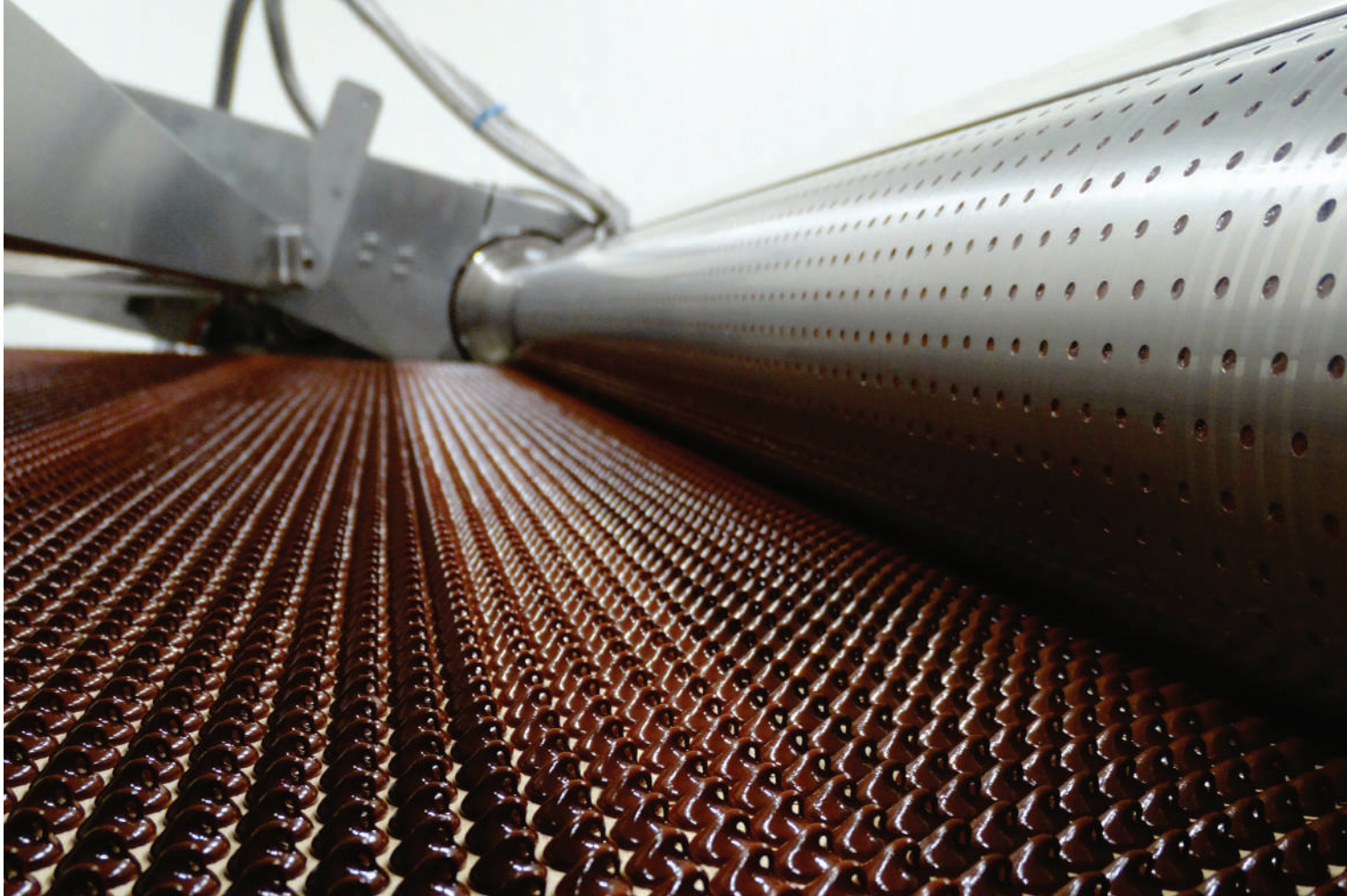
The monolaurins in the coconut oil have been found to be very powerful antibacterial, antiviral and antifungal agents.

Thick coconut milk is prepared by directly squeezing grated coconut meat through cheesecloth. The squeezed coconut meat is then soaked in warm water and squeezed a second or third time for thin version of coconut milk. Thick milk is used to make desserts and rich, dry sauces and thin milk is used for soups and general cooking. Most consumers tend to buy coconut milk in cans though certain people might prepare their own.

Coconut cream is obtained when with age and depending on the brand a thicker, paste like consistency would float on top of the can and sometimes is separated in recipes that require thicker consistency ingredient.

Once opened, cans of coconut milk must be refrigerated, and are usually good for a few days. Coconut milk should never be left at room temperature, as the milk can sour and spoil easily. It is a delicate product. ■





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Packaging in Bakery

Packaging has become an essential element of modern day production and marketing, and the bakery business is no exception. Various factors influence the appropriate packaging options. In bakery products, the role of packaging cannot be over emphasised, especially given the environmental vulnerabilities of three chief bakery products, which are biscuits, breads and cakes.

The fact that a great many of the bakery products are prone to chemical breakdown and mould growth makes their packaging crucial to their commercial viability. Fermentation problems in packed breads and pastries are also not uncommon, which also necessitate the prudence in packing options as far as bakery products go. Like in other industries, the packaging for bakery products should be done while taking into account of the product characteristics of the bakery products concerned.

It should be remembered that since bakery products often have their own distinctive flavours, the packaging materials for bakery products should not transmit their own odour to the products. In fact, this should be the golden rule for packaging of all types of food & beverage products. Packaging in bakery industry or rather the entire food & beverage industry, besides being non-toxic in character, should also be inert to food.

Here it deserves a mention that a majority of the bakery products are marketed fresh and are stored at ambient temperature, though it is desirable to store cream, cakes, and fruit filled pies under refrigerated or frozen storage conditions in order provide them with a longer shelf life. It is very much important to ascertain the spoilage potential of bakery products before deciding on their appropriate packaged option.

Though bakery products are cooked at high temperature, yet they are subject to spoilage. In this context, the proper packaging of bakery products assumes great importance. Like a great majority of processed foods, bakery products can also be victims of physical, chemical, and microbiological spoilage. While physical and chemical spoilage problems

thwart or impede the shelf life of bakery products with low and intermediate moisture levels, the threat of microbiological spoilage is the main challenge to tackle for bakery products of intermediate and high moisture levels.

Breads, Cakes and Biscuits

The day-to-day operations of the bakery industry cannot survive without packaging because products like biscuits and breads, the two main products of the bakery industry are likely to go stale, if exposed for long to open air. Biscuits generally have low moisture content, and are endowed with high fat level.

The essential ingredients in biscuits are wheat flour, sugar, salt, fat and shortening, and flavouring agents, which together makes biscuits sensitive to moisture and oxygen reactions. When fat gets exposed to moisture and atmosphere, it gets oxidised and this induces rancidity. Thus high fat content of biscuits results in lowering their shelf-life if exposed to air for long duration. Biscuits are also fragile in nature, which also necessitates their packaging.

Breads and cakes are other bakery products with potentially vulnerable shelf-lives. These products are characterised with high moisture content, supple texture and high water activity with low resistance and tendency to crumble and go stale. Though breads have low fat content and thus doesn't need to be saved from oxygen, they have hydrated starch, which makes them susceptible to staling, thus impeding its shelf-life.

Bread is also vulnerable to loss in aroma or flavour, which entails that its packaging material used must be able to prevent pick up of undesirable off-flavours. As breads tend to lose moisture to the atmosphere, they need a slightly water-vapour resistant packaging material so as to prevent the crust from becoming soggy.

The undesirable changes during the storage of breads and cakes may entail moisture loss, staling and loss of freshness, and thus their packaging material must possess moderately effective moisture barrier properties. Hence the appropriate packaging material for

the cakes and breads must be such that it conserves the moisture content, prevents staling and keeps the products fresh for maximum possible duration.

At the same time, if the package is too much water-vapour resistant, it may lead to inside condensation and fogging, which may pave in mould growth. Cakes should also have packaging options similar to that of breads. Waxed paper and plastic films are good packaging options for breads and cakes. In both breads and cakes, the packaging should also have enough toughness, so as to protect these soft items against possible physical damage.

Not only biscuits, cakes, pastries, and doughnuts are also found in various shapes, sizes and forms. Since cakes, pastries and doughnuts are loaded with moisture content they are susceptible to mould growth and therefore the right packaging material selected for them should ensure that it does not facilitate mould growth. Worldwide, the packaging material used for cakes, pastries and doughnuts are Polypropylene (PP), Cast Polypropylene (CPP), Poly Vinyl Chloride (PVC) etc. while the choice of the film depends upon the technology employed and economics.

The biscuits on the other hand need highly water-vapour resistant packages, though they should also be tough to compensate for the by and large fragile nature of the biscuits. The packaging material for biscuits should also be fat and oxygen resistant. BOPP films have widespread application in the packaging of biscuits, which are sensitive to humidity and oxygen. Laminates such as cellophane/PE, coated foils, and metallized polyester/PE are also popular options in biscuits' packaging.

Furthermore, India's humid climate contributes to the compulsion for the bakery products to be appropriately packaged. Besides catering to health necessities, packaging also facilitates convenience factor in bakery products, and helps breads, biscuits and cakes to become user-friendly food items during travels. In fact, biscuits are convenient snacking options during travels and even at homes, largely because of their variable pack sizes.



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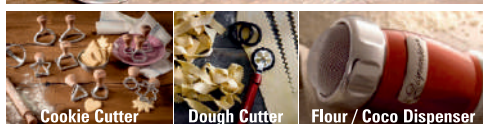
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“Passion, Precision, and Perseverance”

Venkatesan Suresh, Bakery Chef, Taj Fort Aguada Resort & Spa, Goa



Chef Suresh is an accomplished and talented pastry sous chef with a passion for creating delectable desserts that delight the senses. With a wealth of experience and expertise, he has made his mark in the culinary world through his exceptional skills and unwavering dedication to the art of pastry making.

Having nurtured a deep fascination for the culinary arts from an early age, Chef Suresh pursued his formal training at M.G.R College, Hosur, Tamil Nadu, followed by post-graduation in Master of Tourism Management from Madhurai Kamraj University.

Honing his skills in pastry-making techniques and gaining valuable hands-on experience in professional kitchens, he believes that anything is possible. His commitment to his craft, combined with his unwavering dedication, sets him apart as a true master of the pastry arts.

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

What are the current hot trends in Bakery?

Some of the current hot trends include fusion desserts combining traditional Indian flavours with Western techniques, healthier baked goods, artisanal bread-making, and customized cakes and pastries.

How did you become a Pastry Chef?

Having nurtured a deep fascination for the culinary arts from an early age, my journey to become a pastry chef was a natural progression. It was fuelled by the love for desserts and a desire to bring joy to people through my creations.

What is your working philosophy?

My working philosophy revolves around precision, creativity, and attention to detail. I strive to create visually appealing and delicious desserts by combining flavours, textures, and techniques while maintaining the highest standards of quality.

What are your Hot Selling bakery products?

The hot-selling bakery products can vary depending on the customer preferences. However, some popular bakery items often include classic pastries like croissants, macarons, tarts, cupcakes, and specialty cakes for various occasions.

What is the demand these days in Bakery?

The demand in the bakery industry these days includes a growing interest in healthier options, such as gluten-free, vegan, and low-sugar alternatives. Additionally, there is a demand for unique and customized products, seasonal flavours, and the incorporation of

global influences into traditional bakery items.

How you take care of health quotient?

In the modern bakery industry, there is an increasing focus on health-conscious options. We try to incorporate whole grains, alternative flours, reducing sugar content, and using natural sweeteners to meet the demand for healthier choices without compromising taste and quality.

Your favourite tool?

One of my favourite tool is the piping bag. With delicate precision, I skilfully transform my vision into edible art, using the piping bag to intricately decorate cakes and pastries, adding an exquisite touch to the creations. The versatility and control it offers make it an indispensable tool in his repertoire

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

Some challenges include managing time constraints and tight deadlines, ensuring consistent quality and taste across multiple batches, and adapting to customer preferences and dietary restrictions while maintaining creativity and innovation

What do you like about your job?

I find joy in experimenting with flavours and techniques, and the satisfaction of seeing our creations bring joy to others.

What is your strength as a bakery chef?

Precision and attention to detail is something I and everyone should strive for, creativity in flavour combinations and presentation, and the ability to adapt to new trends and customer demands while maintaining quality standards.

How do you like to de-stress?

De-stressing techniques include yoga or meditation, spending time in nature, listening to music.

What are your dreams?

My vision extends to mentoring and inspiring the next generation of pastry chefs, passing on his knowledge and expertise to shape the future of the industry and I also aspire to write a cookbook.

What is your Mantra for success?

A common mantra for success in the culinary field, involves a combination of hard work, dedication, continuous learning, staying open to new ideas, and maintaining a passion for the craft.

Your favourite Ingredient?

For me I have two ingredients, first one being vanilla because of its versatility and ability to enhance flavours, and chocolate for its rich and indulgent nature.

Your fav chef who has influenced you?

Pierre Hermé for his creativity, Dominique Ansel for his innovative approach, and Christophe Michalak for his technical expertise and passion.

How do you describe yourself in one sentence ?

Being in the industry for several years, and having seen all the glitz, glamour and the hard work that goes behind it, I find joy in little things of life which includes cooking my own meals at home, spend time in reading, learning about food chemistry and gardening.

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