

OCT-NOV '23 VOL. XV NO. 3 ₹ 100

BAKERY

Business Magazine for Bakery & Confectionery Professionals

REVIEW



Business
Cocky Cookies

Feature
For Success in Bakery Business

Ingredient
Whipping up the Cream

Product
Tiered for Celebrations

Dairy
Say Cheese to Parmesan

Mama Mia! Its Pizza Italiana!



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Bakery Review is a bi-monthly magazine, printed, edited, owned and published by Rajneesh Sharma from 206, Samrat Bhawan, Ranjeet Nagar Commercial Complex, New Delhi. Printed at Print Creations, C-112/3, Naraina Industrial Area, Phase-1, New Delhi.

Editorial Policy: Editorial emphasis in Bakery Review magazine is on educational & informational material specifically designed to assist those responsible for managing Bakery & Confectionery business. Articles are welcome and will be published on the sole discretion of the editor.

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Annual subscription rate within India is Rs. 600 and for overseas it is US \$110, for surface mail. Single issue is available for Rs. 100 in India and US \$25 for overseas. Cheques are payable to Hammer Publishers Pvt. Ltd.

Editorial



Pizza is one of the most popular foods in the world, is projected to grow at great pace in India, since India is believed to have an insatiable appetite for pizzas. Cover Story takes a look at the changes that have been incorporated in this snack for popularizing it in India, the types of pizzas which are popular. The history of this slurping dish and its future is also tried to be fathomed.

The popularity of cookies in India has risen over last few years. They come in a multitude of shapes, sizes, colours and flavours, popular with consumers of all ages. This has tempted entrepreneurs to venture into this field. Business Story examines the market and various aspects for the convenience of the entrepreneurs.

Feature story discusses factors important for a successful start-up bakery business. To avoid being swept away by the harsh and biting winds of competition, in bakery operations, creativity, equipments, ingredients and few other parameters can be distinguishing factors from its competition.

To communicate special feeling on a special day, cakes are designed in a tiered fashion to add extravaganza to the event. Product section talks about how the cakes were given an additional dimension to boost their aesthetic appearance and add value to the celebrations.

Ingredient section elaborates on whipping cream as an integral ingredient in a number of bakery items. Parmigiano-Reggiano, commonly known as Parmesan in English, is a hard, cooked, granular cheese. Dairy section gets you acquainted with this most desirable form of cheese.

The regular news, report, events and other sections help the readers to keep in touch with the industry.

BAKERY

REVIEW

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SIGEP
THE DOLCE WORLD EXPO

Sigep 2024

20-24 January at Rimini Expo Centre, Italy



Sigep -The World Dolce Expo, organised by Italian Exhibition Group, whose 45th edition will be held from 20-24 January at Rimini Expo Centre, is fast approaching. The event, a reference point for the dolce foodservice world, will showcase the very best of everything linked to artisan gelato, pastry, bakery, coffee and chocolate supply chains. The halls will include numerous sector innovations accompanied by the latest trends in terms of consumption and new formats for venues.

From trendy products to new technologies, training, workshops and talks, culture, focus on the dolce foodservice market and networking opportunities The Gelato World Cup, Junior Pastry World Cup and the Young Ideas competition for young bakers is also back.

Sigep's supply chains will occupy the Expo Centre's 28 halls with a new and functional layout for buyers and operators and more than 1,200 exhibitor brands occupying the 129,000 square metres of exhibition space.

Everything from new products within the various sectors, the latest trends from packaging to technologies related to machinery and systems, with special focus on current issues involving company and staff management. Ample space will be given to the topics of sustainability, product culture and marketing development, through to digital innovation.

Spotlight on Internationality

Sigep's international launch is escalating rapidly: the recent expansion towards Asian markets with the strategic opening on the Chinese market with SIGEP China, in the city of Shenzhen, and the launch of Sigep Asia in Singapore, are the proof.

The continuing and deployed support of ITA, Italian Trade Agency - for the promotion and internationalisation of Italian companies abroad, will exponentially enhance the already

large representation of buyers expected to arrive in Rimini in January, where they will be greeted with a specific and full programme for meeting the sector's top companies that have always featured at Sigep.

Internationality will also be spotlighted in the 'Vision Plaza' where scheduled talks will provide information on the most competitive aspects of the international artisan dolce foodservice business, as well as the most pressing topical issues: sustainable development, training and technology.

International and National Competitions

International championships are one of the event's driving forces, a unique opportunity also for young recruits to meet the great masters and learn technical skills, creativity and innovation. The six specialised 'Arenas' will host international competitions, workshops and demos.

The Gelato Arena will once again be staging the Gelato World Cup, the world's most eagerly awaited and important international competition that includes trials in gelato making, pastry and chocolate making, catering and ice sculpting, with 12 teams taking part. The competition will decide the winning team for the title of Gelato World Champion 2024. Moreover, Sigep Gelato D'Oro will award the best Italian gelato and pastry professionals, who will compete in the second edition of the Gelato Europe Cup, scheduled to take place at Sigep 2025.

Competitions in the Pastry Arena will include: the Junior Pastry World Cup, JPWC, which enhances the talents of young under-23s with 12 teams competing on the theme 'Myths and Legends'; the Senior and Junior Italian Pastry Championships will be held on the themes 'Travelling to the East' and 'A Sustainable Future' respectively.

National Speciality Coffee Competitions

At Sigep, the proximity of the coffee and chocolate halls represents the important communication between the two supply chains. Espresso coffee is the star of national competitions in cooperation with the Specialty Coffee Association (SCA): from roasting evaluation to decorative skills with milk, from pour-over techniques to creations using spirits. The coffee supply chain will also be highly represented in an enthralling atmosphere that encompasses every stage of its processing, starting from the producing countries.

At SIGEP 2024, coffee becomes an opportunity to discover new products and the technologies revolving around this well-known beverage, starting from enhancing the varieties and focusing greatly on environmental and social sustainability. Numerous companies from the Italian peninsula will be attending the exhibition, ready to present the various blends that take into account different tastes and market trends.

Highly anticipated events will be held in Sigep's Coffee Arena, located in the centre of hall D1, where the finals of the Italian Barista and Coffee Championships will be contested: 7 competitions that will allow the finalists to access the international circuit of the World Coffee Events and represent Italy in the world.

The competitions will be organised in collaboration with SCA Italy, the Italian division of the Specialty Coffee Association. In more detail, the Italian Barista Coffee Championship (CIBC), the Italian Latte Art Championship (CILA), the Brewers Cup, the Italian Coffee in Good Spirits Championship (CIGS), the Italian Cup Tasters Championship and the Italian Coffee Roasting Championship (IBRIK) will all be held during the five days of the Show.

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NRI Chaiwala Expands in North India

NRI Chaiwala announced the expansion of its footprints in North India with the opening of its new outlets in Jaipur, Uttar Pradesh, Punjab, and Jammu. The company is also coming up with a NRI Tea health concept where the company will soon introduce Health Wali Chai and Wellness Tea. These tea blends are prepared with Indian herbs and spices to help in fighting against health problems like Diabetes, Digestion, Stress, Anti-Aging, Blood Purifier for women etc.

The company has come up with 22 unique flavoured tea like, Tulsi Chai, Regular Chai, Kadak Tea, Rose Tea, Turmeric Tea, Vanilla Tea, Tapri Wali Chai, Tandoori Chai, Ayurvedic Chai, Adrak Elaichi Tea, etc., available in a pack of 250 gm at offline stores and online



stores at a very reasonable and affordable price.

Jagdish Kumar Founder, NRI Chaiwala said, "The company has only dream of serving multiple varieties of tea to its customers by reaching their doorsteps. The company puts its customers in a sophisticated chai-drinking experience with the remarkable selection of chai at its outlets. The various options and new varieties of chai promise to bring fresh and unusual flavours to the chai experience."

Cheesiano Group Launches Third Saucy Subs

Cheesiano Group, having QSR brands - Cheesiano Pizza and Burgerino, all over Pune and Hyderabad, announces the launch of the 3rd brand - Saucy Subs, a brand serving delicious, fresh homegrown subs with Indianized sauces in Pune and soon launching in Hyderabad. This exciting addition to Cheesiano promises to take the taste buds on a new, fresh tantalizing journey through a world of flavors; all nestled between freshly baked sub rolls in the Indian flavors.



Saucy Subs, the brainchild of Cheesiano's team of expert chefs hopes to revolutionize the way you think about sandwiches- Quick bites, Indian flavours and sauces. They identified the need for delicious, Indian and saucy subs in the current market. Crafted with the utmost care and precision, each Saucy Sub is a mouthwatering fusion of premium ingredients and secret sauces that will leave you craving for more.

"At Cheesiano, we have always been committed to delivering exceptional taste experiences to our customers," said Co-Founder, Niraj Bora, of Cheesiano. "Saucy Subs is a testament to our dedication to innovation and culinary excellence. We've poured our hearts and souls into creating these delectable subs, and we can't wait for our customers to savor the extraordinary flavors they offer. Our speciality lies in the sauces that would change the experience of the said subs".



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Scan to Explore



Nature's Basket Concept Store at Mumbai

Natures Basket, part of the RP- Sanjiv Goenka group, the premier destination for gourmet and fresh produce, has opened its revolutionary experiential branch at



Phoenix Palladium, Mumbai. This new location promises an unparalleled shopping experience, blending the finest quality products with a unique and immersive environment.

The new Natures Basket Artisan Pantry, the first concept store by Natures Basket, at Palladium takes grocery shopping to a whole new experiential level. Featuring state-of-the-art experiences such as dedicated wine cellars, artisanal cheese rooms, farmer's markets, live cooking gourmet studios, and chocolate studios, this branch is set to redefine the way Mumbaiers approach their culinary journey with a crafted experience.

The artisanal cheese rooms showcase a delightful array of cheeses from around the world, promising to delight cheese connoisseurs and novices alike. The farmer's markets bring the freshness of local and global produce to the forefront, fostering a connection between customers and the source of their food.

"Our vision for the store at Palladium is to create a haven for food lovers, where they can explore, taste, and learn about the finest ingredients from around the globe. The live cooking gourmet studios, the Good Food Cafe, and the live bakery Boulangerie with over 10000 different types of products and chocolate studios are spaces where culinary enthusiasts can witness the magic of gastronomy come to life," commented Shashwat Goenka, Chairman, Spencers Retail Limited.

This outlet is not only a shopping destination but a celebration of food culture, where customers can attend workshops, cooking classes, and tastings to enhance their culinary skills. Nature's Basket at Palladium is set to become a community hub for food enthusiasts, bringing people together through a shared love for exceptional food experiences.

Third Wave Coffee Introduces New Culinary Creations

Third Wave Coffee, a coffee first QSR chain introduced an all-new menu, an extensive selection of culinary delights, include an extensive array of gastronomic delights that span multiple sub-categories, ranging from bagels and sandwiches to wraps, toasties, pancakes, hummus and pita, desserts, and more—a delightful augmentation to their existing range of culinary creations.

The breakfast offerings draw inspiration from diverse international flavours, inviting diners to embark on a culinary journey through a curated menu of wraps, toasties, and desserts. From the break of dawn to the quiet of midnight, patrons can relish an array of mouth-watering options, each meticulously curated to complement specific moments of the day. Designed for lunch and dinner, Mexican-flavored soft paneer cubes, the zest of Indian-style paneer tikka, and the savory indulgence of peppered chicken provide a gastronomic journey like never before.

The menu unfolds a captivating assortment of creations, featuring the Achari Paneer Sandwich, a fusion of Indian-style paneer tikka, Makhani



Mayo, crunchy coleslaw, and fresh lettuce enveloped in herbed focaccia bread. The Mexican Paneer Sandwich showcases the marriage of soft paneer cubes, spicy aioli, crisp lettuce, and indulgent coleslaw embraced by the same

herbed focaccia bread. Add to the mix the Spicy Potato Sandwich, Pepper Chicken Sandwich, and the Spicy Chicken Sandwich for an even wider spectrum of choices.



From the Pepper Chicken Sandwich, featuring peppered chicken cubes and Herb n Pepper Mayo, to the Tandoori Chicken Sandwich with roasted tandoori chicken and Makhani mayo, and the Spicy Chicken Sandwich boasting herbed chicken and spicy aioli – the collection offers a symphony of flavours. Each sandwich is thoughtfully crafted with layers of coleslaw, lettuce, and served with perfectly seasoned flavored potato chips, promises a delightful and satisfying culinary experience.

For those who relish shared moments, the Chicken Toasties and Paneer Toasties serve as the perfect embodiment of 'Moments Worth Sharing.' These delectable offerings invite friends and loved ones to craft stories with every delightful bite, making time together truly memorable."

To add a touch of seasonal enchantment, Third Wave Coffee unveiled a limited time offering that dazzles the senses. Patrons can revel in the enchanting Toffee Nut Mocha Frappe, warm their souls with the Toffee Nut Mocha Latte, or surrender to the allure of the Triple Chocolate Frappe—a celebration of flavours that captures the essence of the festive season.



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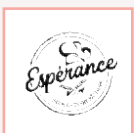
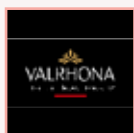


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Culinary Odyssey with Star-Studded Chef's Table Event

UNOX, one of the leading Italian brands, designers, and manufacturers of commercial ovens, providing a solution for every sector in the food industry, has reaffirmed its commitment to culinary excellence in India with a spectacular Chef's Table event at Cafe Panama in Mumbai, where Chef Dev Singh Negi, the renowned chef of Cafe Panama, hosted the event. The UNOX Chef's Table event featured a remarkable menu crafted and prepared by six celebrated chefs, each wielding the unparalleled power of UNOX combi ovens.

The culinary extravaganza, held in the heart of Mumbai, showcased the versatility and precision of UNOX combi ovens while treating guests to a culinary experience they will cherish forever. It marked a significant milestone in UNOX's journey as it continues to expand its presence and impact in the Indian market.

In the enchanting ambience of the event, distinguished culinary virtuosos took center stage, showcasing not only their gastronomic brilliance but also their mastery of various cooking methods like steaming, roasting, baking, and more, all made possible by the unparalleled adaptability of UNOX's exquisite ovens.

The event featured a bouquet of six critically acclaimed and celebrated, culinary maestros, each a luminary in their own right: Chef Vicky Ratnani, Chef Rakhee Vaswani, Chef Nishant Choubey, Chef Rahul Punjabi, Chef Sherry Mehta, and Chef Dev Singh Negi. The accomplished culinary experts masterfully showcased their unique styles and culinary expertise, orchestrating a delightful blend of flavours that captured the audience's attention. What elevated their creations to perfection were UNOX's world renowned combi ovens, celebrated for their cutting-edge technology and unwavering reliability, ensuring that every dish served that evening was a flawless masterpiece.

Attended by Gautam Diwan Anand, Founding Trustee, Cuisine India Foundation, President IHM, Martina Stura, Deputy Secretary

General, IICCI, Chef Manisha Bhasin, Corporate Chef ITC Group of Hotels, Chef Cyrus Irani, Culinary Director, JSM Corp. (Hardrock Cafe, Asilo, California Pizza Kitchen), Sadik Khan, Chef Consultant, Foodlink, Westin Goregaon, Sameer Malkani, Founder, FBI, Uday Shetty, Owner, Sai Palace, and many other esteemed dignitaries, the event was graced by their presence, adding to the grandeur of the occasion.

Vikram Goel, Managing Director of UNOX India, expressed his excitement about the event, saying, "UNOX is proud to be at the forefront of innovation in the culinary world. Our combi ovens are trusted by chefs worldwide, and the Chef's Table event in Mumbai was a celebration of their unmatched capabilities. India is a vital market for UNOX and we are thrilled to have collaborated with such talented chefs, and we look forward to continuing to inspire culinary excellence."

Matt Roberts, Director of Customer Experience at UNOX MEA and India, added, "At UNOX, we believe that the heart of any great meal is in the oven, and we are committed to providing chefs with the tools they need to create extraordinary dishes. The Chef's Table event in Mumbai is a testament to the power of our combi ovens in the hands of culinary visionaries. We are dedicated to delivering not just ovens but exceptional culinary experiences."

"The Taste of Success - India Edition," the cookbook showcased at the event, is a testament to UNOX's commitment to promoting culinary excellence and nurturing the talents of Indian chefs. The cookbook features a delightful collection of recipes, inspired by the rich and diverse culinary traditions of India, all prepared using UNOX ovens.

The Chef's Table event served as a culinary celebration, reinforcing UNOX's commitment to excellence in the foodservice industry and its focus on empowering chefs and businesses with innovative cooking solutions.





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Mama Mia! Its Pizza Italiana!

Pizza, an international snack which has become extremely popular in India, is projected to exhibit a growth rate (CAGR) of 10.7% during 2023-2028. IMARC contributes this to the increasing adoption of Western dietary habits, the growing number of manufacturers financing promotional activities and the expansion of pizza chains. India is believed to have an insatiable appetite for pizzas. **Ashok Malkani** takes a look at the changes that have been incorporated in this snack for popularizing it in India, the types of pizzas which are popular. The history of this slurping dish and its future is also tried to be fathomed.

Mention pizza and you send everyone drooling. It is one of the most popular foods in the world. And its popularity is not confined to pizza parlours but it's popular on Instagram too! Yes, the popularity of pizza is universal. In India it has acquired new dimensions. The Italian style is seldom observed. The Indian pizzas have become globally popular. This fact was vindicated when Gurugram-based da Susy and the Neapolitan-style pizzeria, Leo's in Delhi, made it to the 50 Top Pizza Italia 2023 rankings. One finds that when it comes to discussing about culinary achievements in the world you will find pizzas in the top pile. People from all

walks of life – and every generation – love to slurp on this delectable delicacy, at any time of the day.

Arjun Jaiswal Co-founder at Baking Bad, a local homegrown pizza brand that debuted in 2015, in Delhi's NCR region, says, "Pizza is arguably one of the most versatile fast food items. It can be easily customized to suit tastes and preferences of the customers and these days we even cater to customers with a vegan and gluten free preference.

The warmth and comfort offered by the pizza slices – be it a casual day or for a celebration – is unmatched. It is one of the reasons why we believe that pizza brings

people together as it's a cherished "get-together" food. They are ideal for sharing with friends and family, enhancing the overall dining experience. Whether enjoyed from a local pizzeria or a high-end restaurant, pizzas offer a comforting, familiar, and ever-adaptable culinary delight that continues to captivate the taste buds of food enthusiasts worldwide."

Types of Pizzas

Pizza has undergone numerous changes since its beginning in Italy. Now you have varieties modern versions of Neapolitan style pizza, whose birth dates back to 18th century in

Naples, Italy. Amol Kumar, chef and owner of Leo's Artisan Pizza, Delhi informs that Neapolitan-style pizza is soft in the centre. "The slice is supposed to fall when you lift it to eat," he states.

Today you have numerous styles of pizza. Neapolitan is just one. A few of the other popular styles, across the globe, are:

Chicago pizza, also called deep-dish pizza, was invented during the 1900s when Italian immigrants in the windy city were searching for something similar to the Neapolitan pizza that they loved. But instead of imitating the thin pie, Issac Sewell, founder of the Pizzeria Uno and Pizzeria created a pizza with a thick crust that had raised edges, similar to a pie, and ingredients in reverse, with slices of mozzarella lining the dough followed by meat and vegetables, and then topped with crushed tomatoes.

New York Style Pizza is large and has a thin crust which is thick and crispy at the edge. The center of the pie is thin and foldable so that the large slice can be folded up and eaten. Originally a variation of Neapolitan pizza, the New York slice has taken on fame all its own

Sicilian Style Pizza, also known as "sfincione", is a typical square variety of cheese pizza with over an inch thick dough, a crunchy base and an airy interior. It is served with or without cheese, and often with the cheese underneath the sauce to prevent the pie from becoming soggy.

Greek Style Pizza was created by Greek immigrants who came to America. A Greek pizza typically has a crust that is much thicker than an Italian pizza. Baked in a shallow oiled pan at a high temperature its crust is puffer



and chewier than thin crust pizzas. Toppings typically include a combination of feta cheese, tomatoes, green peppers, olives, and onions.

California style pizza got its start in the late 1970s when Chef Ed LaDou began experimenting with pizza recipes in the classic Italian restaurant, Prego. He created a pizza with mustard, ricotta, pate, and red pepper. This thin crusted pizza is noted for its nontraditional toppings, such as chicken, peanut sauce, artichoke hearts, and goat cheese.

History

With so many countries, including India, having their own versions of pizza one is

tempted to delve into this globally popular anytime snack. The history of this dish begins in antiquity as various cultures produced flatbreads with various toppings. Anderson Burton, in his book "Treasure of the Italian Table" states that a precursor of pizza was probably the focaccia, a flatbread known to Romans as panis focacius, to which toppings were subsequently added.

As far as the inventor of pizza is concerned, it is a highly debated topic not only among foodies but also among historians. Many believe that Raffaele Esposito, a baker from Naples, Italy, was the creator of this dish while others are of the opinion that pizza's history dates far beyond Esposito's era of the late 1800s.

Another concept is that pizza was invented in the 18th century when the poor people of the Naples began adding tomatoes to their yeast-based flatbread. This was quite an innovation because up until that time most people in Europe believed tomatoes to be poisonous.

As far the name 'pizza' is concerned, it is believed to have come from an old Italian word 'pizzicare' which means "to pinch" or "pluck." The word pizza was first documented in AD 997 in Gaeta and successively in different parts of Central and Southern Italy. Pizza was mainly eaten in Italy and by



emigrants from there.

People often think of pizza as a type of Italian food. But America has managed to take the pizza, first brought over by hard-working Italian immigrants, and transformed it into one of the most popular foods in the world.

Popularity in India

In India Pizza has become one of the top rated international foods today, but when did this trend, or should we say obsession, start?

Arjun avers, "India is a culturally rich country and the concept of bread and veggies as a meal has been ingrained in Indian culture. Pizzas started gaining popularity in India during the 1990s and early 2000s. The introduction of international fast food chains, and later, local chains played a significant role in popularizing pizzas in India.

These places adapted their menus to cater to Indian tastes and preferences by offering a wide range of vegetarian toppings and flavours that resonated with the local population. The growth of the Indian middle class also increased exposure to pizzas through media, and changing lifestyle patterns also contributed to the widespread acceptance of pizza as a popular fast food option in India.

Today, you can find a wide variety of local and international pizza outlets across the country, and pizza has become a staple in the Indian food scene. At Baking Bad, we are popularizing Neapolitan pizzas, which has been a staple to Naples, within India. The specialty of this pizza is that it has a very specific set of requirements that need to be followed to create and cook them out, right from the baking temperature, kneading and the thickness of the dough there is a set measurement to each which then lends itself to being an authentic Neapolitan pizza."

One may believe that Pizza, being an international cuisine would be popular only in metros and tier I cities. But this is not true. This delicacy is now slowly becoming increasingly popular in the hinterland.

Saniya Puniani, Co-founder of Baking Bad, disclosed, "Pizza consumption is increasing in the hinterland of India, including Tier II and III cities. The expansion of pizza companies into these regions is a testament to this trend. Pizza chains are increasingly recognizing the



Saniya Puniani

growth potential in smaller cities and towns and are actively concentrating on expanding their businesses there.

To tap into this expanding market, pizza chains have been tailoring their menus, pricing strategies, and marketing campaigns to cater to the local tastes and preferences of these regions. We can find hawkers in every other street selling pizzas these days with a desi twist. This is a testament to pizzas being accepted as a staple cuisine in the smaller cities too!"

The desi twist in the pizzas can be seen in most of the pizzas available in India.

According to ezCater, an online platform that connects corporate catering orderers and sales representatives with nearby restaurants and caterers, the 10 most popular pizzas in India are: Cheese Pizza, Veggie Pizza,



Arjun Jaiswal

Pepperoni Pizza, Meat Pizza, Margherita Pizza, BBQ Chicken Pizza, Hawaiian Pizza, Buffalo Pizza, Supreme Pizza and The Works Pizza.

Saniya states, "In India, both vegetarian and non-vegetarian pizzas are popular, but vegetarian pizzas tend to be more widely preferred. Our highest selling pizza, at Baking Bad, is called Hot Spot which is a spicy vegetarian pizza with mushrooms, pimento peppers, jalapeños, roasted garlic and fried basil. Non-vegetarian pizzas are also enjoyed by those who consume meat, but vegetarian options tend to dominate the Indian pizza market due to their wider appeal. Double Pepperoni is another favourite from our menu."

She continues, "Indian pizza brands have introduced novel concepts and innovations to cater to the diverse tastes of the Indian population. One such novelty is the fusion of traditional Indian flavours with the classic pizza. By incorporating ingredients and spices commonly found in Indian cuisine, such as paneer, tandoori chicken, or various regional toppings, these brands have crafted a unique and tantalizing flavor experience.

There is a smooth shift in the mindset of the people. We observe that people are becoming health conscious by the day. To power their lifestyle change we, at Baking Bad, have introduced vegan and gluten free pizza options so that they can relish the deliciousness without worrying! This fusion approach has resonated well with customers, as it offers a delightful blend of the familiar and the exotic, providing a distinct and culturally rich pizza experience that has gained popularity and garnered a dedicated following among food enthusiasts in India."

The Preferred Group

Eating out has become a trend. Today, everyone wants to dine with friends and family. Even snacks are being shared. Sharing a pizza has become a fashion. According to IMARK, rapid urbanization and the inflating disposable income of individuals are catalyzing the demand for convenient food options, such as pizza. Additionally, the widespread adoption of Western dietary habits among Indians is positively influencing the market in India.

But which is the age group that preferring this delicacy?

Indo Bakels is a part of the Bakels worldwide group which has grown to become a group of 40 companies, manufacturing on all 5 continents and serving 120 countries.

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This strap line sums up what we do but a more comprehensive description of our activities would be as follows:-

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Indo Bakels, established in 1997, with a state-of-the-art manufacturing plant specializing in bakery ingredients. Additionally, they have two cutting-edge Baking Centres dedicated to innovation and development, one situated near Bangalore in Tumkur and the other in Mumbai.



Products



Arjun states, "Pizzas in India have a broad appeal, but they are especially popular among the younger demographic, including teenagers and young adults. This age group is drawn to the versatility, affordability, and trendy image associated with pizza."

So how can it be popularized among the other age groups?

Arjun answers, "To popularize pizza across all age groups, it's important to tailor marketing strategies and menu options to suit diverse tastes and preferences. Baking Bad does maximum orders during dinner where we cater to families dining together and then, post 1 am, for late night orders catering to a different set of audience. We also get a lot of bulk orders from offices. So I believe pizza definitely is liked by all age groups."

Growth of Pizza Chains

According to Unacademy, the Global Pizza market is anticipated to rise at a considerable rate between 2023-2028. Over the last couple of decades Indian consumers have shown an inclination towards this dish which has encouraged the F&B sector to establish an increasing number of pizzerias or pizza outlets. According to Unacademy, Domino's Pizza, having more than 1400 operational stores, is the biggest pizza brand in India.

Saniya, speaking about popular Indian 'Baking Bad' pizza brand restaurant chains stated "Baking Bad is present in 5 cities and has 10 outlets. Como Pizzeria has an outlet in 32nd Avenue in Gurugram and Vagator, Anjuna in Goa. In 9 years, our brand has set up their cloud kitchens across the country.

Despite being one of the first few



homegrown pizza brands, Baking Bad managed to dominate Delhi's pizza delivery scene, securing the spot for the most-ordered pizza brand in Delhi NCR. Having built such a presence in Delhi NCR, and later on in Bengaluru, Baking Bad is now in Mumbai - an audience that loves good food just as much as the folks over at the capital do, and can be even more discerning!"

Future

India has been experiencing a boom in quick service restaurants over the last few years. Initially, the key players in the pizza sector, due to entry barriers found it challenging. However, several brands have paved the way for other key vendors in this industry.

With the increasing popularity of pizza in India, and people looking for more local

and international options many key players in the pizza market are finding tremendous opportunities for investments and growth in this region.

Arjun avers, "The future of pizzas in India looks pretty exciting! Pizzas have already become an integral part of our food culture, and they're here to stay. As more and more people are embracing diverse culinary experiences, we can expect to see even more fusion and innovation with toppings and flavours. Health-conscious options, like whole wheat crusts and organic ingredients, might gain prominence as people continue to prioritize their well-being.

Plus, with the increasing popularity of online food delivery and the ease of ordering through apps, enjoying a delicious pizza at home is just a few clicks away. So, whether it's traditional or trendy, veg or non-veg, pizzas are likely to keep evolving and delighting our taste buds in the years to come. At Baking Bad, we're committed to the continuous evolution of our pizza flavours to keep our customers engaged and excited. Our collaborations with culinary experts like MasterChow have allowed us to craft unique and innovative flavour twists, setting us on a journey to discover what's next in the world of pizzas."

Finally, it may be mentioned that though the potential market for pizza is strong, brands that are either entering or re-entering the industry should focus on differentiating their products in order create an impact in the pizza market. ■





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Cocky Cookies

Cookies which come in a multitude of shapes, sizes, colours and flavours have been proving popular with consumers of all ages. And their popularity has risen over the last couple of years when the people were forced to work from home during the pandemic. This also made the bakers turn to new ingredients as the consumers became more aware of healthy food. Today, the cookies are proving extremely popular and the global market size for cookies is expected to touch \$ 44.01 billion by 2025. According to Barry Callebaut in the 52 week period ending August 2022, sales in the cookies category reached \$10.8 billion, a 9.4% increase in one year! This is indeed going to tempt many enterprising entrepreneurs to venture into this field. **Ashok Malkani** examines the market and various other aspects for the convenience of these entrepreneurs.

Mention cookies and you have everyone – from kids to the elderly – drooling. Besides the delectable taste cookies are also good for your soul. Studies have revealed that people who consume a cookie once a week (minimum) live a happier and more

satisfying life! Sharing cookies is much easier than sharing sweets or desserts. Love for cookies has today made cookies one of the fastest selling bakery products across the globe.

The global cookies market, estimated to grow at compound annual growth rate (CAGR) of 5.5 per cent from 2019 to 2025, is expected to reach \$ 44.01 billion by 2025. According to a report by Grand View Research, rapid urbanization along with increasing disposable income levels in emerging economies, such as China and India, is projected to boost the product demand all across the globe.

The availability of a wide variety of cookies as a snack is one of the reasons for the rapidly rising demand for cookies.

This ready-to-eat snack is consumable at any time during the day. In addition, these delectable delicacies are available at different prices, flavours, sizes, or quantities and with attractive packaging, which makes them convenient to store and carry and hence they are preferred by majority of the population thereby augmenting the market growth.

As far as health factor is concerned, the major ingredients used for making cookies are Oats and some digestive ingredients. Some of the cookies are gluten-free and high on energy. As per changing consumer demand new flavours are also being introduced. Cookies prepared by shortened baking process are fat-free and a cohesive product of protein.

India, with its vast population and



BAKERY REVIEW

changing consumer preferences is becoming a significant player in the cookie market. Due to the growing concerns regarding obesity, poor diet, and other health issues, an increasing number of consumers are shifting toward better alternatives when it comes to food consumption, which is driving the expansion of the healthy cookies market.

According to Research and Markets report, the Indian biscuits and cookies market revenue size is estimated to grow at a CAGR of 9.0% between 2021 and 2027. The impressive growth rate is attracting both – domestic and international – players. And they are vying for a slice of this delectable pie or, should we say, a bite off this tasty and profitable delicacy!

The recent advancing retail and e-commerce boom due to the pandemic has seen a boom in the demand for cookies and biscuits. Amrinder Singh, Director, Bonn Group of Industries, declares that some prominent factors that are driving the growth of cookies and crackers in India is the rising middle-class population, coupled with increasing disposable income. He claims, "During the COVID-19 pandemic many people started working from home which resulted in a significant rise in demand for convenience food. Apart from that, people's munching habits also rose, leading to a steep increase in the market for cookies and crackers."

It may be mentioned that the pandemic also ushered in a health trend which not only increased demand for bakery products but also encouraged the industry to opt for creating more varieties of cookies whose demand increased at a fast pace. According to a report, cookie and cracker sales shot up by nearly 30 percent in the early days of the pandemic, discloses Amrinder Singh.

Today gluten-free cookies have become a rage among the consumers.

Looking at the rising figures of the sales of cookies several entrepreneurs are



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tempted to enter the market. However, the question nagging their subconscious minds is: Is this a profitable venture? Well one may state that looking at the consistent demand for cookies, which are relatively inexpensive to produce, there is a lot of potential for profit.

But one has to delve into all the intricacies of the business.

Initially let us inform the enterprising entrepreneurs about the history of this delectable delicacy.

The first cookies are believed to date back to 7th century AD in Persia (present date Iran), one of the first countries to sugar. The first cookies are thought to be test cakes, bakers used to test the oven temperature. In those days bakers would put a small portion of their cake batter in the oven to test the temperature. Eventually, that little dollop of cake batter became the cookie we know and love today. By the end of the 14th century, cookies were common

place in European cities.

Globally Popular Cookies

To add to the knowledge of a new entrepreneur planning to enter this market we would like to mention that some of the most popular cookies around the world are:

Biscotti - is the general term in Italian for cookies. The word actually means “twice cooked”. For these cookies, the dough is shaped into logs and baked until they are a golden brown colour. Then the logs are sliced into individual cookies and baked again. Biscotti Cookies, are baked twice, resulting in hard and crunchy texture

Chocolate Chip Cookie - is believed to have been created by mistake by Ruth Graves Wakefield in 1937 in Massachusetts. She ran a restaurant which often baked cookies for the guests. On this day while she was making “Butter Drop Do” cookies she realized she had run out of baker’s chocolate. So she used a bar of semisweet

chocolate expecting it to melt in the dough but the pieces of chocolate kept their shape. So you too could be the inventor of a new cookie which could prove to be popular.

Macaron Cookies - are meringue-based cookies made with almond meal, egg whites, and powdered sugar with a creme ganache in the middle.

Sugar Cookies - are made from basic ingredients like sugar, flour, butter, and vanilla. These popular cookies are made by rolling out the dough and cutting into shapes before decorating with icing, sprinkles, or colored sugar.

As far as types of cookies are concerned, some of them are:

Bar cookies - consist of batter or other ingredients that are poured or pressed into a pan (sometimes in multiple layers) and cut into cookie-sized pieces after baking.

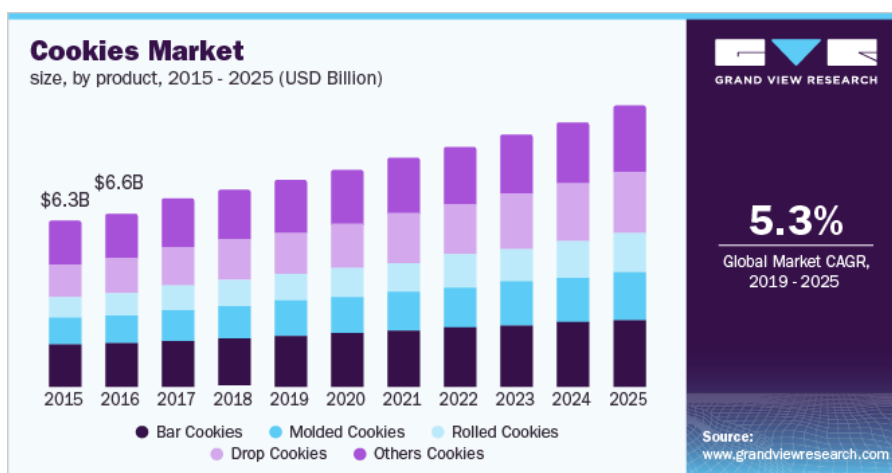
Drop cookies – are made from a relatively soft dough, dropped by spoonfuls onto the baking sheet. The dough spreads and flattens. Chocolate chip cookies , oatmeal raisin cookies, and rock cakes are popular examples of drop cookies.

Filled cookies – are made from rolled cookie dough filled with a fruit, jam or confectionery filling.

Molded cookies - are also made from a stiffer dough that is molded into balls.

No-bake cookies - are made by mixing filler, such as cereal or nuts, into a melted confectionery binder, shaping into cookies and allowing to cool or harden.

Pressed cookies - are made from a soft dough that is extruded from a cookie



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Creaming: Mixing Method

For the information of the new entrepreneur it may be mentioned that the most common method for Chocolate chip cookies and several other popular ones is the creaming method. This differs slightly from the creaming method for cakes due to cakes requiring more liquid in their batters than in cookie dough. The creaming method gets its name from the first step of the mixing process where butter and sugar is creamed together.

For proper execution of creaming method the butter should be soft but it should not be at a melting stage. Room temperature would be ideal for the butter and eggs. Use a stand mixer to cream butter and sugar for in the dough till it becomes light and fluffy. Now add eggs and vanilla extract.

Some of the popular cookies that can be made by creaming method are chocolate chip cookies, oatmeal raisin cookies, and most other drop cookies.

Starting Business

Now we come to the most important aspect for the new entrepreneur: of how to venture into this business. It may be mentioned that the potential of the Cookie Making Business is wide, even on a global scale. According to a global report made by Mintel International, the Cookies market is valued at around 5.2 Billion Dollars. This indicates the potential for growth in this business internationally. It also means that Indian market for cookies has also high value.

To be successful it is essential that you conduct a market research and understand your potential customers' needs and

preferences. Look at your competition, identify your unique selling proposition, and determine your target market.

It is also necessary to develop a business plan which outlines your business goals, strategies, and financial projections.

A business plan helps you to move with the set goal. It is like a road map for your business, which helps you determine the next steps that you have to take in your business to make it profitable. A business plan will not only help you stay organized but also enable you to obtain loans from banks as well as attract investors. Investment is one of the prime points in starting any business. Your investment will determine the scale of business you want to start. This should always be the first and most important point while planning to start any business.

The total investment that, according to experts, would be required for starting



your Cookies Making Business in India is Rs 20,000 to Rs. 1 Lakh for small scale enterprise and 1 Lakh to 3 Lakh for medium scale.

There are various licenses needed to start the business that would be: FBA License, Firm Registration, GST Registration, Bakery Permit, Trade Mark, Trade License to name a few.

Equipment Needed

Using the right bakery tools and equipment will save you time and help you make more money. The cookie making tools needed are:

Measuring Cups and Spoons

Cookie Sheets: Baking sheets come in all colors, textures, and sizes. It is believed that best baking sheets for cookies only have one raised side, are light to medium in color, noninsulated, and nonperforated.

Spatula/Metal Turner

Hand Mixer/Stand Mixer

Wooden Spoon: Cookie dough tends to get pretty stiff once all the flour is in there. You'll need this cookie baking tool to stir in your chocolate chips, nuts and other ingredients before baking time.

Baking Pan with Sides

Wire Cooling Racks: After letting your cookies cool a few minutes right out of the oven, cool completely on a wire rack to make sure no moisture builds under the cookies as they come to room temperature.

Mixing Bowls

Cookie Scoop: This handy cookie baking tool allows you to measure the same amount of dough per cookie.

Knives

Rubber Scraper/Spatula: A rubber scraper scrapes down the sides of the bowl while mixing and makes sure every last bit of dough goes in the oven.

Rolling Pin: This helps roll out your cookie so that it even thickness to the cookies

Fine-Mesh Sieve: It will help sift dry ingredients or add a dusting of powdered sugar to brownies or lemon bars

Moulds

Machine required are: Mixer Machine, Oven, Planetary Mixture, Cookies Dropping Machine, Water Chiller

Raw material required: Flour, Sugar, Salt, Vegetable fats, Yeasts

One may state that cookies business is very profitable in India, as people have developed the taste of cookies. ■



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For Success in Bakery Business

The Indian bakery business is going through an impressive growth phase.

With rapid growth and changing eating habits of people, bakery products have gained popularity among the masses of India. The bakery industry of India has also achieved the third position in generating revenue among the processed food sector.

Considering the fast changing socio-economic profile of the society, bakery products are likely to be in great demand in the near future. In urban India, families are having less time to cook, and often busy schedules are inducing snacking options to replace main meals. This trend is expected to increase the demand for breads, biscuits, burgers and pizzas in urban India even more in the near future.

The low price and high nutrient value of many bakery products can also enhance their demand in the market. Many of the

bakery products are already items of mass consumption in urban India. This eventually can make the bakery business a lucrative option for many enterprising bakers or would be bakers.

Today with the Indian bakery industry showing impressive growth, bakery business has great possibilities of success in the country. And in the unorganised sector, which accounts for 65 percent of production of bakery products in India, the investment required for this business is also not that high. Neither is professional training mandatory for success for an entrepreneur entering the bakery business. One can start the bakery business even from one's home.

But does in reality a bakery business, especially if it grows beyond a home-based enterprise and necessitates the renting or purchasing of a commercial space and hiring of a team, is that simple as it

sounds? No it is not, in most cases. Simply knowledge of ingredients and judgement of the right proportion and temperature would not be enough; though absolutely necessary, to run a successful bakery enterprise in most cases. Various factors need to be factored in for making a success in this highly competitive business. Of course, creativity and sustained hard work are the essential prerequisites of bakery operations, but they are necessary conditions for success in this business, and not sufficient ones.

The entrepreneurs toying with the idea of entering bakery business or expanding its area of operations into the realm of bakery business should be aware of the ongoing trends in the Indian bakery industry in order to tap their business potential in this area in a better manner. And they should also be endowed with some essential skills and

attributes, and be aware of some essential market realities.

Starting the Business

First of all, an entrepreneur thinking of starting a bakery enterprise (whether as a stand-alone bakery or a franchisee outlet) should be sure that her/his location of bakery is correct. That is she/he should be sure that the location where she/he is thinking of starting her/his bakery enterprise has a need for a new bakery outlet or not, or whether the consumer profile there is suited for the kind of baked products which she/he has in mind or has expertise in producing or not. If the answer to any of these questions is no, the entrepreneur should proceed to another suitable location that is within her/his budget, without thinking twice.

Before starting a bakery operation, the total costs involved in running the bakery business should be calculated in detail, which should include both fixed and variable costs, and then the entrepreneur should make a very conservative estimation of the expected revenues of the bakery unit during the first six months or one year of its operations.

If the latter exceeds the former, then only the entrepreneur should initiate her/his bakery business. Two examples of fixed cost are the rent of the outlet (assuming the entrepreneur doesn't own the property where she/he decides to create a bakery) and the depreciation on the bakery equipment or the lease costs on them; two examples of variable cost are the cost of ingredients and human



resources or labour.

Though salary is often regarded as part of fixed costs, but since most of the bakeries in India operate in the unorganised sector, it is more realistic to assume that human resource costs or staff or labour costs as variable costs, which can fluctuate according to production needs.

It is also very important to realise which costs to cut and which costs should be left untouched. For example, unheeded reduction in costs of ingredients and human resource with the objective to break even or earn profits in very quick time may be counterproductive for a start-up bakery operation in these competitive times, when people are expecting innovation and quality in their bakery products.

This step may lead to lowering the quality of the products, which may in turn get your start-up bakery business being swept away by the harsh and biting winds of competition, to the oblivion. Besides that one must remember that in bakery operations, creativity and ingredients can be distinguishing factors from its competition, and thus their costs shouldn't be unduly curtailed if the entrepreneur wants to succeed in the business, in the long-run.

Ingredients and Equipments

In this context, it is necessary to add that an entrepreneur venturing into a bakery business should have a sound knowledge of those ingredients and bakery equipments, which are to be used in her/his business. Otherwise

she/he has less chance of delivering quality products that can withstand or surpass the competition.

Even if she/he has staff to manage the day-to-day operations, she/he must have a sound knowledge of ingredients and equipments, or else the entrepreneur can be taken for a ride by the staff, resulting in compromise in quality.

Fresh Products and Waste Control

The bakery business should always emphasise on fresh products, and on minimising wastage. The aroma of freshly baked products can play a great role in inducing the customers to a given bakery unit, and can easily convert a potential customer into a real one.

Furthermore, creative display of freshly baked goods would help shape the first impression among the bakery's consumers and potential consumers, and in bakery business, like in other facets of life, first impression though not certainly is the last impression (a succession of bad performances may eventually erase the goodwill earned through initial good performance), can easily be a lasting impression.

For minimising waste in bakery operations it is necessary to keep a tab on the items which the bakery is selling the most, and the items which are attracting unimpressive sales. The inventory must be adjusted accordingly, so that precious expenditure is not misallocated towards potential waste. This is especially crucial for a start-up bakery with



very limited investment, for there waste can be a great waste of scarce money, whose continuation can soon lead to a cash crunch and thereby compromising on necessary investments.

Pricing and Promotion

The right pricing of your products is also very crucial. It is always better to price your bakery products judiciously, while taking into account of not only your cost of production, but also the prevailing price range of your competition nearby. It is because you need to cover your costs and make a healthy profit, but before that you need your products to be sold at the first place.

At the same time, it is wise and prudent to give greater weightage on promotion/showcasing of those bakery products whose profit margins are higher in the bakery over those bakery products where the profit margin is comparatively lower in the given unit.

It is a business savvy step to display the products whose profit margins are higher in a much more attractive way in the bakery as compared to other products in the given bakery's portfolio. This may help the entrepreneur/baker to earn quick revenues and eventually decent profits by passing through break-even very soon.

Customers' Profile

More than the national trends, the product range of a given bakery should give more importance to the local tastes where the given bakery is located. For example, designer dessert is an emerging trend in the Indian bakery business, but its consumers are still largely confined among the upper echelons of the society, in big cities of India. So if your bakery is not located in an upmarket locality in a big city, too much of your creativity and money invested in designer desserts are not likely to yield the desired revenues.

However, that is not to say that if you are a bakery owner in a middle class area of a tier-II city, you shouldn't experiment with designer desserts. You can, but you cannot afford to give too much focus on it. Ideally, the focus should be on mainstream bakery products like conventional cakes, biscuits, breads, etc. At the same time, you can create some themed and customised cakes with exotic ingredients as experiment and be sure

not to price them very high.

Range, Health and Taste

The product range of bakeries should not only be comprehensive, but should try to merge health and taste well, as health is emerging as an important factor behind F&B purchases. Bakeries which can come up with innovative, tasty and healthy snacking options to satiate the sudden bouts of hunger pangs between lunch and dinner have a good chance to succeed in these times.

Bakeries should not only have white bread, cakes, biscuits, patties, pastries, burgers, sandwiches, etc. Eventually bakeries should also have products like muffins, baguettes, croissants, various types of healthy breads and other bakery products, to which urban Indians are getting familiar with the maturity of globalisation.



Theme & Decor

To stand out from the competition, during celebrations like Diwali, Holi, or Christmas, producing of specially themed bakery products which reflect the spirit of these celebrations can be a savvy option to garner business. For example, rose shaped cakes on Valentine's Day or crackers' and candles' shaped chocolates during Diwali can generate interest among the crowd.

The other important factor that influences the success of bakery operations is the ambience and décor. These aspects should also depend upon the locality of the bakery or the clientele that it primarily caters to. For example, if your bakery is located in an upwardly mobile or posh area of a metropolitan city, the ambience and décor should be sleek and somewhat unique, but if your bakery is located in a traditional middle-class area and if you intend to target the consumers with moderate means and

old-fashioned tastes.

It is advisable not to be too funky with your ambience and décor; for it may prove to be counterproductive and your consumers would be reluctant to come to you by perceiving you to be too costly or high-end. In that case it is better if you keep your bakery's ambience and décor simple and straightforward.

HR and Hygiene

Good quality human resource with the right expertise and also the right attitude to go the extra mile, maintenance of impeccable hygiene standards in the bakery unit are some of the other measures which need to be taken care of if one needs to write an enduring success story in the Indian bakery industry.

Incompetent personnel or the person lacking the right attitude to succeed in the bakery industry, and rampant untidiness in the atmosphere of the bakery can deter many potential guests.

Franchising Route

These days many retail bakery chains are opting for franchise route, which can be an opportunity for the entrepreneur to enter the bakery business with the advantage of instant brand recognition.

For a franchisee bakery operation some of the above-mentioned factors for running a successful bakery operation need alteration. For example in a franchisee bakery outlet, pricing of the products will not be dependent upon the competition in the locality concerned from stand-alone bakeries or bakery chains.

Also neither does the outlet should have any individualistic appeal in terms of ambience and decor. Instead the ambience and décor of the franchisee bakery outlet should ideally simulate the ambience and décor of other franchisee bakery outlets of the franchise so that brand recognition process is facilitated.

But to become a franchisee of a renowned brand, the entrepreneur often needs to have a tidy sum of money and a decent real estate area with her/him. Moreover, if the product quality of the franchisee fails, the hard-earned brand reputation of the franchise company is at stake, which may result in cancellation of the arrangement. ■



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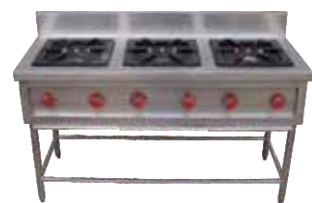
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Whipping up the Cream

Whipped cream is used as an integral ingredient in a number of bakery items. Its main function is to whip up the products and endow them with an enticing look. Whipped cream fabricates and stabilises the cake to frost and acts as an accompaniment for icing. Being the most expeditiously perishable constituent among dairy products, whipped cream instantly calls for refrigeration, even if used as a frosting on a cake. Hence, no matter how it is used, one needs to unfailingly make sure that it does not stay out of the fridge for too long.

Light, fluffy, and flavourful, whipped cream is natural and it is often whipped to different stages with a stand or electric hand-held mixer or whisk. It is also often used as stabiliser in flavoured and sweetened forms in numerous dessert and salad recipes. To be more general, whipped cream is foam of milk fat created by beating fresh cream by a mixer, whisk, fork, or whip until it gets light and fluffy.

Fizz it up

Basically milk cream contains butterfat,

which is whisked to form whipped cream. Texture and consistency of whipped cream varies according to the percentage of butterfat in cream, i.e., the higher the percent, the better the cream will whip and become more billow. Majority of users prefer to use cream with a fat content of 30 to 40 percent that works best for building stout texture, found in 'whipping cream' or 'heavy cream.'

Although calorie conscious segment of the population often opts for lighter version of whipped cream, containing merely 20 percent of butterfat in cream, the texture of such cream cannot trap as much air or hold it very well, making it a substandard choice. However, one can select the cream, which is not ultra-pasteurised. That makes for rich and fluffy whipped cream which holds its shape for longer period of time.

Shaping Up

In fact, the structure of whipped cream is very similar to the fat and air structure that exists in ice-creams. When dairy cream, which is an emulsion with a fat content of

35 to 40 percent, is whipped in a bowl, it forms whipped cream. During the process, agitation and air bubbles are added causing the fat globules to begin to partially coalesce in chains and clusters, which absorb and spread around the air bubbles.

As the fat partially coalesces, it causes one fat-stabilised air bubble to be linked to the next and builds a chain. The whipped cream soon starts to become stiff and dry in appearance and takes on a smooth texture. A fluff ensues from the formation of this partially coalesced fat structure, stabilising the air bubbles. This by-product traps water, lactose and proteins in the spaces around the fat-stabilised air bubbles. The entire process requires appropriate temperature as well as attention of the Chef to get the correct texture. Overly whipped cream can form butter particles, and thus ruining the required texture. This is an indication that the process has gone wrong.

Bounty of Flavours

A fluffy whipped cream is often used as topping or dressing in desserts. Therefore it

requires to be sweetened during the beating process. A normal castor sugar or table sugar is used for sweetening whipped cream, since it dissolves faster and eliminate the problem of gritty whipped cream.

The range of sweetened whipped creams shows off delightful white blossom to a multitude of flavours and hues. Its whiter look is usually subdued by bounty of seasoning agents, ranging from fruit extracts, chocolate, coffee, liqueurs, orange or lemon zest to spices. For instance, adding few drops of vanilla extract or a teaspoon of rum, brandy, red wine or liqueur in a cup of cream makes an irresistible dressing in any recipe, geared to pamper the palate with a distinct flavour.

Another form of whipped cream is a non-dairy stuff made from tropical oils, sugar and stabilisers. So it follows its own set of rules. It can be substituted for an equal amount of whipped cream. Imported ready-made whipped creams are generally frothier and richer than the normal dairy creams. Available in multiple flavours like chocolate, strawberry, vanilla, butterscotch,

black or blue berry, etc., they can be readily used in various recipes. Although they are not dairy products, they can also be used as ideal whipped creams.

Stabilised Cream

Many a time a stabilised whipped cream is used when one seeks to achieve a firm or mousse like texture in his/her preparations. This version is created by blending gelatin in cream. This is done because gelatin stabilises the whipped cream. Also, the addition of gelatin gives stable foam to low-fat stabilised whipped cream. Stabilised whipped cream is piped to create a border on a cake or to prevent the whipped cream from deflating, when folding in heavy and juicy items like berries or salads.

Forming stabilised whipped cream requires soaked, unflavoured or plain gelatin in water. Use one teaspoon of gelatin absorbed in little water for one cup of cream and leave it to soften. Then, stir the gelatin over low heat, until completely dissolved and let it be cool, but not get cold. After that, add

cooled gelatin all at once to cream during whipping. Whip it until it forms soft peaks. When the mixture is deflating on standing, simply beat it again until it resembles stiff whipped cream.

Storing Whipped Cream

Normally, whipped cream won't stay whipped for long, and it is better to prepare it immediately before using. But in case you are working ahead, you can refrigerate it for up to 24 hours.

Before serving the refrigerated whipped cream or pre-packed product, it is necessary to re-whisk the cream briefly to thicken it up. However, at times it does not appear as billowy as on the first day, but it is fine to use. On the contrary, imported whipped cream products do not require re-whisking, but they need to be stored at below minus 20°C. Moreover, tetra packed whipped creams can be stored for longer duration, generally up to one year in deep freezer. The imported ready-made whipped creams are gaining their popularity in institutional sector, due to their ready-to-use factor. ■

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Tiered for Celebrations

Inspired by the spire of a church and triggered by a baker's urgent need to express love, tiered cakes have gained currency over the years as they add extravaganza to an occasion

'Love' is not a common or usual name of an ingredient, and is considered to be intervening material because it is not part of the common or usual name of the ingredient. While, using 'love' into a food ingredient appears to be too far-fetched an idea, cakes, if not most bakery items, are many a time synonymous with celebration, festivities, and camaraderie. For, hardly anyone cuts a cake to mark a sad event. But cutting a cake is a ritual in birthday celebrations, weddings, marriage anniversaries, or in every occasion you want to remember fondly.

In fact, it is believed that it was love that triggered the imagination of the tiered cake by a baker in Britain, in the late 18th century. The story goes that William Rich set up as an

apprentice in Ludgate hill and fell in love with his boss's daughter. When he asked her to marry him he wanted to impress her with a large, beautiful cake and his inspiration came from the spire of St Bride's church. However, there are no surviving records of this cake.



The popularity of the tiered cake shot after the marriage of Queen Victoria and Prince Albert in 1840. They became less common during the wars that followed in the next century, but after the Second World War ended and when economies of most countries returned to normal, the tiered cake came into vogue once again. And ever since, it has not seen much of a slide in popularity.

Every individual wishes to feel special and treated in an exclusive way on her/his special day. Thus, to communicate this special feeling, cakes are designed in a tiered fashion to add extravaganza to the event. The cakes were given an additional dimension to boost their aesthetic appearance and add value to the celebrations like marriage anniversaries, birthdays.

In India, the tiered cake began catching the imagination of the well-to-do class after the increased integration of the global economies and also of cultures from the

1990s. The penetration of Hollywood movies and other foreign language films into India's cinema landscape also contributed to the growing popularity of the tiered cakes.

Cutting a tiered cake has now become a common sight even in Indian weddings and the ritual is becoming increasingly common to mark other big celebrations. And with significant numbers among the Indian population (though their percentage in the total Indian population is much less) experiencing prosperity with the growth of the economy driven by the service sector, it can only be expected that the celebrations with tiered cakes would only grow bigger.

With this evaluation demand for these types of cakes are really high and in the coming years, celebrations of special occasions will be incomplete without such tiered cakes.

Challenges in Making

There are plenty of one layer cakes that are amazing, however, a multi-tiered cake get more attention because of its height. Tiered



cakes add wow factor to the cake, making it a bit more fun and special for the event. Also another reason for wanting a bigger cake is to have more servings. Making a one tier cake to feed 300 will take up a lot of table space as oppose to making a five tier cake. The cake sizes starts from the bottom are 12", 9" and 6" and one can use different cakes sizes according to the cake requirements.

While the sheer size and the layers facilitate Chefs to introduce mixed flavours in one cake, they do not face any particular

challenge in creating a tiered cake. There is no challenge in their making as such. It is just the transportation of such large cakes which is bit of a concern.

However, for the uninitiated, preventing the top layers from crumbling down could itself be a challenge. Working with a chilled or a partially frozen cake could help in the assembly of the layers. Sometimes, the layers may also appear lopsided. To align the layers perfectly, one can make use of crumb coating; a thin layer of frosting applied to a cake. Doing a crumb coat is a great opportunity to fill in any problem areas.

How to make a Great Cake?

The most important aspect when making a stacked cake is adequate support, mostly using dowels, needed to make sure that the cake layer that was stacked will not sink into the layer underneath it. There are different kinds of dowels that can be used to support a cake, like wood, hollow plastic, plastic straws and even skewers. Few cake decorators use bubble tea straws, thicker wooden dowels and other kinds of support



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systems. All of these dowels need to be food-safe.

For large cakes wooden and plastic dowels are very strong materials and will hold up very well. For 2 tiers at most, one can use plastic drinking straws and wooden skewers because they are easy to cut. Cut the straws and skewers the same height as the cake and place the straws in the cake and for additional support, insert the skewers inside the straws.

Since multi-tiered cakes are heavy, they need a sturdy base, most usually use a cake drum that is 1/2" thick for the base. Another option can be using a masonite board cut into shape and covered with cake foil. One must be sure that it is food-safe and strong enough to support the weight of the cake.

Set the biggest cake on the cake drum and fill and frost as usual. Place in the fridge until it is chilled. It is easier to work with a chilled cake with the frosting that is hard than soft. Take another cardboard cake round or pan the same size as the next tier to be added on top. Place it in the middle of the cake or wherever the cake is going to be placed. Lightly trace the outline with a toothpick or a knife. Then insert dowel into the cake, inside the markings.

Mark the height of the cake with thumb, take the dowel out, mark with a pen and cut. Use that dowel as a guide when cutting the other dowels. Each succeeding cakes that will go on top will have to sit on a cake board as well. One need these cake boards

in between cakes to make the structure of the cakes stronger. This is also what the dowels will support. Use a thinner board for this, usually about 1/8" thickness.

So place the 2nd tier (9" cake) on a cardboard cake circle that is the same size. Fill, frost and chill. Do the same for the smallest cake (6") that will go on top. Repeat the dowelling process for the 9" cake. You don't need to add a dowel on the most top cake as there is no need to support anything on top (except if you have a heavy cake topper or figurines, you may have to put a dowel to support it).

To place the 2nd tier on top of the first, carefully take the cake with the hand and use a metal spatula to help guide the cake in the middle. Do the same with the smallest cake. Decorate the cake as desired.

Finally to secure all the cakes together and make sure they won't slide off, take a big



wooden dowel, tad bit shorter than the cake. Sharpen one end of the dowel and with a help of a hammer, carefully drive it in all the layers until it reaches the cake drum. Cover the hole made on top with buttercream.

What Makes a Great Tiered Cake?

Answers to this question would obviously vary depending on taste preferences. However, a great deal of what makes a great tiered cake also depends a lot on the visual appeal. Apart from making perfectly aligned layers, one should also make sure that the layers are of equal heights.

When the frosting spills out a bit from the sides of the layers, the cake looks a lot more sumptuous. Another opportunity to make the cake look irresistible arises with the topping, the options for which are almost limitless.

But how about the taste?

Experts feel that the key to making a great tiered cake is maintaining a fine balance between the cake and the fillings. All the flavours you want to introduce should also come ideally in equal proportions. One should also be careful not to indulge too much in the sweet quotient.

Traditional Tiered Cakes

The combinations of fillings that one can choose while making a fluffy towering tiered cake are almost infinite. But some combinations have stood the test of the time. Some of these traditional tiered cakes are:

German Chocolate: Chocolate cake filled with coconut-pecan.

Black Forest: Chocolate cake with cherries, kirsch and whipped cream.

Brooklyn Blackout: Chocolate cake filled with chocolate custard and cake crumbs, and frosted with chocolate icing.

Red Velvet: Red-coloured cake layered with cream cheese icing or ermine (cooked butter cream).

Hummingbird: Banana-pineapple cake with cream cheese icing.

Princess Torte: Sponge cake with fruit preserves, pastry cream, and whipped cream blanketed in a layer of marzipan.

Lane Cake: Butter cake filled with a bourbon-raisin-coconut-pecan filling and layered with meringue icing.

Boston Cream Pie: Yellow butter cake filled with custard or cream and topped with chocolate glaze. ■



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Say Cheese to Parmesan

Produced in and around Parma, Reggio Emilia, Modena and Bologna (all in Emilia Romagna), and Mantova (in Lombardia), Italy, Parmigiano-Reggiano, commonly known as Parmesan in English, is a hard, cooked, granular cheese. According to the Italian law, only cheese produced in these provinces can be called as 'Parmigiano-Reggiano'. While, Parmigiano is the Italian adjective for Parma, Reggiano is the Italian adjective for Reggio Emilia. The French call it Parmesan and it is also known in English informally by the same name. Cheeses which imitate Parmigiano-Reggiano are also called as Parmesan or 'Italian hard cheese' and the closest Italian imitation to Parmigiano-Reggiano is known as Grana Padano.

Parmigiano-Reggiano, commonly called the Parmesan is the king of Italian cheeses and is made from skimmed cow's milk with 28 percent to 32 percent butter fat content. It is mixed with rennet and cooked for 30 minutes and goes through several processes of draining and drying with at least one year to mature to qualify. The true Parmesan cheese is manufactured from April to November and has been in existence since the 11th century.

Made from raw cow's milk, Parmigiano-Reggiano is made by mixing the morning milking with naturally skimmed milk of the previous evening's milking, which results in a part skim mixture. This mixture is transferred into copper-lined vats, after which starter whey is added. The mixture is heated to 33-35 degrees centigrade. Following this calf rennet is added, and the mixture is left to curdle for 10-12 minutes.

Then this curd is broken into small granular pieces and carefully the temperature is raised to 55 degree centigrade, and then the curd is left to settle for an hour. This compressed curd is placed in a muslin cloth and then divided into two lots and placed in moulds. The cheese is then put into a wheel shaped stainless steel dye. It is then embossed with the day, date and place of manufacturing. The imprints take place on the rind of the cheese in a day's time and then the cheese is made to absorb salt in a brine bath for 25 days, after which it is put into the aging rooms for 12 months.

The Usage

Parmigiano-Reggiano has various edible uses. It can be grated over pasta dishes, can be

stirred into soups and risottos, and can also be eaten on its own. You can often find this cheese being shaved or grated over other dishes. Chunks and morsels of the hardest parts of the crust are sometimes simmered in soup. This cheese can also be eaten as a snack after roasting.

Though it is principally used in grated form in different preparation of soups, pasta, pizza, gratin and risottos, it is very versatile and is also used as accompaniments for aperitifs and garnishes. Major hotels consume Parmesan Cheese from 30 to 40 kg in a month. It is used in a multitude of preparations in its different forms. It can be used in salad with a fresh preparation of lettuce & Parmesan Cheese, tossed in a Parmesan dressing with garlic croutons, anchovies & quail egg.

The History & PDO

The legend resonates that Parmigiano-Reggiano emerged in the global gastronomic space during the Middle Ages in Bibbiano, in the province of Reggio Emilia of Italy. Quickly its production spread to the Parma and Modena areas also. Historical documents reveal that in the 13th and 14th centuries,

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several aroma-active compounds, including various aldehydes and butyrates. Butyric acid and isovaleric acid together are sometimes used to simulate the dominant aromas. Parmigiano-Reggiano also has high glutamate content, containing as much as 1.2 g of glutamate per 100 gm of cheese. It is a naturally produced food with the second highest glutamate content. Only Roquefort Cheese ahead of it in terms of glutamate content. The high concentration of glutamates results in the strong pleasant savoury taste of Parmigiano-Reggiano.

Parmigiano-Reggiano cheese is 100% natural made up of 30% water and 70% nourishing substances. For an adult following

Parmesan Cheese was not much different from what is produced today, which suggests that its origins can be traced to even further in the realms of history.

In 1954, a pioneering alliance of cheese makers renamed their group as Consorzio del Formaggio Parmigiano-Reggiano. In choosing this name, members acknowledged the historic role played by Parma and Reggio producers in defining the character of the cheese and the methods for making it properly.

From that point on, the official name of the cheese has been Parmigiano-Reggiano, as indicated by the pin dots imprinted on the rind of each wheel. Members of the Consorzio not only follow strict production standards, but they work together to market Parmigiano-Reggiano and protect the name from imitators.

In 2008, European courts gave the verdict that Parmigiano-Reggiano is the only hard cheese that can legally be called Parmesan. In so doing, they acknowledged the historical fact that the word can be traced to Parma and that consumers associate this cheese with its origin in the Parma-Reggio region of Italy.

These court rulings mean that a cheese cannot be called Parmesan unless it conforms to the Protected Designation of Origin (PDO) standards for Parmigiano-Reggiano. While these laws are enforced in Europe, elsewhere in the world there are many imitators. To avoid the confusion, the consortium of Parmigiano-Reggiano producers encourages



retailers and consumers in the US and other countries to understand the history of Parmesan and to use the cheese's correct name, which is Parmigiano-Reggiano.

The name is trademarked, and in Italy, legal exclusive control is exercised over its production and sales by the

The Constituents

Parmigiano-Reggiano cheese Consorzio is constituted through a governmental decree. Each wheel of the cheese must meet strict criteria early in the aging process, when the cheese is still soft and creamy, in order to deserve the official seal and be placed in storage for aging. Because it is widely imitated, Parmigiano-Reggiano has become an increasingly regulated product, and in 1955, it became what is known as a certified name (which is different from the brand name).

Parmigiano-Reggiano is spruced with

a healthy and balanced diet of 2000 kcal a serving of 25 gms of cheese accounts for 36% of the Calcium requirements and 24% of the Phosphorus requirements.

Mean composition of 100 gms. of product has energy component made up of Proteins (32.4 gms.), Fat (29.7 gms.), Saturate Fat (19.6 gms.), Monounsaturated Fat (9.3 gms.), Polysaturates Fats (0.8 gms.) with no sugar and carbohydrates, fibre. It has Calcium (1155 mg.) and Phosphorus (691 mg.).

It is claimed based on scientific studies that Parmigiano-Reggiano cheese is naturally lactose free (0.1 gm/100 gms.), because of the natural consequence of traditional manufacturing process. There are natural microbiological conditions for which lactose is absent from the very first day. Lactose is fermented by the microflora of lactic acid bacteria, process called lactic fermentation, which convert lactose sugar into lactic acid. ■

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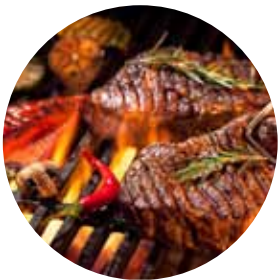


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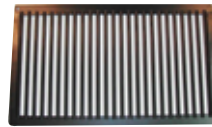


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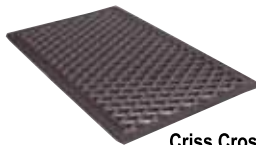
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Tough Challenges to Sweetness

In life success comes often with a price, and the fragrance of rose is often accompanied by thorns. Similarly, in bakeries sweetness arrives at the taste buds after chartering successfully through a series of operational challenges and worries. Behind the glamour and creativity of bakery industry often lie grinding hard work and thoughtful planning.

Not much unlike life, bakery business is all about mixing and matching of the available resources, which in bakeries include ingredients, equipments, manpower, technology and innovative zeal among others, and if these resources are directed in the right manner, they can foster the growth and profits for the entrepreneurs engaged in bakery business, and also bring a slew of new products in to the market to match the continually evolving and discerning consumer preferences.

If one goes on asking the very clichéd question 'what inspired you the most to get into the bakery business?' to the individuals running bakeries throughout the country, the

responses received would vary from person to person, from competition to competition.

Delving into the bakery business with profit in mind, the prospect of producing good output with fewer inputs, encouraged very low possibility of incurring long-term losses in bakery business in India. It is because of high demand for bakery products in today's times and the fact that the sales of bakery products are not hugely affected by economic factors are aspects which encourage individuals or companies to foray into this business.

If for some it is the profitability factor that attracts them towards this line of business for others, it was just the sheer love for baking that enthused them to open and establish their outlets. However, of course they wouldn't mind the profits too.

Growth Factors

Like the way 4 Ps – Product, Place, Price and Promotion – define the marketing of any business enterprise, in a similar manner

there is a four 'I' factor that believe to be crucial in the bakery business. The four Is' are Investment, Insights, Individuality, and Innovation.

When the entrepreneur, or for that matter a would be entrepreneur, decides to open a bakery outlet, the story begins with the investment. Of course, besides this financial investment, you also need some other tangible investments in the form of hard work and time, and intangible investments like passion and a burning desire to succeed, if want the financial investment to incur handsome returns.

The financial investment will obviously vary keeping in mind the various standards that the business owner will undertake to build the brand, which can range from the commercial space rent to the type of equipment being purchased for the kitchen, and from furniture to bulk purchase of raw materials and ingredients in advance.

Investment and insights are necessary factors for starting and operating a bakery



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and brand loyalty are the main drivers of growth but supply chain and distribution infrastructure are clearly big challenges for the bakery industry of India as compared to the other developed markets worldwide.

India has sheer paucity of big distribution companies pertaining to the bakery industry, the cold chain infrastructure is not developed and the condition of roads is pitiable, hindering transportation in the process. Hygiene and quality control issues coupled with resistance to adopting new technology and the overall lack of zest towards innovation in the industry are a few critical areas where we need further improvement.

Maintaining a Clean Bakery

Maintaining the cleanliness of bakeries

business, while the later two, that is individuality and innovation, are sufficient factors for operating a bakery business, but at the same time they are necessary factors for the growth of the business over a period of years, amidst fierce competition. Individuality and innovation assume great importance especially when there is a differentiating factor into consideration between other competitions in the market.

Operational Challenges

These above-mentioned four factors do and/or can have their presence in myriad facets of bakery operations, which are often pregnant with several challenges and impediments. Even though one might expect high returns, the operational challenges faced in this line of business are pragmatic and unpredictable at the same time.

Maintaining product quality, its freshness and finishing, maintaining logistics, manpower management, managing inventories, providing proper service are few of the many important facets of this business.

Often one cannot anticipate the daily sales and wastes in the day-to-day bakery operations. On some days the footfall can be high while on other days the business can be slow; sometimes without any apparent reason whatsoever.

Preventing the iteration rate of skilled labour, procuring the right raw materials



from trustworthy vendors, balancing production and wastage are some of the many operational challenges faced in retail bakery business.

On enquiring about the specific nature of operational challenges that the retail bakeries face in today's times, according to operators two of the very basic and most important challenges faced in the business are the procurement and retaining of quality skilled manpower, and the hassles faced in availing the appropriate and quality raw materials on time.

However, these operational challenges in the bakeries have a macro dimension too. There is a larger aspect to the challenges faced by the industry altogether. Volumes

is also an onerous task, considering that its environment is prone to get dirty by continual exposure to flour dust, oil, grime, water, and other ingredients. Bacteria and germs lurking in the kitchen can also infect cooking and eating, and can consequently have a negative effect on health. Food poisoning and diarrhea are some of the conditions which can be caused by preparing food in a dirty, germ-infested kitchen. These F&B rules apply to bakeries too.

Effective pest control, ensuring proper sanitisation and maintaining quality cleanliness standards in the bakery kitchens are some of the methods that can ensure healthy bakery. Good refrigeration systems are necessary for preventing wastage and



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thereby affecting the bottom lines.

Besides having all hygiene standards and licenses in place, there should be regular checks at the bakery to make sure that everyone is well sanitised. Once the bakery is clean and hygienic, half the work is done. We must ensure that chefs work in the cleanest possible environment. Proper waste disposal also adds on to the sanitary standards.

Healthy Pressure

The looming threat of lifestyle diseases and global awareness is making the urban Indian society, particularly the upwardly mobile urban Indian society, more health conscious, whose effect can be felt in the bakery business too.

The continual demand for health food in the market is also presenting itself as a challenge for bakeries. People's notion of health food seems to keep changing fairly swiftly and keeping pace with the trend while making sure to not compromise on the tastes is a difficult balancing act faced by the retail bakery outlets and chains in these times. To cope up with and maintain the expectations of customers for healthy bakery products without compromising on the taste of the bakery products is definitely a challenge.

It happens to be quite a challenging task for bakers to balance out healthy and fatty food; after all the business thrives on confectionery. Nevertheless the efforts of shelling out healthy desserts are gaining momentum.

Operators have started using cholesterol free butter which is made from skimmed milk. It doesn't contain hydrogenated fats and has very negligible trans-fats and saturated fats. So while many bakeries use dalda and some use quite reprehensible margarine that are cheap and give a good taste but are not healthy at all, they pay for quality ingredients to ensure that our quality standards for products are impeccable.

For example, the cocoa used in various products is of a much higher quality than the market standards and some happens to specialise in entirely egg less products, so both the vegetarian and non-vegetarian crowd are attracted to it.

However, some bakers believe that desserts are rarely healthy, and neither many of these bakers strive to create healthy desserts. According to them people who indulge in these products are either people who come in once in a while to treat themselves, or people who are not obsessed about diet and fitness.

The Bottlenecks

Moreover, despite the apparently optimistic scenario in the Indian bakery industry, not all bakery businesses are making huge profits after covering the operational costs. Costs are extremely high. Salaries, ingredients, and commercial rental costs make the margins in the business extremely slim. Certain suppliers, that have a monopoly, almost increase prices by 20-30 percent annually.

There is a need for government to reduce

the rate of taxes and duties. Even though the government has initiated certain reforms such as rationalisation of food laws, establishment of mega food parks and opening up of multi-brand retail to FDI, it is also advisable that they provide impetus to logistics facilities and supply chains and also formulate a national policy for the bakery industry.

Operators stated their concerns by avowing that the spiraling high costs of raw materials and increasing import duties tend to impede the bakery production with imported quality raw materials. The government can lend a hand by bringing in a reduction in the taxes. Moreover, not only the consumers will have relief but also the retail bakery business will see growth if the duties on imported bakery products is reduced.

Human Resource

It is true that bakery industry in India is faced with a perpetual difficulty in obtaining, training and retaining skilled manpower. Therefore once the bakeries get quality employees, it is always advisable to treat them with good facility and respect. Until and unless the staff is encouraged and given the proper impetus to engage in quality work along with other benefits, results are not expected to be good.

In this context it is desirable that on-duty meals, medical leaves and occasionally bearing of medical expenses, along with the facility of paid emergency leaves and maternity leaves should be introduced in the bakery business, which include even the unorganised bakery business, more rampantly,

NewGen entrepreneurs also encourage education. University education is encouraged and examination leave is also provided to staff who might want to continue their studies and finish their education.

When the bakery industry is looked upon from a distance, it might just seem to be a world full of sweetness to the unreflective eye. But when one does some exploration, one realises the amount of hard work and hurdles that bakery business units face on a regular basis, in order to survive the competition and thrive through growth.

However, what is heartening that the bakery business in India, not much unlike life, is growing impressively despite being impeded by multiple challenges. ■



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In the vibrant world of confectionery, Boxello™ stands as the maestro of artful packaging, enchanting bakers and pastry chefs alike. With a passion for



transforming delectable creations into visual masterpieces, Boxello™ has become the go-to destination for bespoke bakery boxes and packaging solutions.

Founded by Anju Goel, Boxello™ prides itself on a 13-year legacy under its mother company, SDG Technoprints Pvt Ltd, equipped with state-of-the-art German Heidelberg Printing & Binding Machines. This powerhouse duo seamlessly blends creativity and precision, offering a spectrum of customizable options that cater to the unique visions of bakers and pastry chefs.

Boxello's™ tall cake boxes, brownie boxes, and Diwali hamper gold foiling boxes, adorned with luxurious finishes, elevate the presentation of sweet creations to an unparalleled level. The company's commitment to sustainability and food safety further reinforces its appeal to the discerning readers of Bakery Review.

As a beacon of innovation in packaging, Boxello™ invites bakers and pastry chefs to explore a world where each box tells a story, ensuring that the first impression is as delightful as the treats within. Reach them for a journey where art and functionality converge, turning every dessert into a visual masterpiece.

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Subscription-Based Service Robots

In an era dominated by technology, cutting-edge innovations are often perceived as exclusive luxuries. The digital landscape is ever-evolving, leaving many on the side-lines, yearning to immerse themselves fully in the world of digitalisation. Yet, a promising solution emerges in the form of subscription-based service robots, poised to revolutionise the concept of smart dining by enhancing affordability, accessibility, and holistic technological integration within restaurants.

In the contemporary restaurant landscape, establishments are confronted with pivotal challenges. Addressing the prevalent issue of employee turnover demands innovative retention strategies. Maintaining a seamless customer experience is crucial; even a single average interaction can significantly impact patron perception. In the wake of the post-pandemic era, stringent hygiene standards require unwavering attention. Managing operational costs while delivering quality service is a delicate balancing act.

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Embracing this model is akin to having a dependable "Robot-as-a-Service" team member. The monthly plan seamlessly covers all vital operational aspects, from maintenance to accessibility features, ensuring a hassle-free experience. No concerns about initial investments, insurance, or cumbersome maintenance tasks – the service provider takes care of it all.

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Chef's Choice

Knife is said to be 'life' of a chef. In fact, holding on to a good quality of knife is as important as for any user in the kitchen. In this very segment the most exclusive branded knife of India, which has been closely associated with star hotels and catering units is Remington Steel. Over the years the company has won an essential place in the commercial kitchens of India. The knives are made from tough, carbon stainless steel that ensures greater edge retention. These knives are heat treated and tempered in an inert atmosphere.



Remington knives are appreciated due to its sharp, long lasting edges, user-friendly shapes and sizes and wide range that it offers. The wide range includes French Cook's Knives, Paring Knives, Steak Knives, Vegetable Knives, Carving Knives, Slicing Knives, and many more. Remington Knives are fully forged to shape from high tough, Carbon Stainless Steel that ensures greater edge retention. Remington Knives are heat treated and tempered in an inert atmosphere. Edges of Remington Knives are ten times sharper and longer than the conventional knives. They are known for their full-length tang for perfect balance and for easier and less tiring cutting.

Quality of Remington Knives is at par or above as compared to imported knives. They are precisely handcrafted and finished with each blade honed to an exact perfection and lasting experience.

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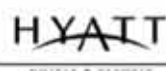
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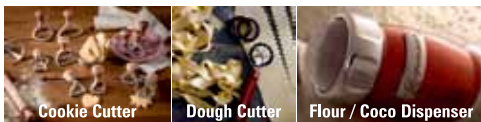


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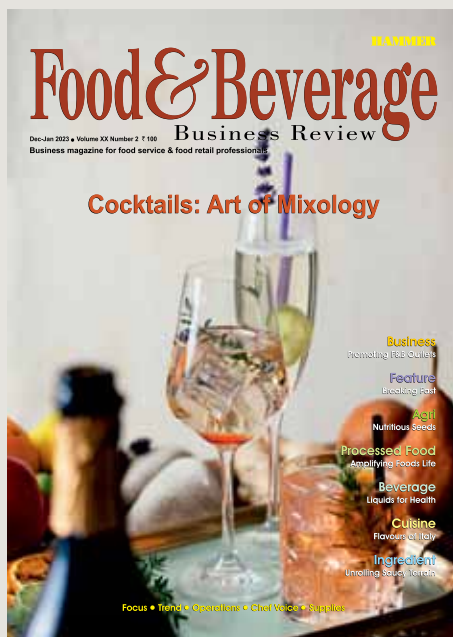
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“My Work is My Steady Source of Motivation”

Chef Nelson Alphonse Fernandes, Executive Pastry Chef

The Westin Mumbai Powai Lake & Lakeside Chalet, Mumbai – Marriott Executive Apartments



With an experience of over three decades in properties across the world including Paris, Middle East and India, Chef Nelson is popular for his award-winning expertise, which includes silver medal he won at the Great Indian Culinary Challenge in 2006. He worked at the Intercontinental in Dubai, Sheraton in Kuwait, The Aman Lodhi, JW Marriott Aerocity, The Claridges in Delhi, Park Hyatt in Goa, Le Royal Meridien in Mumbai. Chef Nelson also worked in Almana Group's leading bakery brand 'Lazord' in Saudi Arabia where he trained under Chef Cyril French and worked for five years. He has had the honor of being trained by Chef Bonnet Meilleur Ouvrier de France, for six months at Le Meridien Paris.

At Renaissance Mumbai, Chef Nelson is responsible for overall bakery department which he undertakes with his customary élan, professionalism, innovation, eye for detail, and leadership abilities. Chef Nelson will also be taking up the task of training his team to upscale their existing skills for handling luxury MICE events and destination weddings. Chef Nelson has regularly exhibited his ability to adapt and innovate with changing trends. In an informal conversation with **Sharmila Chand**, he talks about his work philosophy and more.

What are the current hot trends in Indian Bakery industry?

Health and Wellness- Consumers are increasingly seeking healthier bakery options, such as whole wheat bread, gluten-free products etc.

Customization and Personalization- Guests are looking for customized bakery products tailored to their preferences.

How did you become a Pastry Chef?

Pastry has always been my passion hence I feel I was destined to be a Bakery Chef. It not only allows me to be a creative artist at work everyday, but also gives me immense satisfaction when I see a beautiful product getting ready through my skills. It's aroma, visual appeal and taste, contribute to delight all the senses.

What is your working (Cooking) philosophy?

I like to keep it simple. I always want to improve at my job. I enjoy learning new things, gaining new skills and becoming proficient in tasks or studies that I already understand.

What are your Hot selling bakery items?

Hot selling product in my Bakery are- Butter Croissants and Freshly Baked Breads.

What is the demand these days in Bakery?

Increasing demand for healthy, fibre-oriented, gluten-free and sugar-free product,

and now days, people are becoming more health conscious, even when considering and going out to eat bakery products.

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

I always find alternatives which are healthier like instead of refined sugars I try to use more of natural sugars or Jaggery.

Your favourite tool?

My favourite tool in bakery is a whisk. I keep one handy for quick usage.

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

Shelf life management- No one likes biting into a slice of bread only to find the loaf has gone stale, and the ramifications of such a negative customer experience can be serious in a sector as competitive as bakery.

Allergen control- We really need to keep in mind the allergens before serving anything to our guests. It can cause serious and adverse reactions.

Changing consumer preferences- To remain relevant as a brand and capture your slice of the audiences these items appeal to, we need to be able to iterate on ideas and launch new offerings quickly.

What do you like about your job?

Allows me to be creative and accomplish my dream of serving people.

What is your strength as a bakery chef?

I can never let go a customer unhappy.

What are you passionate about besides baking?

Customer satisfaction.

How do you like to de-stress?

Listening music.

What are your dreams?

My dream is to create a legacy by teaching young generation through my life experiences.

What is your Mantra for success?

Failures are the stepping stones to success.

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

These days millets. I like to use different millets in different products, be it tart base, breads etc.

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

My favourite chef is Bonnet Meilleur Olivier De France. He is my idol and I have learnt a lot from him.

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

My go-to comfort food is home-style cooked food which either my mother or my wife has cooked.

How do you describe yourself in one sentence?

A chef who is constantly looking for new challenges, new trends and learning to create outstanding bakery products.

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