

AUG-SEP '24 VOL. XVI NO. 2 ₹ 100

BAKERY

Business Magazine for Bakery & Confectionery Professionals

REVIEW

Business
Market for Mithai

Ingredient
Spread with Margarine

Product
Biting into the Burger

Operations
Refrigeration in Bakery

Hygiene
Steam Cleaning

Chocolate
A Delicious Delicacy



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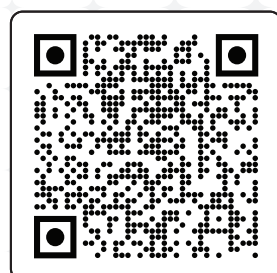
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Editorial



Chocolates have become popular among people of all ages. Chocolate is a delicacy that has everyone drooling. It is not just a tasty, sweet and desirable item but it also portrays love, affection and friendship as it is presented to the dear ones for all special occasions. Cover story delves on the popularity and effects of this appealing and much desired item.

Sweets and desserts have become a growing phenomenon in the country today. The demand for Indian sweets is robust across urban and rural areas, and are the centre of attraction not only during festival time but also for all special occasions. Mithai also contributes significantly to the Indian snack industry. Business story look into various aspects of the industry and its changing scenario.

Ingredient section talks about Margarine widely used in bakeries in making cookies, pastry dough, piecrust and main course dishes. Product section finds how burger has emerged as a very popular snack in the Indian fast food space. The Hygiene section finds about Steam Cleaning and how steam and very high water temperature systems are likely to provide superior and economic cleaning.

Refrigeration is one of the most important commercial equipment in bakery industry. Choosing the right refrigeration products is essential for establishments to ensure quality processes but also preserve food too. Operation story finds it is essential to know that the equipment models one selects is perfect fit for the establishment.

The regular sections updates on latest news, reports and events.

BAKERY

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India Bakery Exhibition 2024: A Grand Success at Chennai Trade Center



the variety of products displayed. From cutting-edge baking equipment, and raw materials to packaging solutions and creative designs, the exhibition offered a comprehensive experience for those looking to enhance their business or expand their baking knowledge.

Live demonstrations and workshops by expert chefs were major attractions, where visitors learned new techniques and received hands-on experience with innovative baking processes. Industry leaders also took the opportunity to conduct seminars, offering insights into sustainable baking practices, the rise of healthy and organic ingredients, and the impact of evolving

The India Bakery Exhibition 2024, held from 20th to 22nd September at the Chennai Trade Center, proved to be a resounding success. With over 180 exhibitors showcasing their latest products, technologies, and innovations in the bakery and confectionery industry, the event attracted a large crowd of baking enthusiasts, professionals, and industry experts.

The exhibition, organized to promote growth and innovation in the bakery sector, saw an impressive turnout with 15,000 recorded visitors. These attendees included bakers, pastry chefs, bakery owners, and entrepreneurs, all eager to explore the latest trends, machinery, and ingredients shaping the future of the industry.

One of the key highlights of the event was



consumer preferences.

The India Bakery Exhibition 2024 not only served as a platform for business networking but also fostered collaboration and knowledge exchange among industry players. Many exhibitors reported positive feedback, with numerous business deals and partnerships being initiated during the three-day event.

In conclusion, the event once again cemented its position as a premier platform for the bakery industry, contributing significantly to the growth and development of the sector in India. As the curtains fall on the 2024 edition, the industry looks forward to even bigger and better editions in the years to come, further elevating India's presence in the global bakery market.

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ICF Announces The 21st Annual Chef Awards



The Indian Culinary Forum (ICF) present the 21st Annual Chef Awards, a premier celebration of culinary excellence in India. Set for October 17, 2024, at The Ashok, New Delhi, this esteemed event is one of India's oldest and largest culinary gatherings, bringing together top chefs, innovators, and gastronomic artists from across the country. Renowned for recognizing exceptional creativity and skill, the Chef Awards will this year offer a remarkable tribute to the evolving art of Indian cuisine.

With around 200 participants, the Chef Awards culinary competition will span diverse categories, including Master Chef of the Year, Kebabs, Indian Patisserie, Indian Sweets, International Cuisine, North Indian Cuisine, Oriental Cuisine, and Student Chef of the Year for both male and female contestants. Reflecting the diversity of India's culinary heritage, the competition promises to be both fierce and inspiring.

Participants will be evaluated by a distinguished panel of judges, all chefs and hotel industry stalwarts, certified by the World Association of Chefs Societies (WACS), ensuring the highest standards. This year's jury will be chaired by Chef Rajiv Gulshan, Dean at Le Cordon Bleu Gurugram, G D Goenka University, with Chef Rajiv Chopra serving as organizing secretary to oversee the event's smooth execution.

Chef Davinder Kumar, President of the Indian Culinary Forum, said, "The Chef Awards and Knowledge Summit have become cornerstones of our mission to

recognize and uplift the profession in India. We are excited to once again celebrate the extraordinary talent and dedication of our chefs, who continue to push boundaries. We anticipate an inspiring event that will foster unity and innovation in the community."

In addition to the competitive categories, the ICF Chef Awards also acknowledge industry veterans with awards for lifetime achievements and contributions. These include the Lifetime Achievement Award, Golden Hat, Silver Hat, Academic Silver Hat, Pastry Chef of the Year, and Lady Chef of the Year. Selected by a respected jury, these awards highlight individuals who have made a meaningful impact on the industry, reflecting the ICF's dedication to supporting both emerging talent and

established leaders.

Chef Vivek Saggarr, General Secretary of the Indian Culinary Forum, added, "The Annual Chef Awards and Knowledge Summit are about celebrating the best in our industry. This year, we're eager to uncover new trends and showcase the diverse talents of chefs from across India. Our goal is to inspire progress and elevate the culinary community through meaningful discussions that will shape the future of our profession."

The 12th Knowledge Summit, held alongside the Chef Awards, is a key event that brings hospitality leaders, educators, and critics together for a day of insightful discussions. This year's summit will delve into the theme "Culinarians in the AI Era - Tiptoeing the Fine Line," a topic that is highly relevant to the industry. The Knowledge Summit is a platform that facilitates the exchange of ideas, best practices, and strategies to address key challenges in the culinary world, aligning with the ICF's mission to celebrate excellence and advance the profession.

The Indian Culinary Forum is India's association of Professional chefs of India. It was formed in New Delhi in 1987 as an exclusive non-profit-making organization, dedicated solely to the advancement of the culinary art of India. The Forum's objective is to act as a link, a platform and an instrument for the enhancement and overall development of the national community of chefs. The ICF has an international culinary focus in the staging of its various competitions, seminars, and events.



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SCAN TO EXPLORE



Pastry Queen India 2024

A Grand Showcase of Culinary Excellence



The much-anticipated 4th edition of Pastry Queen India 2024 concluded with resounding success on August 3-4 at the India Expo Centre & Mart, Greater Noida, NCR, India. Organized by Hammer Group, publishers of Bakery Review, and India Exposition Mart Ltd, Organizers of IHE 2024, the event was a celebration of extraordinary talent, innovation, and culinary artistry of professional female pastry chefs from across India.

Themed "Revolutionary Women," this year's event invited participants to interpret and portray the narratives of women who have revolutionized and inspired the world through their innovations and endeavors across various domains, including music, art, entertainment, science, history, fashion, sports, and literature.

Unveiling the Talents

The competition witnessed an impressive

lineup of contestants from renowned institutions, each showcasing their skills and creativity. The contestants and their mentors included:

TC Grand Chola, Chennai

- Contestant: Deepthi Joji Joshua
- Mentor: Vivek Kadam

Academy of Pastry & Culinary Arts, Gurgaon

- Contestant: Juhi Chugh
- Mentor: Sehaj Ghuman

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REVIEW



**INDIA INTERNATIONAL
HOSPITALITY EXPO**
INDIA EXPO CENTRE & MART
AUGUST 03 - 06, 2024

SIGEP
WORLD
18-22 January 2025
Rimini Expo Centre, Italy

Ecole Ducasse ISH, Gurugram

- Contestant: Sana Khan
- Mentor: Aabhas Jain

The Leela Palace Hotel, Gandhi Nagar

- Contestant: Kinjal Rathod
- Mentor: Ashish Bhasin

La Meilleure, Gurugram

- Contestant: Kashish Sharma
- Mentor: Yogesh Sharma

La Lavash, Delhi

- Contestant: Praniti Jain
- Mentor: Sachin Rathor

Academy of Pastry & Culinary Arts, Bangalore

- Contestant: Kareena M Dadlani
- Mentor: Pratyay Keny

Competition Categories and Judging

The participants competed in various categories, including:

- Plated Dessert
- Innovative Leavened Breakfast Product
- Chocolate Cake/Entremet
- Street Food with Innovative Packaging
- Display Show Piece (Chocolate/Sugar)

Additionally, they were judged on Cleaning/Hygiene and Buffet Presentation in front of a live audience during the IHE Expo 2024. Esteemed jury members, including Dr. Balendra Singh, Chef Parvinder Singh Bali, Chef Mukesh Singh Rawat, and Chef Eureka Araujo, ensured the highest standards of evaluation and recognition.

Crowning the Winner

After two days of intense competition and meticulous judging, the title of "Pastry Queen India 2024" was awarded to Chef Kashish Sharma from La Meilleure, Gurugram. Chef Kashish Sharma

impressed the judges and audience with her exceptional skills, creativity, and adherence to the theme "Revolutionary Women."

Prize and Recognition

The winner will now represent India at the Sigept 2025 show in Italy, with travel and accommodation expenses covered. Chef Kashish Sharma will also receive advance Pastry training at the esteemed Cast Alimenti in Italy, further honing her skills and gaining international exposure.

A Platform for Growth and Excellence

The Pastry Queen India event aims to provide a training ground for large international events while showcasing the talents and future of young pastry chefs. By spotlighting these talented individuals, the event fosters a sense of belonging, goodwill, quality, passion, creativity, collaboration, and respect

among colleagues, integral to the ethics of the sector.

Acknowledgments and Quotes

Elle & Vire Professionnel and Delta Nutritives proudly sponsored the event, underscoring their commitment to nurturing culinary talent. Sanjay Anand, Director of Bakery Review, highlighted the significance of such events, "Events like Pastry Queen India are crucial for nurturing and showcasing the immense talent of pastry chefs in India. They provide a platform for young professionals to excel and inspire, boosting the pastry community and setting new benchmarks in the industry."

Pastry Queen India 2024 was a remarkable event, celebrating the creativity, passion, and skill of India's finest female pastry chefs. The event was a testament to the future of the pastry-making sector and an inspiring journey of culinary excellence.

"Pastry Queen India 2024" was awarded to Chef Kashish Sharma from La Meilleure, Gurugram. Her creations.



Pastry Queen India 2024

Participants

APCA Bangalore



Chef Kareena M Dadlani
Pastry Chef



Chef Pratyay Keny
Mentor

Ecole Ducasse ISH, Gurugram



Chef Sana Khan
Pastry Chef



Chef Aabhas Jain
Mentor

ITC Grand Chola Chennai



Chef Deepthi Joji
Pastry Chef



Chef Vivek Kadam
Mentor

APCA Gurugram



Chef Juhi Chugh
Pastry Chef



Chef Sehaj Ghuman
Mentor

La Meilleure Gurugram



Chef Kashish Sharma
Pastry Chef



Chef Yogesh Sharma
Mentor

La Lavash



Chef Praniti Jain
Pastry Chef



Chef Sachin Rathor
Mentor

The Leela Gandhinagar



Chef Kinjal Rathod
Pastry Chef



Chef Ashish Bhasin
Mentor

The Jury



Dr. Balendra Singh

Dr. Balendra Singh

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

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

Chef Eureka Araujo

Born in Mumbai & grown up in Goa, Chef Eureka graduated in 2012 from the Institute of Hotel Management, Catering Technology & Applied Nutrition, Goa. Later in 2014 she did her Taj Management Training Program, a Training program by the Taj group of hotels that is comparable



Chef Mukesh Rawat

to an MBA in Hospitality Food Production that moulds young chefs into future inspiring professionals. Thereafter she worked at the Umaid Bhawan Palace as Senior Chef-De-Partie Bakery, Patisserie & Confectionery, for 2 years during 2014-16. Chef Eureka joined the Academy of Pastry & Culinary Arts (APCA) in 2016 as a Pastry Chef Instructor and went on to be promoted as the Executive Pastry Chef at the Mumbai Centre.

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

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

Later she once again got the chance to represent India by becoming 'India Pastry Queen' at the 'World Pastry Queen' championship in 2023, where she won the Bronze Medal, among the best from around the world. During her tenure at APCA Chef Eureka got the opportunity to learn from multiple master chefs from



Chef Eureka Araujo

around the world including Chef Johan Martin, Chef Jean Francois Arnald, Chef Amaury Guichon, Chef Wei Loon Tan, Chef Christophe Morel, and Chef Emmanuele Forcone to name few. She participated in various workshops on Sugar Display, Chocolate & Pralines, Viennoiserie & Tarts and modern French Pastries to further hone up her skills.

Chef Mukesh Rawat

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

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

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

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

In 2018 he headed team India in Junior

Pastry team championship and won Gold medal.

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

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

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

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



Chef Parvinder Singh Bali

Chef Parvinder Singh Bali is a distinguished culinary professional who spent 3 decades at Oberoi Hotels, renowned for his exceptional expertise and innovative approach to gastronomy. With a career spanning over three decades, Chef Bali has honed his skills in various prestigious kitchens around the world. At Oberoi Centre for Learning and Development, he has played a pivotal role in elevating culinary standards, blending traditional techniques with contemporary flair. His passion for teaching and mentoring aspiring chefs is evident through his contributions to culinary education. Chef Bali's dedication to excellence and creativity has earned him a revered place in the culinary industry. Dr. Chef Bali is now set to open his Culinary and pastry school named School for European Pastry and Culinary Arts in Gurugram in October 2024. He has been a jury member in previous Bakery & Pastry events organised by Hammer Group.

The Organisers

HAMMER



Hammer Group - Pioneering the Bakery and Confectionery Industry

Founded in 1999, Hammer Group stands as a leading force in India's bakery and confectionery sector, delivering unparalleled expertise, industry insights, and knowledge. As a multi-faceted organization, Hammer Group encompasses both Hammer Management and Marketing Services, an event company specializing in world-class pastry and bakery events, and Hammer Publishers Pvt. Ltd., the esteemed publisher of Bakery Review magazine.

Hammer Management and Marketing Services

Complementing the publishing arm, Hammer Management and Marketing Services plays a pivotal role in the industry by organizing prestigious events dedicated to bakery and pastry professionals. These events provide an invaluable platform for learning, networking, and showcasing the latest advancements in the field, further reinforcing the group's commitment to fostering growth and innovation in the industry.

At Hammer Group, we are committed to empowering bakery professionals with the knowledge, skills, and opportunities needed to thrive in a dynamic industry. Through our publications and events, we aim to support and inspire the next generation of bakers, confectioners, and industry leaders in India and beyond.

The India International Hospitality Expo

The International Hospitality Expositions (IHE 24) continues to solidify its status as India's premier hospitality trade show, marking its seventh consecutive year of excellence. Organized by The India Exposition Mart Limited (IEML), this event is not just a gathering of over 55,000 B2B buyers from luxury hotels, resorts, and the F&B sector; it's a vibrant marketplace showcasing the future of India's hospitality industry.

IEML, located in Greater Noida, stands out as a premier MICE destination, featuring a sprawling complex of 2.5 million sq. ft. With over 800 permanent showrooms, 14 multi-purpose halls, and state-of-the-art facilities, it provides a sophisticated backdrop for international exhibitions and conferences. The venue has received accolades such as the Exhibition Excellence Awards 2022 and Best MICE Venue 2021-22, affirming its commitment to quality and innovation.

IHE 24 also Co-organised the Pastry Queen India and Master Bakers India challenges, further enhancing its reputation as a hub for culinary excellence. With world-class amenities, extensive logistical support, and modern safety standards, IEML ensures that every event is not just successful but memorable, making it the ultimate gateway to India's burgeoning hospitality business.

Yashika Bajaj - Celebrity Anchor and Motivational Speaker was our Emcee for Pastry & Bakery Events.



Yashika Bajaj is a dynamic communication specialist and former RJ at 92.7 Big FM. With over a decade of experience, she has hosted 3,500+ events, including corporate shows, award functions, and government events. Known for her engaging stage presence, Yashika has worked with brands like Apple, Google, and HDFC, and shared the stage with Bollywood stars like Ranbir Kapoor and Alia Bhatt. A career highlight was hosting the RRR movie promotion with SS Rajamouli and Jr. NTR. Yashika leaves a little sparkle wherever she goes, making her a standout in the industry.



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Master Bakers Challenge India 2024

Sandeep Kumar from Claridges Hotel Triumphs at Inaugural Event!



Master Bakers India announced the conclusion of its first-ever Master Bakers Challenge, held at the India Expo Centre & Mart, Greater Noida, NCR on 5th August 2024. The event saw the crème de la crème of India's baking talent come together to compete in a live, thrilling competition witnessed by a large audience attending the IHE Expo 2024.

Master Bakers India is dedicated to celebrating and promoting the art of professional baking in India. Through

competitions & community events. Master Bakers India aims to support and inspire bakers of all levels, fostering a vibrant and dynamic baking community.

Chef Sandeep Kumar from Claridges Hotel emerged as the winner of the Master Bakers India 2024 Challenge. With over 12 years of experience in the culinary field, Sandeep impressed the judges with his exceptional skill, creativity, and precision. His winning creations, which included Fougasse, Baguette, Bruschetta, Quiche, Sweet Bread,

and Savoury Bread, showcased his deep understanding of baking techniques and his innovative approach to flavors and presentation.

The participants were judged on multiple criteria, including Texture and Consistency, Taste/Flavours, Presentation and Creativity, Cleaning/Hygiene, and Buffet Presentation. The esteemed panel of judges praised the high standards and creativity displayed by all competitors:

Judges Dr. Chef Balendra Singh: Director

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REVIEW



**INDIA INTERNATIONAL
HOSPITALITY EXPO**
INDIA EXPO CENTRE & MART
AUGUST 03 - 06, 2024

at the Institute of Bakery & Culinary Arts New Delhi, Dr. Singh has over 20 years of experience in the hospitality industry, having worked at prestigious establishments such as Umaid Bhawan Palace Jodhpur and JW Marriott New Delhi. His expertise in international pastry cuisine and his focus on skill-based education have made him a leading figure in culinary education.

Kazem Samandari: Co-founder and Executive Chairman of L'Opéra (French Bakery Pvt. Ltd.), Kazem holds a Ph.D. in Industrial Economy and has over 45 years of professional and entrepreneurial experience. He has worked across more than 60 countries and was honored by the French Government with the prestigious title of Knight in the National Order of Merit.

Dr. Chef Parvinder Singh Bali: A distinguished culinary professional with over three decades at Oberoi Hotels, Chef Bali is renowned for his innovative approach to gastronomy and his dedication to mentoring aspiring chefs. He is set to open his Culinary and Pastry school named School for European Pastry and Culinary Arts in Gurugram in September 2024.

The Winners

“We are proud to recognize Sandeep Kumar as this year’s champion and His dedication to the craft and ability to push the boundaries of traditional baking truly set him apart. We believe his achievements will inspire many aspiring bakers across the country.” said Rajat Taneja, organizer of Master Bakers India 2024 from Hammer Group.

The first runner-up, Chef Prerna Kothari, a Senior Learning Facilitator at Le Cordon Bleu India, was awarded a Master Class from the School for European Gurugram worth Rs 30,000/-

The Support

The Master Bakers Challenge India 2024 was powered by DKG Sales Pvt Ltd and sponsored by Sigma SRL, both of whom



Chef Prerna Kothari, a Senior Learning Facilitator at Le Cordon Bleu India

provided the cutting-edge equipment and high-quality Ovens used in the competition.

The live event, filled with excitement, learning, and entertainment, offered attendees a unique opportunity to witness the artistry and precision of India's top bakers.

The competition’s objective was not only to identify the best professional

baking talent but also to inspire and educate visitors about the art and science of baking. The participants demonstrated their prowess in creating a variety of baked goods, maintaining high standards of hygiene and presentation, and delivering exceptional culinary experiences.

In addition to the accolades and recognition, Sandeep Kumar was awarded paid trip to Malaysia for three days of training at the Academy of Pastry and Culinary Arts Malaysia, covering airfare, stay, and training costs. This prize aims to further enhance his skills and provide international exposure to world-class baking techniques.

Organizers of Master Bakers India extend its heartfelt congratulations to Sandeep Kumar and all the participants who made this event a grand success. Their hard work, creativity, and dedication have set a high standard for future editions of the Master Bakers Challenge.

Participating Chefs

Ajendra Singh, Anushka Madaan, Bidur Kumar, Chandra Pratap Singh, Gul Mohammad, Prerna Kothari, Sandeep Kumar, Sohan Kumar.



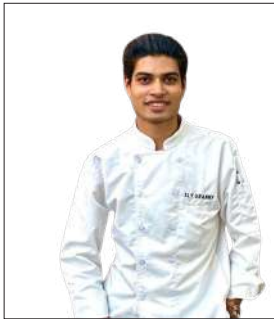
Master Bakers Challenge India 2024

Participants

Sohan Kumar



Bidur Kumar Mahapatra



Ajendra Singh



Chandra Pratap Singh



Anushka Madaan



Sandeep Kumar



Prerna Kothari



Gul Mohammad



The Jury



Kazem Samandari

Kazem Samandari holds a Ph.D. in Industrial Economy, an MS in Electrical Engineering, and a Business Degree from the Swiss Federal Institute of Technology in Zurich, Switzerland. With over 45 years of professional and entrepreneurial experience, he has been a pivotal figure in the global high-tech industry. Kazem has spearheaded six startups and worked across more than 60 countries on all continents. His extensive executive experience includes key positions at GMC Digital Printing Systems, Scitex Digital Printing, Inc., Kodak Versamark Inc., and Given Imaging Ltd. In 2014, Kazem founded KCSH & Associates in Singapore, specializing in assisting young high-tech companies to find business partners in Asia and expand their activities in the region. He also serves as the President of Terra Firma International. Kazem co-founded L'Opéra (French Bakery Pvt. Ltd.) and has served as its Executive Chairman since its inception in 2008. More recently, in 2022, he co-founded the Trajectories of Hope Foundation, dedicated to society-building endeavors. Kazem's career has been marked by professional exposure to various

cultures and traditions worldwide, enriching his global perspective and professional approach. In 2015, he was honored by the French Government with the prestigious title of Knight in the National Order of Merit (Chevalier de l'Ordre national du Mérite).

Dr. Balendra Singh

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

He gained wide knowledge in casual &

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

Chef Parvinder Singh Bali

Chef Parvinder Singh Bali is a distinguished culinary professional who spent 3 decades at Oberoi Hotels, renowned for his exceptional expertise and innovative approach to gastronomy. With a career spanning over three decades, Chef Bali has honed his skills in various prestigious kitchens around the world. At Oberoi Centre for Learning and Development, he has played a pivotal role in elevating culinary standards, blending traditional techniques with contemporary flair. His passion for teaching and mentoring aspiring chefs is evident through his contributions to culinary education. Chef Bali's dedication to excellence and creativity has earned him a revered place in the culinary industry. Dr. Chef Bali is now set to open his Culinary and pastry school named School for European Pastry and Culinary Arts in Gurugram in October 2024.

Master Bakers Challenge India 2024



Master Bakers Challenge India 2024



Master Bakers Challenge India 2024



Master Bakers Challenge India 2024



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Elle & Vire Professionnel®

A brand of tradition and innovation, Elle & Vire Professionnel has been catering to the finest chefs and emerging talents for over 75 years, showcasing our excellence in dairy production from Normandy. The consistency and performance of our creams and butters empower chefs to excel in their pursuit of excellence. We are proud to once again partner with the Pastry Queen India 4th edition.



Delta Nutritives Pvt. Ltd.

At Delta Nutritives, we understand our customers' expectations and strive to meet them consistently. We have established ourselves as one of the most reliable suppliers of dessert ingredients and equipment for ice cream manufacturing. Our extensive range of products includes Belgium chocolates by Callebaut, ice cream ingredients by Mec3, Italy, frozen berries and purees by Dirafröst (Belgium) and Ravifruit (France), fruit fillings by Dawn Foods, Belgium, and dairy products by Elle & Vire, France. In addition to importing and supplying these premium ingredients, we also manufacture cake premixes, glazes, pastry fillings, and fruit fillings for bakeries. Our product portfolio is complemented by a wide range of decorations, accessories, edible colors, velvet sprays, chocolate molds, industrial blenders, slush machines, and hot chocolate drink dispensers. At Delta Nutritives, we connect ingredients and expertise to deliver the industry's trusted brands right to your doorstep.



MOD Kitchen Equipment Pvt. Ltd.

MOD Kitchen Equipment Pvt. Ltd., known as MOD, is a leading provider of complete commercial kitchen and catering equipment solutions. Based in New Delhi, India, MOD specializes in turnkey kitchen projects, serving various industries. MOD is a trusted supplier of bakery and catering equipment to internationally acclaimed hotels, bakeries, coffee outlets, restaurants, educational institutions, and industrial units across the country. With a focus on quality and functionality, MOD delivers top-notch products and services to meet the diverse needs of its clients. MOD is a major sales and service provider in India for OZTI, a renowned commercial kitchen equipment brand from Turkey. With a ready stock of spare parts, MOD ensures prompt support for customer requirements. With expertise in manufacturing and importing commercial kitchen equipment, MOD's design team meticulously plans and designs layouts to optimize space utilization and facilitate smooth operations. MOD Kitchen Equipment Pvt. Ltd. is dedicated to customer satisfaction and has earned a reputation for excellence. Their commitment to delivering high-quality products, reliable services, and innovative solutions has made them a trusted name in the industry. MOD's expertise, strong industry relationships, and customer-centric approach position them as a reliable one-stop solution for all commercial kitchen and catering equipment needs.



RANS Technocrats (India) Pvt. Ltd.

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

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



Windsor Chocolatier

Welcome to the world of Windsor Chocolatier, where artisanal craftsmanship meets exquisite flavors tailored to your preferences. We take pride in creating batch-to-batch artisanal chocolates, ensuring each bite is a symphony of taste and quality that surpasses expectations. Our expertise extends beyond chocolates to crafting premium nuts pure paste, spreads, and praline paste, Candied orange peel catering to discerning high-end bakeries and passionate food enthusiasts. At Windsor Chocolatier, we also offer private labeling services for our esteemed national-level clients, providing tailored solutions that reflect your brand's identity and standards. If you're seeking unrivaled quality, personalized service, and a culinary experience that transcends the ordinary, we invite you to contact us and embark on a journey of unparalleled indulgence. The firm holds 5 Limca Book of Records and strives to be the largest premium chocolate company in India within ten years.

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Euro Foods Pvt. Ltd.

Euro Foods Pvt Ltd is a premier importer and distributor in India, dedicated to providing top-quality products to its esteemed clientele, including 5-star hotels, fine dining restaurants, retail chains, caterers, and bakeries. Specializing in a diverse range of offerings, Euro Foods proudly supplies chocolates, bread pre-mixes, frozen fruits and fillings, bar syrups, and Canned product etc. Committed to excellence, Euro Foods ensures that each product meets the highest standards of quality and taste. With a focus on delivering premium ingredients, Euro Foods enables culinary enthusiasts across India to elevate their creations to unparalleled heights.



IBCA

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



Sigma SRL

Sigma SRL specializes in delivering cutting-edge pastry, pizza, and bakery machinery, all crafted in Italy to elevate culinary creations. Their advanced equipment includes planetary mixers, twin-arm mixers, and professional dough sheeters, ensuring impeccable mixing for everything from delicate creams to complex doughs. Sigma's innovative pizza machines streamline every step of pizza preparation, enhancing both quality and efficiency. For artisan bakeries, they offer robust spiral mixers, twin-arm mixers, and precision dividers for perfect dough production, along with comprehensive solutions for dividing and forming bakery products. Sigma SRL provides unparalleled reliability and performance, with their full range of solutions available through DKG Sales Pvt. Ltd. in India.



DKG Sales Private Limited

DKG Sales Private Limited, established in 1987 by Dilip Kumar Gandhi, is a premier Delhi-based manufacturing company catering to the Indian hotel and restaurant industry. Specializing in high-quality cutlery, crockery, glassware, and kitchen equipment, DKG meets the unique needs of chefs. Their state-of-the-art facility ensures premium quality, innovation, and client-centric solutions, helping chefs create exceptional culinary experiences.



Products & Ideas (India) Private Limited

Founded in 2009, Products & Ideas (India) Private Limited is a premier importer of commercial kitchen and bakery equipment in India. We proudly support the Pastry and Bakery Industry with top-tier equipment from esteemed international brands, ensuring exceptional quality and service. We offer

premium quality products that meet high standards, providing a diverse range of commercial kitchen equipment including ovens, mixers, and table top refrigeration units. Our products boast superior shelf life and require minimal repairs, ensuring efficiency and reliability. We deal with renowned brands like SPAR, Stella, Ace Plus, Merrychef, Convotherm, Lincoln, Rowzer Plus, JTC, My Cook, Ideal, ITV, Antunes, and many more. Committed to innovation and excellence, Products & Ideas (India) Private Limited helps commercial kitchens and bakeries operate smoothly, ensuring success and satisfaction for hotels, restaurants, caterers, and more.



Anupam Industries

Anupam Industries, established in 1995, has become a prominent manufacturer and supplier of premium catering counters and related products. The company prioritizes innovation and customer satisfaction, offering a wide array of catering solutions, including stylish buffet tables like the AeroSpace and Chinese Buffet Tables. These products are designed to enhance food presentation while delivering practical functionality for various events.

With a strong commitment to ethical business practices, Anupam Industries ensures transparency in all dealings, fostering robust client relationships. Their catering counters are both aesthetically pleasing and specifically tailored to meet the diverse culinary requirements of caterers and event planners. This dedication to quality and service has positioned Anupam Industries as a trusted partner in the hospitality sector.

Under its own brand, Anupam Royals, the company showcases superior craftsmanship and design, reflecting its commitment to excellence and innovation in the catering industry. The product lineup includes elegant catering counters, a variety of chafing dishes to maintain food warmth, an assortment of crockery including platters and bowls, versatile display stands, comfortable banquet chairs, and refined cutlery sets to elevate the dining experience.

Culinary Knowledge Exchange Event at IICA

The International Institute of Culinary Arts (IICA), New Delhi hosted an exceptional event featuring Celebrity Chef Cyrus Todiwala, Chef Pervin Todiwala, and Chef Andy and the students from The Sheffield College, UK. The event brought together students from The Sheffield College, winners of the prestigious Zest Quest competition where the title sponsor was Tilda Rice, and students of IICA in a unique knowledge exchange that highlighted the rich traditions of British and Indian cuisines.

The Zest Quest competition, conceived by Chef Cyrus and Pervin Todiwala over a decade ago, aims to inspire British students to delve into and master Asian cuisines. This event marked a continuation of their vision, fostering cross-cultural culinary learning and appreciation. During the event, Chef Andy conducted a hands-on training session, where he introduced IICA students to an authentic British menu.



Simultaneously, students from The Sheffield College were immersed in a classical Indian menu under the guidance of IICA's expert faculty. This interactive exchange allowed students from both institutions to broaden their culinary horizons and develop a deeper understanding of each other's culinary heritage.

Phoebe Tutty, a student from The Sheffield College, shared her excitement, saying, "My favorite part of the class at IICA was that I learnt how to use the Tandoor." Another student, Joe Deffries, expressed his enthusiasm, noting, "It's been really good, and my favorite part was learning an authentic Indian dessert."

The event concluded with Chef Virender S Datta, Founder & Chairman of IICA, congratulating both faculties and students for the successful exchange. He remarked, "This event was a shining example of how culinary education can bridge cultures and bring people together. I extend my heartfelt thanks to Chef Cyrus and Pervin Todiwala for organizing this fantastic initiative and look forward to many more such collaborations in the future."

Mumbai gets a New International Pizza Outlet

TwentySeven Pizza & Bakes, helmed by Aditya Dugar (director, Urban Gourmet India), has opened its first-ever outlet in Mahalaxmi, Mumbai. With an enviable pie menu created by International Pizza Consultant and 'Pizza Czar' Anthony Falco, each bite makes the distance between New York and Mumbai that much shorter. The outlet has brought New York flavours of a Classic Cheese Pie, a Barbeque Chicken Pizza or the Basil Pesto with Potato to Mumbai. Documents.

2024 California Walnut Industry Crop Estimate Released



The USDA's National Agricultural Statistics Service (NASS) released the official 2024 California Walnut Industry Objective Measurement Report on Wednesday, September 4, 2024. The 2024 California walnut production is forecasted at 670,000 tons (607,814 MT), down 19% from 2023's production of 824,000 tons (747,520 MT). The forecast is based on 370,000 bearing acres, down 4% from 2023's estimated bearing acreage of 385,000 acres.

The September 4th announcement from USDA provides the industry with an objective crop volume estimate. Using scientific methodologies, USDA field staff counted, measured, weighed, and evaluated thousands of walnuts from major growing regions in July and August for use in a statistical acreage model to establish the annual walnut crop estimate.

In addition to the updated acreage and crop estimate, the CA walnut industry is finalizing the close out of the 2023 crop year. While final shipment and inventory figures will be released later this month, preliminary data indicates that the 2023 crop is virtually sold out.

"As anticipated, the upcoming 2024 crop is lower than the historic record crop of 2023 and will deliver the high quality that defines California walnuts globally," said Robert Verloop, Executive Director and CEO of the California Walnut Board and Commission. "The 2024 estimated crop size, while moderate, is similar to the 2019 crop. In addition, due to strong summer demand, we expect the end of season shipment report to show the carry-in volume to be substantially less than last year. Combined, the carry in and new 2024 crop volumes are very manageable, providing improved seller and buyer confidence and stable markets.

"As an industry, based on the favorable crop statistics and overall market conditions, we feel confident about the upcoming crop year. We continue to focus on delivering quality all the way to the consumer, with enhanced handling of walnuts through the supply chain and increasing our demand-building initiatives to drive more sales and excitement for California walnuts. We continue to work to make walnuts more relevant to consumers as a nut for every day eating occasions and partnering with retailers, bringing visibility and excitement to walnuts with expanded offerings of package size options, flavors, and more walnut products. Together as an industry, we are focused on building more consumer demand while delivering high-quality California walnuts around the world."



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Euro Foods India Limited stands as a beacon of excellence in the realm of imported and exported food products. With a relentless commitment to quality, we have carved a niche as a premier importer and distributor of high-end food brands, focusing on bakery-centric delights. Our discerning clientele, including 5-star establishments, top restaurants, bakeries, cafes, airlines, and more, rely on us for sourcing exceptional products.

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For E-Catalogue

Deliciae by Bunty Mahajan Opens in Bengaluru!

Mumbai's premium patisserie, Deliciae by Bunty Mahajan, is taking its leap of expansion into Bengaluru. Successfully serving custom celebration cakes, wedding cakes, and mastering the art of fresh seasonal fruit cakes and desserts, these delicious delights will now be available to folks at their flagship store in Indiranagar and across online platforms in Bengaluru.

Deliciae is poised to fill a significant gap in Bengaluru's cake & dessert scene, offering premium quality and artistry in every bite.

With its beginnings in 2004, by mother-son duo Bunty and Suchit Mahajan, Deliciae marks its 20th anniversary this year. Deliciae's signature cakes & desserts include the Biscoff Cheesecake, Belgian Chocolate Cake, Almond Nougat Cake, Tiramisu Gateau, Tres Leches, and a wide collection of seasonal fresh fruit cakes including Strawberries, Fresh Alphonso Mangoes and Fresh Raspberries & Mixed Berries. In this season from August to November, Deliciae will focus on a Fresh Raspberry & Mixed Berry Collection of cakes and desserts.

Deliciae's promises that at any given time, they will have a minimum of 20 cake & dessert flavours to choose from, ranging from chocolate, cheesecakes, and the fresh fruit collection. And all this, made fresh, and within 30 minutes of placing your order.

The newly launched dessert store also features a bespoke coffee program, showcasing the Deliciae Blend - a meticulously crafted combination of 80% Washed Arabica and 20% Washed Robusta beans, sourced from the BR Hills and Sakleshpur regions. This blend offers a creamy texture with rich notes of milk chocolate, hazelnut, and caramel, providing a well-balanced and smooth cup of coffee. Popular menu items include the bold Cappuccino and Americano, with the Mocha gaining traction for its balanced flavour.



Italian Pizzas Now in Gujarat

Si Nonna's, the pioneer of authentic Neapolitan sourdough pizzas, has launched its first outlet in Surat, Gujarat. It brings the taste of Naples to the heart of Surat.

Ayush Jatia, the visionary behind Si Nonna's, stated, "Our new restaurant is aimed at introducing our unique Sourdough Pizza offerings & more to the people of Surat. We are confident that Surat will embrace sourdough pizzas with great enthusiasm. Our goal is to create an experience that goes beyond just food: we want to offer a little piece of Naples right here in Surat."

Si Nonna's open kitchen is a stage for culinary artistry. Guests can watch as chefs craft the restaurant's star attraction, its Sourdough Pizzas, including the

crowd-favourite Pizza No. 3 with its perfect blend of mozzarella, Kalamata olives, and capers. Beyond pizza, the menu features hearty panuozzos, like the mushroom and bell pepper panuozzo.

Complementing these mainstays are a selection of refreshing salads, fried delights, and delectable sides. Beverage options include a selection of Si Nonna's coolers and a variety of iced teas. In Desserts, patrons can indulge in Tiramisu, Affogato, and multiple flavours of Gelatos: Sicilian pistachio, Belgian Dark Chocolate and more.

Si Nonna's Surat outlet is a modern ode to the Italian style. The restaurant's contemporary design, featuring a blend of earthy tones and vibrant accents, creates a warm and inviting atmosphere.



Antarctica Equipment and Valmar Join Forces

Antarctica Equipment, manufacturer and supplier of temperature-controlled display equipment in India, announced its partnership with Valmar Global d.o.o., a leading global manufacturer of high-efficiency ice cream production equipment. This collaboration marks a significant milestone, introducing Valmar's innovative solutions to the dynamic and fast-growing Indian market.

With a legacy of innovation and a commitment to quality, Valmar, founded in 1987, has established itself as a specialist in manufacturing high-efficiency artisan



batch freezers and high-capacity batch freezers, catering to the diverse needs of the food sector. The expertise of Valmar and

the quality of their machines are renowned for their technological advancements, reliability, and long lifecycles, instilling confidence in their performance.

Antarctica Equipment, with its extensive network and deep understanding of the Indian market, is the ideal partner to introduce Valmar's cutting-edge technology to Indian ice cream manufacturers. This partnership aims to empower local businesses with state-of-the-art machinery, enabling them to produce premium quality gelato and ice cream products.

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99 Pancakes Raises INR 200 Million for Expansion

99 Pancakes, India's premier QSR chain specializing in pancakes, has announced that it has successfully raised INR 200 million in a recent Series A funding round. This significant investment is received from family office, which will fuel the company's ambitious pan-India expansion strategy, focusing on increasing its presence in Tier 1 cities and beyond.

With this new capital, 99 Pancakes aims to significantly scale its operations across the country. The company is set to add 50 new outlets by the end of the current year and 200 outlets by the end of December 2025 via company. The company aims to expand geographic coverage to 50 cities across India, making 99 Pancakes a recognizable and beloved brand nationwide. The company will expand its presence by opening company-owned outlets and associating with master franchisees in different regions.

In the current month, 99 Pancakes has opened 4 new outlets, marking a successful month of growth. The momentum will continue into September with plans to launch an additional 8 outlets. The company's current expansion efforts are centered on the state of Gujarat, with new locations slated for Ahmedabad, Vadodara, Anand, Surat, and Vapi.

Vikesh Shah, Founder, 99 Pancakes said "With the support and trust of our team, we embark on this exciting phase of



growth. This funding will enable us to enhance our operations and accelerate our expansion plans, bringing the unique pancake experience to more cities and more customers across India and become a household name".

Le Pain Quotidien Re-Enters Indian Market

Le Pain Quotidien, the globally renowned Belgian All-Day Bakery and restaurant brand, is thrilled to announce its strategic re-entry into the Indian market through a master franchise agreement with Bake & Brew Private Limited, a venture backed by the prominent Nalanda Group. This collaboration marks a significant milestone in Le Pain Quotidien's global expansion, with plans to establish over 100 outlets across India by 2035, aiming for a brand valuation of 1,000 crore over the next decade.

With an initial investment of 35 crore, the venture will begin by launching two flagship outlets in Mumbai by March 2025, followed by an aggressive expansion strategy targeting major metro areas and key travel retail locations, including airports. The expansion will not only establish Le Pain Quotidien's presence in India, but also create substantial value in this burgeoning market.

Founded by Alain Coumont in Brussels in 1990, Le Pain Quotidien has built a legacy of offering high-quality, fresh ingredients that contribute to customers' well-being. With a presence in over 20 countries and 220 stores, the brand is synonymous with health and wellness, a philosophy that will be central to its operations in India.

Brijesh Agrawal, Director of Bake & Brew Private Limited, will lead this ambitious venture, focusing on redefining the bakery and dining experience in India. "Our collaboration is driven by a shared vision to introduce Indian consumers to Le Pain Quotidien's unique blend of rustic charm and modern innovation. We are committed to delivering a premium dining experience that meets the evolving tastes of Indian consumers while upholding the brand's global standards of sustainability and quality."



SMOOR and Hangyo Announce a Sweet Collaboration

SMOOR, the country's most preferred luxury confectionery brand, has announced its collaboration with Hangyo Ice Creams. This partnership marks a delicious fusion of SMOOR's expertise in premium chocolates with Hangyo's mastery in crafting exquisite ice creams, promising a new level of indulgence for dessert enthusiasts.

The collaboration introduces a tantalising range of gourmet ice cream flavours that are set to redefine the desert landscape. Customers can look forward to savouring Black Gold Chocolate, Roasted Almond with Coffee, Dry Fruits, Salted Caramel, and Vanilla Bean flavours. These indulgent creations will be available in convenient takeaway containers of 100 ml and 500 ml, catering to both individual cravings and shared enjoyment.

SMOOR stores will showcase a co-branded fridge, that will store the essence of both brands, with this creamy smooth ice cream. This unique offering is poised to become a favourite among patrons of both brands.

Vimal Sharma, Founder and CEO, SMOOR said, "We are thrilled to partner with Hangyo Ice Creams to bring our customers a new dimension of indulgence. This collaboration allows us to extend our commitment to quality and innovation into the ice cream category, offering our patrons an even more comprehensive luxury desert experience."

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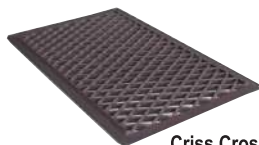
Grill Tray



Griddle Tray



Spare Rib Tray



Criss Cross Tray



Tandoori Skewers



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Saute, Gravy Cooking, Soft Cooking & Steam



Perforated Pan 2/3



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Siolim Coffee Unveils 2024 Microlot Collection

Siolim Coffee announced the release of its highly anticipated 2024 microlot collection, featuring an exquisite range of coffees sourced from the renowned Ratnagiri and Raxidi Lobo Estates. The star of this year's collection is the Ratnagiri Yeast Washed (RDNW), a coffee that truly embodies Siolim's dedication to pushing the boundaries of flavour and processing techniques. This exceptional lot undergoes a meticulous yeast carbonic macerated washed process, resulting in a cup that boasts bright acidity, refined sweetness, and a perfectly balanced body. With its vibrant notes of citrus and cardamom complemented by delicate floral undertones, the RDNW promises to captivate even the most discerning palates.

Accompanying the RDNW are four other remarkable microlots, each with its own distinct character and processing method. The Ratnagiri Carbonic Macerated (RN) offers a complex profile of cocoa nibs, raisins, and star anise, achieved through an 82-



hour fermentation process. For those seeking a rich and creamy experience, the Ratnagiri Lactic Naturals (RM) delivers notes of jam, malt, and cranberries with a smooth, fruity finish. The Ratnagiri Nitro Yeast (RDNN) presents a fruit-forward cup with hints of orange, chocolate, and raisins, showcasing a clean finish and well-rounded body. Rounding out the collection is the Raxidi Lobo P1, an anaerobic natural processed coffee featuring flavors of cloves, chocolate, and dark cherry, resulting from an 18-hour controlled fermentation.

"We are incredibly excited to share these exceptional microlots with our customers," said Gaurav Sethi, CEO at Siolim Specialty Coffee Roasters. "Each coffee in this collection represents the culmination of our team's expertise, the dedicated work of our partner estates, and our relentless pursuit of quality. The Ratnagiri Yeast Washed, in particular, exemplifies our commitment to innovation and we believe it will set a new standard in the specialty coffee market."

Nothing Before Coffee Opens 4 New Store

India's fast-growing coffee chain, Nothing Before Coffee (NBC), marks its 7th anniversary with an exclusive promotion and exciting loyalty reward for its customers. This milestone follows the opening of 4 new stores at Delhi, Mumbai Expressway, Ghaziabad, New Delhi & Pune. Since opening its first outlet in Jaipur, NBC has established a strong presence across major Indian cities including Delhi, Pune, Jaipur, Udaipur, Kota, Surat, Gurgaon, Bangalore, Hyderabad, Kerala, Nagpur, Bikaner, Bhopal, Indore, and Lucknow. Today, the brand proudly operates 65 outlets across major Indian cities, and an exciting vision for international expansion.



Founded by childhood friends, Akshay Kedia, Anand Jain, Shubham Bhandari and Ankesh Jain, NBC started with a mission to revolutionize the coffee experience in India. Over the past seven years, the brand has captured the hearts of coffee enthusiasts with its signature creation—the 'Shrappe,' a unique blend of frappe and shake that has set a new standard in the industry. The brand has been growing steadily since foundation, from its humble beginnings in 2017 with a first & single outlet at Tonk Road in Jaipur, Nothing

Before Coffee has expanded to 65 outlets, with plans for further expansion to 80 new outlets by 2025.

Reflecting on the occasion, Akshay Kedia shared, "Completing 7 years is a momentous achievement that brings with it great responsibility. Our goal is to sustain our brand's legacy, meet customer expectations, and continuously offer compelling reasons for our patrons to keep coming back."

As part of its vision to become a global brand, NBC is set to embark on an ambitious expansion plan over the next three years. The company aims to open 400 new outlets worldwide, including 150 locations across Europe. The expansion will kick off with flagship stores & expansion in 2 international markets, bringing the distinctive 'Shrappe' experience to new markets.

Badra Coffee Enters D2C Segment

Badra Coffee, an 81-year-old legacy brand, renowned for its unwavering quality in the coffee business, announced its arrival in the D2C segment. With the rise of coffee culture, the brand launched four new blends, now being offered to customers through their e-commerce platform.

"We invite you to try our blends for an exceptional coffee experience, if you want to truly savor your coffee, rather than just drink it out of routine," says Jacob Mammen, Managing Director of Badra Estates.

Badra Coffee, which has been exporting to 10 countries,

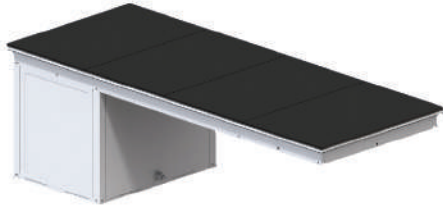
including Japan, the US, South Korea, Germany, and Norway, for over two decades, will now be



available in the Indian retail market. The brand's expansion into the D2C space allows them to bring the authentic coffee experience from the Bababudangiri hills of Chikmagalur - the birthplace of Indian Coffee, Karnataka, directly to Indian consumers.

Badra Coffee's new blends cater to a diverse range of palates and preferences. From the delicate and aromatic Temple Mountain to the rich and robust Kaapi Nirvana, the fruity essence of Misty Heights to the traditional South Indian Filter Coffee-inspired Dakshin Fusion, each cup is a journey through the nuanced flavours of Chikmagalur's finest beans.

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Unveiling Turkish Hazelnut in India

Turkish Hazelnuts, celebrated as the 'miracle nut,' have been officially launched with a comprehensive four-year campaign in India by the Turkish Hazelnut Exporters Associations. The unveiling took place at the Turkish Embassy in New Delhi, in partnership with the Nuts and Dry Fruits Council of India (NDFCI), in the presence of His Excellency. Firat Sunel, Turkish Ambassador, Hasan Osman Sabır, Chairman at the Blacksea Hazelnut and Hazelnut Products Exporters Association, Gunjan Jain, President at Nuts and Dry Fruits Council of India (NDFCI), along with other dignitaries.

This exciting collaboration marks a significant milestone for both Turkish Hazelnuts and the Indian nuts and dry fruits market. The aim of the launch is to introduce Turkish Hazelnut, a nutritious and versatile ingredient, as well as a healthy snack, enhancing both taste and quality in a range of culinary creations across India. With a rich heritage in hazelnut cultivation,

Türkiye produces 65% of the world's hazelnuts. This efficiency is attributed to traditional methods and techniques that preserve the flavour and nutritional value of the nuts. Centuries of experience in hazelnut processing ensure high quality, with

processing facilities meeting the strictest international food safety standards to deliver the finest product globally.

During the launch of Turkish Hazelnut in India, Firat Sunel, Turkish Ambassador, said, "The launch of Turkish Hazelnuts, in the Indian market marks a significant milestone in the partnership between Türkiye and India. Our hazelnuts are not only a testament to Türkiye's rich agricultural heritage but also to



our commitment to quality and tradition. This initiative highlights the strengthening bilateral relations and opens exciting opportunities for further collaboration in the food and culinary sectors."

Hasan Osman Sabır, Chairman of the Blacksea Hazelnut and Hazelnut Products Exporters Association, emphasized the importance of the Indian market and detailed

the strategy to boost the presence of Turkish Hazelnuts in India, stating, "We are thrilled to bring the miracle nut to India, a market that appreciates quality and flavor. Turkish Hazelnuts, have been enjoyed world over for thousands of years. We believe Indian consumers will embrace our hazelnuts for their exceptional taste and versatility. We are noticing a significant increase in demand compared to last year, with more people incorporating Turkish hazelnuts into their confectionery items. This trend is promising for Turkish hazelnuts, and we believe that India will become one of the top consumers in the next 10 years, as the country's culture is well-suited for this growth."

Expressing his gratitude on the collaboration, Gunjan Jain, President, Nuts and Dry Fruits Council of India (NDFCI) said, "We are excited to partner with Turkish Hazelnut Exporters Associations for the launch of Turkish Hazelnut in India. The demand for premium nuts is on the rise and these miracle nuts are poised to meet this demand. The addition of these high-quality nuts will not only diversify the range of nuts available to consumers but also significantly boost the Indian economy."

Magnolia Bakery Opens its Second Store in Mumbai

Magnolia Bakery, popular for its freshly baked desserts, including cupcakes, cakes, pies, cheesecakes, icebox desserts, cookies and its signature banana pudding, opened its second store in Mumbai. Since it first opened its doors on Bleecker Street in NYC's West Village in 1996, the brand has been delighting patrons with its warm, inviting décor, baked-from-scratch desserts and beautifully decorated cakes and cupcakes.

Brought to India by Spago Foods in 2019, the new store

in Mumbai's Worli neighbourhood is Magnolia Bakery's eighth outlet in India. Today, Magnolia Bakery has corporately-

owned locations in New York City, Chicago and Los Angeles in the United States, with franchise locations in Dubai, Abu Dhabi, Riyadh, Amman, Doha, Manila, and Istanbul internationally.

"We are thrilled to be opening our second Magnolia Bakery store in Mumbai. Since we first opened in Bangalore five years ago, the response from customers has been gratifying, giving us the confidence to actively and aggressively plan pan-India growth," says Zonu Reddy, Partner at Spago Foods, Magnolia Bakery India Franchise.





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Chocolate

A Delicious Delicacy

Chocolate is a delicacy that has everyone drooling. It is not just a tasty, sweet and desirable item but it also portrays love, affection and friendship as it is presented to the dear ones for all special occasions, festivals. It even has a special day, Valentine's Day, when it is offered to your most loved and dear one. But there are also several negative views about this dessert, as far as your health is concerned. **Ashok Malkani** delves on the popularity of this appealing and much desired item, by people of all ages, and focuses on several other aspects like its effect on health, its effect on environment, the changes over the years, et al.

Mention chocolate and you have everyone drooling. Be it a senior citizen to a child chocolate has become an item that has everyone salivating. Chocolates are loveable and have become a sign of love. No wonder they are offered as a token of love to the most adored one on Valentine’s Day. Chocolates have, nowadays, become a favourite gifting item for any occasion – from birthdays to anniversaries, to any other special event.

It is widely proclaimed to be “one of civilization’s most significant indulgences”. This widely loved delicacy is dubbed as confectionery of gods. Today, this cherished sweet comes in various varieties.

Its popularity is unsurpassed.

Dhruva Sanyal, Managing Director India, Barry Callebaut Cocoa & Chocolate Ingredients India Pvt Ltd., states, “Chocolates have become popular among people of all ages. In ancient times, chocolate was consumed as a bitter drink, but today, it has become a sweet confection primarily seen as a treat for children. However, as global travel has increased and more people have been exposed to high-quality chocolates, there has been a growing demand for premium chocolate experiences at home.”

Tushar Kumar Das, Executive Sous Chef, Hilton Bangalore Embassy Golflinks, declares, “Chocolates have indeed become popular across all age groups. Historically associated with love and romance, they later evolved into a symbol of indulgence. In India, chocolates gained prominence among adults after a popular Cadbury TV



commercial in the 1990s, and they have since started replacing traditional sweets during festivals. Today, chocolates are enjoyed by everyone.

There are several varieties available, including: Milk chocolate, Dark chocolate, White chocolate, Bittersweet chocolate

Semisweet chocolate, Ruby chocolate, Blonde chocolate, Gianduja chocolate, Couverture chocolate and Cocoa powder chocolate. Each type offers a unique taste and texture, catering to diverse preferences.”

Avishek Singha, Executive Pastry Chef, Bengaluru Marriott Hotel Whitefield, avers, “Chocolates are immensely popular across the globe and enjoyed by people of all ages. They are frequently used in various culinary contexts, from desserts to snacks, and as gifts. The different varieties of chocolate.

Preferred Gifts

Chocolate is often bought as a gift to express feelings of love. During festive season chocolate is an ideal gift. This tasty treat, on consumption has been scientifically proven to make us feel good. It triggers a surge of feel-good hormones like endorphins, dopamine and serotonin which make you feel happy and relaxed. In addition, chocolate contains a high concentration of a chemical, phenylethylamine, which is a mild mood enhancer

Tushar declares, “Chocolates have become the preferred choice of gifts during festive season. Chocolate companies have successfully marketed chocolates as healthier alternatives to traditional, sugar-rich sweets and desserts typically consumed during festivals. This shift aligns with the increasing focus on healthy lifestyles among consumers, making chocolates a popular gift choice during the festive season.”

Dhruva states, “Traditionally, Indian sweets and mithais have been integral to our festivals and events. However, as times change, people are increasingly seeking new and innovative options in the gifting space. The growing accessibility to high-quality chocolate has enabled it to enter the realm of gifting and mithai.

Example, consider the traditional Indian favorite, Kaju Katli. By adding a hint of cocoa powder to the dough, the sweetness is balanced with a rich cocoa flavor, resulting in Cocoa Katli. Similarly, the classic gajar halwa has been reimagined with a fusion of Western pastry and Indian mithai. This new creation,





Dhruva Sanyal



Tushar Kumar Das



Avishek Singha

the Gajar Halwa Choux, features a choux bun coated with Callebaut's Gold Chocolate, filled with gajar halwa, and topped with a white chocolate and cream cheese crêmeux."

Avishek too agrees to chocolates being the preferred choice of gifts for all special occasions. He adds, "Their versatility, pleasant taste, and association with luxury make them a popular choice during festivities like Christmas, Easter and Valentine's Day."

History

Chocolate has endeared itself to people of all ages has been popular since ages. Its history dates back 5000 years when cacao tree was domesticated in what we presently call as southeast Ecuador. Its creation from beans of the cacao tree, can be traced to the ancient Maya, and even earlier to the ancient Olmecs of southern Mexico.

One of the earliest civilisations in Latin America, The Olmen, were the first to turn cocoa plant into chocolate, which they drank during rituals. Latin Americans (people from South American continent, Mexico Central America and Caribbean Islands) also used it as medicine. Cacao was extremely important and was considered as a gift from the gods.

It gained cultural significance as an elite drink among different cultures, including the Mayans and Aztecs. Cacao was extremely important; considered a gift from the gods. Spanish conquistadors brought it to Spain in 1519.

In India, the history of cocoa starts with the British occupation of the country, during the end of 18th century. However, cocoa never really adapted to local conditions. It was only in the 1960s when Cadbury, with the support of the World Bank and Kerala Agricultural University, realising the potential of Southern India for growth of cocoa agriculture, educated local farmers about cocoa.

Avishek disclosed, "Chocolate's history dates back to ancient Mesoamerican civilizations like the Maya and Aztecs, who consumed a bitter, frothy drink made from ground cocoa beans. The Spanish brought chocolate to Europe in the 16th century, where it evolved into the sweetened forms we are familiar with today. The Industrial Revolution made chocolate more accessible with the invention of processes

like conching and tempering, which improved texture and flavour."

Tushar states, "Chocolate originated with the Maya and Aztec cultures in South America around 5,000 years ago. Initially, it was consumed as a rich, bitter drink by the elite and held significant value, even being offered to deities. In the 1500s, the Spanish introduced chocolate to Europe as a medicinal treat. Over time, it evolved into a prized commodity in European and American courts. The chocolate we enjoy today is quite different from the versions consumed 100 to 200 years ago during colonial times."

Artisan Chocolate

Today, the trend is not just consuming chocolate slabs like in the years gone by. According to Godrej Food Trends Report 2024, the latest vogue is for artisanal creations. As per the report, 94.2% of the experts feel that artisanal, handmade or craft chocolates will captivate consumers in 2024.

Tushar declares "There is indeed a growing preference for artisan chocolate. This trend is driven by consumer awareness of the health benefits associated with high-quality chocolate. Additionally, there is increasing demand for vegan, organic, gluten-free, and sugar-free options, which artisan chocolates often cater to better than mass-produced varieties"

Avishek is also of a similar view of an increasing preference for artisanal chocolates. He adds, "This trend is driven by a desire for high-quality, unique flavours, and a focus on ethical production. Artisan chocolates are often made in small batches, emphasizing quality and distinctiveness."

But why is there a growing preference for artisanal chocolate and what is an artisanal chocolate? Are relevantly being posed by the layman. The subsequent questions being posed are: what are the benefits to an individual consumer as well as the environment and is there a variety of them, if so, what are the different types?

These are all relevant questions. It may be initially said that artisan chocolate is a more ethical, sustainable and healthier alternative to mass-produced chocolate as it is made with natural ethical ingredients.

Avishek describes artisan chocolate as



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one which is crafted with a focus on high-quality ingredients and traditional methods. He adds, "It often involves small-scale production, unique flavour profiles, and a commitment to ethical sourcing. As far as benefits are concerned, they are:

Higher Quality Ingredients: Often uses better quality cocoa and fewer additives.

Unique Flavours: Offers a variety of complex and distinctive flavours.

Ethical Sourcing: Supports fair trade and sustainable farming practices.

Lower Sugar Content: Often has less sugar compared to mass-produced chocolates.

Rich in Antioxidants: Contains higher levels of flavonoids.

Better Taste: Generally offers a richer, more complex flavour.

Potential Health Benefits: May have cardiovascular benefits and improve mood.

As far as environment is concerned, I would say that they can be beneficial for the environment due to its often sustainable and ethical sourcing practices. Many artisan chocolate makers prioritize fair trade and organic certifications, reducing the environmental impact of cocoa farming and supporting biodiversity."

Tushar describes, "Artisan chocolate is handmade in small batches, ensuring freshness and careful craftsmanship. This process allows for a variety of shapes and unique flavours that are often unmatched by commercial chocolates. Typically, artisan chocolates are produced by family-owned businesses, adding a personal touch to each creation."

He adds, "Artisan chocolates offer several benefits: they ensure high quality, are often organic, and provide a unique taste experience. Additionally, artisan chocolates promote sustainability by supporting ethical sourcing and environmentally friendly practices. Compared to regular chocolates benefits of eating artisan chocolates are:

Rich in antioxidants

Lower sugar content

Made with natural ingredients

Lower risk of cardiovascular diseases

More nutritious

Mood boosters

Good for the skin

They are also environmentally friendly because they often utilize traditional methods that promote sustainability. These chocolates are typically organic and free from chemicals. Cacao trees are grown naturally in their own environment, which helps preserve local ecosystems and reduces the environmental impact of farming."

As far as taste is concerned, many serious chocolate connoisseurs feel that as artisan chocolates are handmade with natural ingredients, these chocolate bars and other treats taste much better than its mass-manufactured counterpart.

Consumer research conducted by Barry Callebaut revealed that 75 per cent of global consumers are interested in trying new and innovative chocolate experiences.

Types of chocolates

Dhruva disclosed, "Traditionally, the main varieties of chocolate were dark, milk, and

white. Today, innovation has introduced a range of flavoured chocolates, such as caramel-infused Gold and another highly popular type, Ruby."

One may add that chocolate, a worldwide favourite, offers a wide range of mouth slurping sweets. You come to realise this as you browse through the chocolate aisle in the grocery store. Chocolate can refer to everything – from sweet milk chocolate to super dark chocolate and a host of options in between. The different types of chocolate all come down to the percentage of cocoa butter and chocolate liquor that they contain. Some of them are:

Milk Chocolate: This popular variety contains only 10 to 40 percent cacao mixed with sugar and milk.

White chocolate: It does not contain chocolate liquor or any other cocoa products besides cocoa butter.

Dark chocolate: It does not contain any milk and the amount of cocoa ranges from 30-80 per cent.

Semisweet chocolate: Most commonly used for baking, it normally contains a minimum of 35 percent cocoa solids.

Bittersweet chocolate: According to the FDA it must contain at least 35 percent cocoa. However, most bittersweet bars contain 50 percent, with some having even upto 80 percent cocoa.

Unsweetened Chocolate (or Baking Chocolate): This is pure chocolate liquor, made of ground cocoa beans

Couverture chocolate: This expensive type of chocolate contains higher percentage of cocoa butter, which helps it melt quickly and evenly, making it perfect for tempering and making candies.

Ruby chocolate: This latest variety which was first formulated in China in September 2017, is made from ruby cocoa beans naturally found in Ecuador, Brazil, which give it a rosy hue.

Artisan chocolates have their own varieties.

Avishek states, "Artisan chocolate can be classified into various types based on flavour profiles, ingredients, and production methods. They are:

Single-Origin Chocolate: Made from cocoa beans sourced from a specific region.

Flavoured Chocolate: Incorporates unique

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ingredients like spices, herbs, or fruits.

Bean-to-Bar Chocolate: Made from scratch by processing cocoa beans into bars.”

Tushar claims, “Artisan chocolates primarily come in two varieties: dark and milk. Dark artisan chocolates have a cocoa content ranging from 70% to 99%, offering a rich and intense flavor. Milk artisan chocolates, with cocoa content from 35% to 65%, provide a creamy and indulgent experience. Both types are crafted with high-quality ingredients and expert techniques to enhance their unique characteristics.”

Health Benefits

We all love and eat chocolate t like there is no tomorrow. Some cynical pessimists claim if you eat chocolates there WILL be no tomorrow!

However, studies suggest that cocoa, an ingredient in chocolates, can be beneficial to your health. Certain nutrients in cocoa could improve heart health and boost brain function, especially in older adults.

Avishek avers, “Chocolate can have health benefits, especially dark chocolate with high cocoa content. It contains antioxidants, which may improve heart health, and can boost mood. However, excessive consumption, especially of milk and white chocolates with high sugar content, can contribute to health issues like weight gain and dental problems. In moderation, especially with a preference for dark or artisan varieties, chocolate can be a tasty and beneficial part of a balanced diet.”

Tushar states, “Many commercial chocolates are often high in sugar and saturated fat, which can contribute to weight gain and heart disease if consumed in excess. However, dark chocolate, particularly with high cocoa content, has health benefits. It’s rich in antioxidants and can improve heart health by enhancing blood flow and lowering blood pressure. Moderation is key, and choosing high-quality dark chocolate can offer some health advantages while minimizing risks.”

Health experts believe that if consumed in moderation chocolates are beneficial when it comes to your body and mind.

Some of the health benefits cited are:

Relief from stress: Science claims that eating cocoa-based chocolate makes the

brain increase the levels of serotonin, an important neurotransmitter that is a natural anti-depressant. A study shows that there are also other compounds in chocolate that reduce stress.

Lowers cholesterol: Dark chocolate has abundant cocoa which has an ability to reduce low-density lipoprotein, or bad cholesterol. Lack of bad cholesterol means wide arteries and blood vessels, which ensures excellent blood flow resulting in better transportation of oxygen which makes you feel fitter. Chocolate also raises the amounts of good cholesterol which reduces the risk of cardiac arrests and strokes.

Reduces High Blood Pressure: Dark Chocolates contain high amounts of flavonoid, an important antioxidant which reduces blood stickiness and clotting. Flavonoids add a valuable weapon to your arsenal of defenses against heart conditions.

Improves brain function: Flavonoids in dark chocolates, by expanding your blood vessels, helps your brain to receive more blood, which also means more oxygen. The more oxygen you have, the faster your mind will work.

Aids weight loss: Science believes that dark chocolate, which has more cocoa, has more fiber. This means your digestive tract will be more efficient. Scientists from University of California at San Diego have found that people eating dark chocolate regularly were slimmer than those just nibbling it occasionally.

Skin protection: Flavonoids in chocolate can help your skin get protection from ultraviolet sun rays

Prevents diarrhea: Dark Chocolate can help neutralise it. This is due to flavonoids which inhibit the release of substances that make the stool fluid.

These are a few of the health benefits of chocolate. But remember everything in limitation is good!

Production Changes

There have been immense changes in the production of this delicacy. Since WWI chocolate has undergone development creating couverture and white chocolate, as far as production is concerned, technology is revolutionising chocolate production. Some of the advancements include 3D

printing, precision tempering, and artificial intelligence (AI) in flavor development. Today, artisanal chocolate is in the spotlight!

Tushar revealed, “Historically, cacao beans were ground by hand, a labour-intensive process that dates back to the Mayans. By the late 18th century, steam-powered machinery revolutionized the process, making it more efficient. As demand for chocolate grew, manufacturers introduced increasingly sophisticated machinery to keep up. Today, modern technology allows for precise control over every stage of production, from bean processing to final product, significantly enhancing efficiency and quality.”

Avishek states, “Chocolate production has evolved from artisanal methods to industrial processes. Innovations include:

Conching and Tempering: this has improved texture and taste.

Mass Production: It has made chocolate more affordable and accessible.

Sustainable Practices: There is, today, a growing focus on ethical sourcing and environmental impact.

Storage

To enjoy this delicious treat year-round one must know how to store your favourite dessert so that it stays fresh and flavourful.

Tushar states, “The best way to store chocolate is in an airtight container. This helps keep it fresh and prevents moisture from affecting its texture. Store chocolate in a cool, dry place away from direct sunlight, ideally at a temperature between 60-70°F (15-21°C). Different varieties, such as dark, milk, and white chocolate, can be stored together, but keeping them in their original packaging or separate containers can help maintain their unique flavors.”

For the information of readers, it may be mentioned that Dark chocolate has the longest shelf life and can last up to two years if stored in a cool, dry place. Milk chocolate has shorter shelf life. Depending on how it is stored, it can last anywhere from 6 months to a year. White chocolate, if stored properly in an airtight container at room temperature can last for about 4 months. Storage in fridge is not advisable for this variety.

So enjoy your chocolates and have a happy grin on your face! ■

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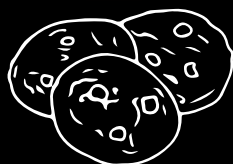


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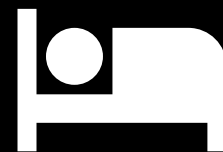
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Market for Mithai

Mention Mithai – or sweetmeats – and you arouse interest in all those around you! Sweetmeats are the centre of attraction at not only at festival time but also for all special occasions. The demand for Indian sweets has made it an ever-increasing market not only in India but also globally creating opportunities for export. New comers are keen to venture into this arena as it is a profitable business. **Ashok Malkani** delves on various aspects of the industry – like the most popular sweets in India, latest trends in Indian sweets, market for packaged sweets, et al. It is found that there is a changing scenario as people become health conscious which has resulted in the manufacturers opting for healthier options than sugar for imparting sweetness.

With Diwali and the approaching festival season sweetmeats are on everyone's mind. But this desire for consumption of sweets is not just confined to Diwali and Dussehra. In fact if one takes a look at India's calendar one finds it punctuated with festivals, each fostering a surge in demand and consumption of sweets. This cyclic fervor bolsters sales, presenting opportunities for new entrants in the marketing and for the old as well as new sweetmeat dealers to adopt innovative marketing and sales strategies.

There is ample opportunity for sweets

producers to thrive. According to CNBC News, in 2015, the mithai market was valued at Rs 40,000 crore. By 2021, it had risen to Rs 58,900 crore, with projections estimating that it will reach Rs 84,300 crore by 2025. Statista states that in 2022 the estimated market value of sweets was Rs. 593 billion. It was likely to increase to more than Rs. 800 billion in 2026.

According to 6Wresearch, the India Sugar Confectionery Market size is anticipated to witness a CAGR of around 13% during the forecast period 2023-2029. The growth is driven by a rise in the expansion of modern retail outlets

like supermarkets, hypermarkets, and convenience stores that offer a spectrum range of sugar confectionery items and make them more accessible to consumers. Moreover, sugar confectionery products are most commonly used for gifting purposes, especially during the festive seasons and other events, contributing to the market growth.

Sweets and desserts have become a growing phenomenon in the country today. There has been an enormous growth of both, freshly prepared desserts and frozen desserts over the years. The India frozen dessert market size reached Rs. 286.6

Billion in 2023. Looking forward, IMARC Group expects the market to reach Rs. 587.9 Billion by 2032, exhibiting a growth rate (CAGR) of 8.1% during 2024-2032. The increasing disposable income of consumers, the bolstering growth of the food service industry, and the continuous launch of innovative product variants represent some of the key factors driving the market.

According to IMARC the inflating per capita of individuals and the growing product demand from expanding middle-class consumers represent one of the key factors driving the frozen dessert market growth in India. Besides this, rapid urbanization, a sizable young generation, changing dietary habits, and the growing demand for processed and convenience food products that can be easily consumed on the go are creating a favorable outlook for the market.

Amandeep Kaur, Bakery Chef, The Astor Goa states, "The Indian mithai market has undergone significant evolution, driven by consumer demand for both



traditional sweets and modern innovations. Health-conscious trends have pushed manufacturers to experiment with natural sweeteners like jaggery and introduce fusion sweets combining traditional recipes with Western flavours."

He adds, "India's market, including both traditional and packaged sweets, was valued at Rs. 6,229.7 crore in 2023. The market is expanding due to rising demand for processed and packaged sweets."

Eesha Sukhi, Founder, The Bluebop Café, declared, "The market for mithai is a vital part of India's F&B sector, driven by festivals, weddings, and daily consumption. The demand for Indian

sweets is robust across urban and rural areas. Mithai contributes significantly to the Indian snack industry, and brands are modernizing their offerings to appeal to younger generations. The market has a projected growth rate of 10-15% per year due to innovation and changing consumption patterns."

She continues, "The overall Indian dessert market, which includes mithai, chocolates, and baked goods, was estimated to be around 35,000 crores in 2023, with an annual growth rate of around 12%. The market has been expanding due to increased disposable income, urbanization, and exposure to global dessert trends."

Popularity of Mithai

The craving for sweets differs not only for different varieties but also from city to city. It may be mentioned that preference of type of sweets differs from one region to another. These delectable mithai varieties, it may be stated, are not just an integral part of religious festivities and family



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functions but also evoke a deep emotional and cultural connection not only for Indians within different parts of the country but also for NRIs on foreign shores.

There is a wide variety of traditional sweets which are crafted from fruits, dairy and an array of indigenous ingredients. These dishes reflect unique regional specialties and tastes. Each city in the country has its own preference of mithai.

Eesha claims, "Many cities in India are known for their unique sweets. Some of them are:

- Kolkata: Famous for sweets like Rasgulla, Sandesh, and Mishti Doi.
- Lucknow: Known for traditional sweets like Malai Paan and Gulab Jamun.
- Jaipur: Offers Ghewar and other Rajasthani delicacies.
- Delhi: Known for its wide variety of North Indian and Mughlai sweets.

Kolkata often stands out as the top destination for sweets due to its deep-rooted cultural tradition of producing some of the most popular mithai."

She adds, "The sweets which are most in demand nationally are:

- Rasgulla and Gulab Jamun. These are perennial favorites across the country.
- Ladoo, Barfi, and Kaju Katli see a surge in demand during festivals.
- Pedas, Jalebi, and Ghewar are also in



Eesha Sukhi

high demand regionally.

Modern trends include fusion desserts like chocolate barfi and flavoured Laddoos."

Amandeep Kaur claims, "Delhi is often considered the top city for sweets, offering a wide range of traditional mithais like jalebi, rasgulla, and gulab jamun. Popular Indian sweets include Gulab Jamun, Kalakand, Kaju Katli, Gajar ka Halwa, and Jalebi. Additionally, new-age fusion sweets like Rasgulla cake and Gulkand truffles are gaining traction."

Packaged Sweets

The ongoing trend of gifting sweets for not only festivals like Dussehra and Diwali but also for weddings and other festivals

are fueling growth for packaged sweets. According to IMARC the India packaged sweets market size reached Rs. 6,229.7 Crore in 2023 and is expected to reach Rs. 25,970.8 Crore by 2032, exhibiting a growth rate (CAGR) of 16.67% during 2024-2032.

It attributes the rise due to the rising working population, shifting consumer preferences towards ready-to-serve variants, and easy availability of packed sweets through online and offline distribution channels

There are several reasons for the trait of expanding market for packaged sweets. One of the main reasons is the increasing consumer consciousness towards food hygiene and cleanliness. Besides this the rising population of working women and their hectic work schedules have encouraged gifting of packaged ready-to-serve sweets instead of traditional or home-cooked sweets.

In India, the expanding food packaging sector, along with the increasing consumer consciousness towards food hygiene and cleanliness, is primarily driving the packaged sweets market. Furthermore, the rising working women population and their hectic work schedules have led to the shifting preferences from traditional or home-cooked sweets towards packaged, ready-to-serve variants.

Amandeep Kaur asserts, "The packaged sweets market in India is robust, contributing significantly to the country's food sector. The market is valued at Rs. 6,229.7 crore as of 2023, with an increasing shift towards e-commerce platforms and online sales."

She adds, "With rising health awareness, Indian sweet manufacturers are focusing on healthier alternatives by using natural sweeteners like jaggery, honey, and stevia. They are also incorporating whole grains, nuts, seeds, and superfoods like quinoa and chia into traditional recipes. Gluten-free, lactose-free, and low-sugar variants are becoming popular, appealing to those with dietary restrictions. Additionally, there's an increase in demand for preservative-free sweets and those with functional health benefits."

Eesha affirms, "The market for



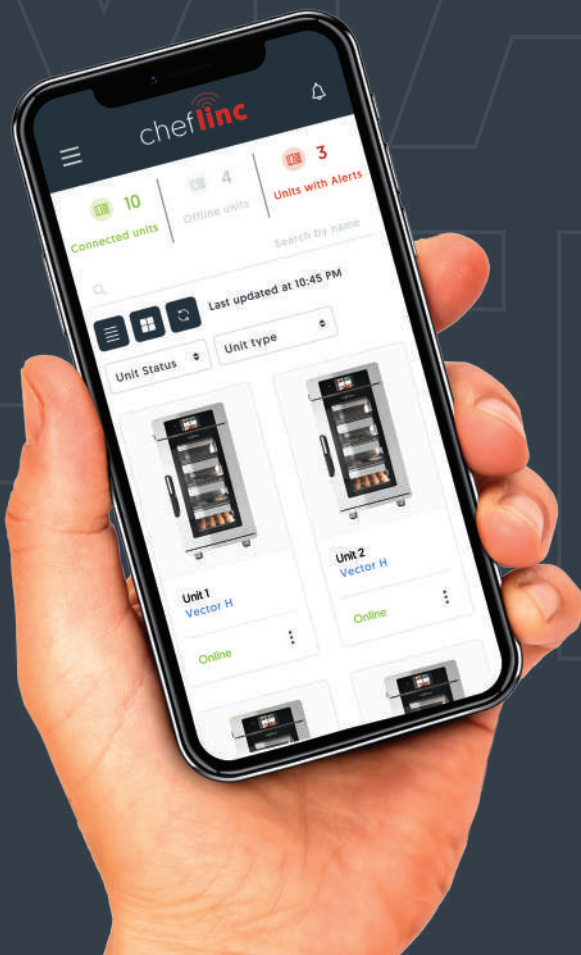
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packaged sweets in India has grown significantly, driven by consumer demand for hygiene, convenience, and longer shelf life. Pre-packaged mithai, especially from big brands like Haldiram's, Bikanervala, and MTR, have expanded the market for long shelf-life sweets like Soan Papdi, Kaju Katli, and Ladoo. The market is also being driven by the entry of startups offering modern packaging for traditional sweets."

She continues, "As lifestyles become busier, there is a surge in demand for ready-to-eat (RTE) sweets that are pre-packaged, hygienic, and convenient. Manufacturers are adapting by offering pre-portioned sweets in single-serve packs, which cater to on-the-go consumption and ensure longer shelf life. Companies are also using vacuum-sealed and nitrogen-flushed packaging to retain freshness."

Technological Evolution

The sweets market in India, during this era of technological innovation has not been left untouched. Technology has revolutionised every aspect of the manufacturing process of packaged mithai. Technology has resulted in several changes in the industry ranging from automated production lines to state-of-the-art packaging solutions. These have not only resulted in the improved efficiency but also in increased productivity. It has also enabled manufacturers to maintain the highest standards of quality and hygiene.

One may also mention the advent of e-commerce and digital marketing platforms which have aided manufacturers



Amandeep Kaur

to reach consumers directly who can, with the click of a button, explore a wide range of sweets from the comfort of their homes, leading to increased market accessibility and visibility for manufacturers.

Eesha explains, Technology has transformed the mithai industry by:

- Enhancing production efficiency and quality control through automation.
- E-commerce platforms making sweets more accessible to a global audience.
- Cold-chain logistics improving distribution and extending the reach of perishable sweets.
- Food technology innovations allowing manufacturers to extend shelf life and maintain freshness.

Amandeep Kaur states, "The food industry has embraced technology to improve efficiency and transparency. Sweetmeat manufacturers are using ERP systems and food-tracking software to ensure the quality and safety of their products. This technology helps track ingredients, enhance production processes,

and manage consumer demands for healthier products. New tools also enable the creation of innovative sweet flavors and textures, blending tradition with modern preferences."

Regulations

For a new entrant in any industry it is necessary for the person to be aware of the rules and regulations. In India, food laws prioritise food safety and maintain food standards for the overall health and well-being of consumers. Food Safety and Standards Act of 2006 (FSSAI) was created to establish science based guidelines for food production, distribution, retailing, and consumption. Prior to the Food Safety and Standards Act of 2006, multiple food related laws were present but were fragmented.

The Food Safety and Standards Act of 2006 is a single regulatory body that encompasses all the existing food laws on a national level and ensures a holistic approach that is uniform and effective in implementation.

It is necessary for all manufacturers and traders to ensure that they have a valid licence issued by the food safety regulator for venturing into the business. This has to be displayed at the shops or manufacturing units prominently.

Amandeep Kaur informs, "Indian sweet manufacturers must comply with the Food Safety and Standards Authority of India (FSSAI) regulations. As of 2020, it is mandatory to display the "Best Before Date" on loose, non-packaged sweets, while indicating the "Date of Manufacturing" remains voluntary. This move aims to improve consumer confidence in the freshness and safety of products."

Eesha states, "Sweetmeat manufacturers in India must adhere to regulations set by the Food Safety and Standards Authority of India (FSSAI), including:

- FSSAI licensing for hygiene and safety.
- Compliance with food labeling standards, including ingredients and nutritional information.
- Packaging regulations for ensuring food safety and preventing contamination.
- Adherence to regulations regarding the use of preservatives and food additives.



PASTRY MACHINES



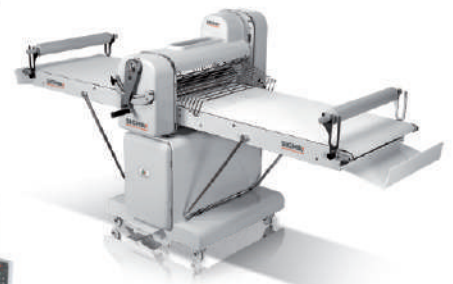
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Overseas Demand

With several Indians settled abroad as NRIs and their sweet tooth craving for Indian sweets like Gulab Jamun or Kaju Katli, et al. there is an increasing demand for Indian sweets providing an opportunity for exports. According to Volza's India Export data for November 3, 2023, India is the leading exporter of sweets, with 444,556 shipments facilitated by 8,038 Indian exporters and reaching 23,034 buyers worldwide. The primary export destinations for Indian sweets are the United States, Australia, and Canada.

Amandeep Kaur avers, "Indian sweets have a growing international market, particularly in countries with significant Indian diasporas like the U.S., UK, Canada, and Australia. Their long shelf life, improved packaging, and increased focus on quality make them more appealing globally. Additionally, sweets are becoming more popular worldwide for reasons, including improved quality and safety, long shelf lives, variety, ease of use and appealing packaging."

Eesha disclosed, "Indian sweets are gaining popularity in global markets, especially in countries with a large Indian diaspora, such as the United States, Canada, UAE, and UK. The export potential of Indian sweets is growing, with exports reaching markets in Australia, Singapore, and other Southeast Asian countries. The global demand is driven by:

- The diaspora.
- The rise of Indian restaurants abroad.
- Online platforms exporting Indian sweets.

Packaging innovation and shelf-life extension are vital to meeting international standards."

Health Issues

With increasing emphasis on health and wellness there is a demand for sweets which are delicious as well as nutritious. Reflecting on these dietary preferences, sugar-free sweets have gained traction. Manufacturers are thus, today, exploring innovative ingredients and formulations to cater to the health conscious segment of the market. Besides natural sweeteners like jaggery and fruits, manufacturers are also using ingredients like nuts and seeds for attracting the health conscious clients.

Eesha, states, "With rising health consciousness, manufacturers are:

- Offering sugar-free or low-sugar alternatives.
- Using natural sweeteners like jaggery, honey, or stevia.
- Introducing low-fat and gluten-free mithai to cater to dietary restrictions.
- Using more whole grains and nuts to boost nutritional value.

Amandeep Kaur declared, "With rising health awareness, Indian sweet manufacturers are focusing on healthier

alternatives by using natural sweeteners like jaggery, honey, and stevia. They are also incorporating whole grains, nuts, seeds, and superfoods like quinoa and chia into traditional recipes. Gluten-free, lactose-free, and low-sugar variants are becoming popular, appealing to those with dietary restrictions. Additionally, there's an increase in demand for preservative-free sweets and those with functional health benefits."

Future of Indian Sweets

Bringing together of traditional sweets with modern flavours and techniques is not a passing trend, and is here to stay, and grow. The future is thus bright. Inventive desserts are catching the fancy of sweet lovers across India as well as abroad.

Amandeep Kaur declares, "The future of Indian sweetmeats looks promising both locally and globally. Growing demand for traditional sweets, coupled with innovations in flavors, healthier ingredients, and online sales platforms, are boosting the market. Globally, Indian sweets are gaining popularity due to diaspora communities and increasing curiosity about world cuisines. The rise of health-conscious variants and the convenience of ready-to-eat sweets will likely drive growth further"

Eesha states, "The future of the Indian sweetmeats market looks bright, with strong growth expected in both domestic and international markets due to:

- Continued demand for traditional sweets during festivals and weddings.
- The rise of health-conscious and fusion sweets.
- Increased export potential as global awareness of Indian cuisine grows.
- Innovative packaging and e-commerce playing crucial roles in driving the industry's global reach.

The global market for Indian sweets is likely to grow as brands and manufacturers address challenges such as shelf life, health trends, and market penetration in non-diaspora countries."

Yes, opportunities exist for a new entrepreneur but he has to study the market well! ■

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Spread with Margarine

It's low cost and health value makes margarine a baker's delight. It is widely used in bakeries in making cookies, pastry dough, piecrust and main course dishes. Margarine can be used in breakfast, appetizers, side dishes, main entrees and desserts.

In the 18th Century a Frenchman, searching for a substitute for butter, which was costly and scarce at the time, developed margarine. First called "oleomargarine," derived from the Greek word margarites (meaning pearl) and the Latin term oleum (meaning oil), "oleomargarine". Today, the term oleomargarine has been shortened by common usage to "margarine."

Americans eat more than twice as much margarine products as they do butter. Today, margarine has emerged as a substitute for butter all over the world. It's taste, versatility, spreadability or reasonable price – but more healthful eating is the most important reason why people prefer margarine.

Because, health experts recommend a diet lower in total fat, saturated fat and cholesterol to reduce the risk of heart disease, margarine consumption has become a key part of dietary recommendations made by leading health organizations.

Margarine products are used primarily for spreading on various breads and as a topping on a variety of food.

Better than Butter

Butter has always been a symbol of good

and prosperous living but now people are more concerned about their healthy lifestyle. Margarine has all the qualities of butter along with a low fat benefit; hence this makes it a better choice. Researchers have found that compared to butter, the margarine can low levels of the LDL (bad) cholesterol by an average of 11 percent in adults and 9 percent in children. Such reductions in cholesterol levels can result in dramatic improvements in heart-health over one's lifetime. It is a well-established fact that reductions in blood cholesterol result in a reduced risk of coronary heart disease.

Health all the Way

Margarine products are a wise alternative for consumers who want a tasty table spread that offers nutritional advantages over butter. In addition, margarine products contain no cholesterol and 0-2 grams of saturated fat. Many margarine products are much lower in total fat and calories than butter. Not only are margarine products a good source of vitamins A and E, they also contain mono- and poly-unsaturated fats as well as linoleic and linolenic acids, both of which are essential fatty acids.

Making

Margarine was originally made from other animal fats, but now days it is exclusively made from vegetable oils. It is prepared with homogenization and pasteurization.

Margarine has about 80 percent fat, 20 percent water and solids. It is flavoured, coloured and fortified with vitamin A and vitamin D to match nutritional value of butter. Single oil or a blend of oils can be used to make margarine.

A blend of soy and corn oil is used to make some popular varieties of margarine. The new oil is pressed from the seeds, purified, hydrogenated and then fortified and coloured either with synthetic carotene or with annatto, a pigment extracted from a tropical seed.

The water phase is usually reconstituted or skim milk that is cultured with lactic bacteria is used to produce a stronger flavour. Pure diacetyl, the compound most responsible for the flavour of butter, is also used. Emulsifiers such as lecithin help dispense the water phase evenly throughout the oil, salt and preservatives are also commonly added.

The mixture of oil and water is then heated, blended, and cooled. The softer tub margarines are made with less hydrogenated, more liquid oils than those that go into stick margarines.

Classification

To select the right margarine product for various uses, it is important to understand the differences between them. Today's margarine comes in several varieties to choose from as - regular, low-fat, squeeze, tub, 60 percent oil, etc. There is a whole new

generation of margarine products on the market today designed to help consumers reduce fat and cholesterol in their diets. Like the margarine consumers have used for decades, these products are vegetable oil-based, contain no cholesterol and have considerably less saturated fat than butter.

In fact, the average fat content of margarine products has been reduced by 30 percent – from 80 percent in 1980 to about 56 percent today. This change has occurred in response to consumer demand, following recommendations by health authorities such as the American Dietetic Association, the American Heart Association and the U.S. Surgeon General.

Make this Out

It's low cost and health value makes margarine a baker's delight. It is widely used in bakeries in making cookies, pastry dough, piecrust and main course dishes. Margarine can be used in breakfast, appetizers, side dishes, main entrees and desserts.

Margarine products are used primarily for spreading on various breads (65%) and as a topping on a variety of foods (10%). However, consumers for cooking and baking use 25 percent. When cooking or baking with margarine products, consumers should understand that product oil levels vary and can often affect recipe results. To select the right margarine product for various uses, it is important to understand the differences between them.

Regular margarine can be used in all recipes where margarine or butter is specified. The results will meet expectations, especially where baking is concerned. However, if margarine is labelled light, low-fat, reduced-fat or fat-free, or is called a vegetable oil spread, these guidelines should be followed for cooking and baking. You will want to check out the front of the package, which will often state the percentage of oil in the product (e.g., 70% vegetable oil spread, 26% corn oil). If a product is regular margarine, it will have 100 calories per tablespoon, and according to the government's standard of identity, the percentage of oil in regular margarine - 80% – need not be listed on the package.

Selection of Right Margarine

Margarine Products are available today to suit virtually every special need and taste. These products vary in oil content as well as form. Regular margarine products are higher in oil and are commonly used for baking and cooking. Reduced-fat, low-fat and fat-free products are most often used for spreading and topping. Margarine products are now available in sticks, tubs, squeeze and spray forms to serve various purposes and consumer needs.

Margarine products offer a sensible alternative to consumers who are concerned about saturated fat and cholesterol. Many margarine products, including some tub and squeeze/liquids, are trans-free. As a rule, the softer the margarine product, the fewer trans fatty acids it contains. Trans-free products increase the variety of margarine choices for health-conscious consumers. One can tell if the product is regular margarine by checking the Nutrition Facts that is one-tablespoon serving have 100 calories.



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Biting into the Burger

These days, burger has emerged as a very popular snack in the Indian fast food space. The huge crowd at McDonald's, KFC's and Burger King counters reflects that the burgers have caught the imagination of not only the young college going generation, but also of the urban middle-aged and middle class section of our society at large. Its popularity is a part of India's growing fast food culture, which again is fostered by growing disposable incomes in select but sizeable pockets of the Indian society, influence of global tastes, fast-paced lifestyles, and growing nuclearisation of urban families.

Burger was first introduced in India

by Wimpy's in Delhi with an outlet at Connaught Place in early 80's. Since then burgers have been available in India in some form or the other for a long time. Later McDonalds entered the market. It was Nirulas in Delhi that introduced a grilled patty version. The recent years have seen a rapid rise to a lot of home-grown burger brands which are doing pretty well.

McDonald's is of course synonymous with high quality burgers, but the presence of burgers in urban India is far more widespread than the ambit of McDonald's in the country. Burger King, Wendy's and KFC India have their burgers and in the recent past Dunkin Donuts did

come out with a range of burgers for the Indian market.

From McDonald's to Burger King, international brands, in the last two decades, brought a new trend of eating burgers in cafes or in a setup that eventually came to be known as quick-service restaurants (QSR). These brands have dominated the Indian fast food segment for years.

Not only the organised fast food chains, but nowadays, we are seeing a plethora of bakeries and other eating out outlets in the unorganised sector displaying burgers on their shelves. Burger Singh is another success story which revolutionised burger by giving

a twist to American bland burger into Indian spicy treat.

Combine comfort with convenience and it is easy to understand why burgers became a favourite among Indians. Even burger has got a gourmet spin as existing fast food ventures find themselves competing with decadent offerings from new brands or chefs who are branching out into this space.

Simple and Delightful

Burgers which were perceived as junk food have been lately accepted as comfort food which is delicious, value for money, filling and convenient, at any time of the day. It's the simplicity of a burger that makes burgers popular not only among youngsters but food lovers across all age groups. Burger is thus one of the most popular foods in India today.

The most important factor for the success of a burger chain is the consistency of the product. To make a perfect burger is all about balance and



quality. Its foremost requirement is a good quality fresh buns, which is soft enough to bite through effortlessly, while being firm enough to hold the entire filling without falling apart, and compliment the filling too, without overpowering it. The filling has to be just right, well seasoned, charred to perfection, without being burned and still remaining juicy. The toppings including sauces, vegetables, pickles, etc., should complement and not

overpower the patty.

Quality ingredients are the key for making a good burger. Every little ingredient even sauce that goes in a burger, contributes greatly to the taste and mouth feel of a burger. A burger needs to have a solid build and it is essential to crack the patty-to-bun ratio. Correct sourcing and staying away from preservative-laden stuff is very important to make a healthy sumptuous burger.

The popularity of burgers has resulted in new innovation to meet the growing trend towards healthier versions of this classic dish. Health-conscious consumers are looking for alternatives that are lower in calories, fat, and sodium, but still taste delicious. One popular trend in traditional burgers is the availability of vegan burgers. To offer a healthier version without compromising on quality and taste the leaner meat/protein is used to mince for the burger patty. The grilled burger patties are now preferred over crumbed or batter-fried ones.

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The global popularity of this simple and delightful fast food is complemented by its over hundred-year-old legacy. However, all said and done, the history of burger is not very old as compared to many other famous food items of the world. The name burger is derived from hamburger, and is a short form of the latter.

A burger can be simply and commonly defined as a one or more cooked patties of minced goat meat, chicken, beef, pork, potato, etc., sandwiched between two bread buns. The patties and bun package can be spruced with green vegetables, lettuce, tomato, onion, cheese, as part of the contents. The burgers are usually served with condiments like sauce, mustard, ketchup and mayonnaise, which are either added to the burger or presented on the side of the dish.

The History

Though the term hamburger is derived from the word Hamburg, a city in Germany, but modern burgers were probably not presented to the world by the Germans, as is being commonly believed. The burger could possibly have its origins in the US, though the German influence on burgers could not be discounted.

During the mid- nineteenth century, a plethora of immigrants from various parts of northern Europe were migrating to the United States from Hamburg, eventually introduced their culinary legacies and customs to their host country, one or some of which probably led to the creation of burgers.

The most popular among many claims towards the origins of hamburger or burger is that of Louis Lassen's of Louis' Lunch, who incidentally is believed to have come up with this singular combination, which in the later half of the next century was going to foster the fast food revolution. To cater the need of a patron who was in a tearing hurry, being too busy to sit and dine, he asked for something to eat on the move, and the ingenuous Lassen came up with the first hamburger, whose filling was a broiled beef patty.



The credit though goes to White Castle for making hamburgers an integral part of the palate of the US people. White Castle was founded in 1921, by Walter Anderson and Billy Ingram, in Wichita, Kansas, US. Presently, the fast food hamburger chain is headquartered in Columbus, US. Credited to be first fast food chain in the world, the company is known for its small, square hamburgers, which are also known as sliders.

An Inspiring Story

Without reference to McDonald's no story of burger can be complete. The success of this largest hamburger chain in the world speaks volumes of the entrepreneurial genius of Ray Kroc, who fashioned its phenomenal growth. The genesis of the company can be traced to 1940, nineteen years after White Castle came into being.

The story begun as a barbecue restaurant in San Bernardino, California, that was being run by Richard and his brother Maurice McDonald. They produced a limited menu, focusing on just a few items—burgers, fries and beverages—which facilitated or rather enabled them to emphasise on quality at every step.

When Kroc, who was a milkshake machine salesman at the time, visited the outlet for a business purpose, he was impressed by the brothers' effective operations, and pitched his vision of

creating McDonald's restaurants all over the US to them.

Kroc became the franchise agent of the McDonald brothers. In 1955, Kroc founded the McDonald's Corporation. He opened the very first restaurant of McDonald's Inc. in Des Plaines, Illinois, USA. The brothers, however, didn't feel the pressing need to expand their business on a nationwide basis. Kroc eventually purchased the chain from the McDonald brothers in 1961. He soon made McDonald's burger not only a national favourite but a global success story in marketing.

Catering to Indian Tastes

India is the first country in the world where McDonald's does not offer any beef and pork items. McDonald's have also made earnest and successful endeavours in catering to the Indian tastes.

More than 70 percent of McDonald's menu in India has been locally developed with complete segregation of vegetarian and non-vegetarian products right from the food processing plants to the point of serving the customers. McDonald's commitment to its Indian customers is evident even in development of special sauces that use local spices and chillies.

Today, burger, a fast food product which originated from the other part of the planet, has become favourite of middle class urban Indians. Besides the socio-economic factors the growing Indianisation of burgers has also contributed to their popularity among Indians, many of whom favour global tastes with local flavours.

However, the burger offerings of the QSRs should be more sensitive to the regional flavours of India, and these chains need to come up with more pocket-friendly burger options than before, if they want the taste and flavour of their burgers to permeate deeper into the realm of tier-II & tier-III cities and even the huge untapped rural India. Probably the QSRs selling their burgers in India these days need another genius like Ray Kroc to make burger's popularity a pan-Indian reality in true sense. ■



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Refrigeration in Bakery

Commercial refrigeration is an essential requirement for the bakery industry. Bakers use refrigeration systems to control ingredient temperature, dough temperature, for comfort cooling in production areas, and to freeze product.

They are used to store and preserve food products at safe temperatures, keeping them fresh and safe for consumption. Whether running a small or a large bakery, a commercial refrigerator is a crucial investment to ensure the quality of bakery products.

Commercial refrigeration not only plays a critical role in ensuring food safety but also reducing costs, complying with regulations, and maintaining the quality of food products. Whether you are running a small bakery or a large restaurant, investing in high-quality commercial refrigeration is a must to ensure the success and longevity of your business.

According to Gaurav Mittal, CEO & Director, Antarctica Equipment Private Limited, "When choosing a commercial refrigeration equipment, it is essential to

consider the specific needs and the features that will best meet the requirement of an establishment. By investing in a commercial refrigeration, one invests in the safety and success of the business".

He further elaborates on the wide range of refrigeration solutions needed to meet diverse business needs of commercial refrigeration equipment, that are offered by



Gaurav Mittal

Antarctica Equipment. According to Gaurav the main type of equipment include:

Refrigerated Serve-Over Display Cases: Perfect for Patisserie, cafés, and delis, these serve-over glass showcases keep products fresh while enhancing visibility. Helping you sell more!

Undercounter Refrigerators and Freezers: These are compact solutions for businesses with limited space, offering storage without compromising functionality.

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Refrigerated Prep Tables & GN Series: Refrigerated Prep Tables combine cold storage and work surfaces for quick ingredient access in pizzerias and sandwich shops. GN series makes for an ideal choice for a buffet, salad bar, or refrigerated food & drink display where food is presented at a safe serving temperature.

Beverage Coolers / Wine Cabinets: Designed for bars and restaurants, these

units keep drinks at serving temperature and enhance display.

Multilevel Open Deck Chillers: Common in convenience stores, they have an open front and are ideal for displaying packed food and drinks.

Blast Chillers: These are used to quickly lower the temperature of foods to prevent bacterial growth and ensure food safety. They're crucial in large-scale food production and catering.

Benefits of Refrigeration

Each type of commercial refrigeration equipment is crucial for maintaining the quality, safety, and efficiency essential in commercial operations. Gaurav further elaborates, "These systems are designed to be energy-efficient and meet rigorous quality standards, ensuring that perishable goods are stored under optimal conditions."

He states effective refrigeration is critical for:

Preserving Food Quality: Proper refrigeration extends the shelf life of food items, keeping them fresh and appealing for longer periods, which is vital for customer satisfaction and adherence to health regulations.

Ensuring Food Safety: By maintaining the correct temperatures, refrigeration systems prevent bacterial growth, reducing the risk of foodborne illnesses and ensuring safe consumption.

Increasing Shelf Life: Refrigeration helps prolong the freshness of products, resulting in fewer discarded items and reduced waste.

Reducing Business Losses: Reliable refrigeration minimizes spoilage and waste, directly impacting the bottom line by preventing financial losses associated with product deterioration.

Enhancing Operational Efficiency: Efficient



refrigeration systems streamline food storage and handling processes, optimizing inventory management and reducing operational disruptions.

Cutting Energy Costs: Modern refrigeration equipment is designed for energy efficiency, helping businesses lower their energy bills while maintaining high performance.

In essence, commercial refrigeration is not just a matter of convenience but a critical factor in extending shelf life, reducing losses, and improving the bottom line. Effective refrigeration solutions contribute to long-term financial success by ensuring product quality, safety, and operational efficiency.

The Technology

Technology is the key component of an effective refrigeration system. Gaurav explains, "The fundamental technology in refrigeration is based on the principles of thermodynamics, specifically the refrigeration cycle. This cycle involves the transfer of heat from one area to another using a refrigerant."

He elaborates on the Refrigeration Cycle which includes -

Evaporation: The refrigerant absorbs heat from the interior of the refrigeration unit as it evaporates in the evaporator coils. This process cools down the air inside the unit.

Compression: The compressor then compresses the refrigerant gas, increasing its pressure and temperature.

Condensation: The high-pressure, high-temperature refrigerant gas moves through the condenser coils, releasing heat to the outside environment and condensing back into a liquid.

Expansion: The high-pressure liquid refrigerant passes through an expansion valve or capillary tube, where its pressure is reduced, and it cools down before returning to the evaporator coils to repeat the cycle.

The technology of refrigeration, based on the refrigeration cycle, has evolved significantly from its early beginnings. Advances in refrigerants, energy efficiency, and smart technologies continue to shape the future of refrigeration, aiming for improved environmental sustainability, greater efficiency, and enhanced functionality

Key technological advancements include:

Refrigerants: The shift from harmful CFCs to eco-friendly options like HFOs, CO2, and ammonia has reduced environmental impact, aligning with global sustainability goals.

Inverter Technology: Compressors now adjust speed based on cooling needs, offering better energy efficiency and longer equipment life compared to traditional fixed-speed systems.

Smart Refrigeration: IoT integration enables remote monitoring, predictive maintenance, and energy optimization, enhancing operational control and reducing downtime.

Energy Efficiency: Improved insulation, like vacuum-insulated panels (VIPs), and the rise of solar-powered units have drastically reduced energy consumption, making refrigeration more sustainable.

Digital Controls: Modern systems use digital temperature controls with adaptive defrosting and user-friendly interfaces, offering precision, energy savings, and ease of use.

These innovations have propelled refrigeration technology forward, focusing





on energy efficiency, sustainability, and intelligent management, thereby leading to saved costs & operational efficiency for the customer.

For optimum benefit one needs to know:

Energy-Efficient Compressors: Inverter-driven compressors adjust cooling based on demand, reducing energy consumption and lowering operational costs while extending the equipment's lifespan.

Precise Temperature Control: Smart or digital temperature control systems allow for accurate adjustments, ensuring ideal temperature ranges for food safety and minimizing spoilage risks.

High-Quality Insulation: Superior insulation, such as vacuum-insulated panels (VIPs), reduces thermal leakage, maintains consistent temperatures, and minimizes energy use.

Automatic Defrosting Systems: Adaptive defrost systems prevent ice buildup and ensure peak performance without manual intervention, improving efficiency.

Intelligent Monitoring & IoT Integration: IoT-enabled systems provide real-time data on performance and allow for remote monitoring and predictive maintenance,

helping prevent costly breakdowns.

Eco-Friendly Refrigerants: Using low-GWP refrigerants like HFOs, CO₂, or ammonia reduces environmental impact while delivering efficient cooling, meeting modern sustainability standards.

Efficient Airflow Management: Proper airflow inside the unit ensures even cooling, preventing hot spots and maintaining optimal product temperature.

Durable Construction: Robust, corrosion-resistant materials and components ensure the system withstands high-demand environments, contributing to long-term durability.

Selecting Refrigeration Equipment

When selecting refrigeration equipment for a bakery outlet, it's important to consider more than just the price. Gaurav suggests that the right choice can boost efficiency, ensure food safety, and provide long-term cost savings. The key considerations must be kept in mind:

Energy Efficiency: Energy costs can be a significant operational burden. Choosing refrigeration units with energy-efficient features, like inverter-driven compressors, can significantly reduce

utility bills. Look for energy certifications like Energy Star, which indicate lower energy consumption and compliance with eco-friendly standards.

Capacity and Storage Needs: Tailor the equipment to your restaurant's needs. Whether you require a walk-in cooler, reach-in refrigerators, or under-counter units, it's essential to match capacity to your storage requirements without overcompensating, which can lead to wasted energy.

Durability and Build Quality: Robust construction and quality components will ensure the equipment withstands the demands of a busy kitchen. Opt for units built from durable materials with reliable components, as these reduce the likelihood of breakdowns and long-term maintenance costs.

Temperature Control and Flexibility: Precise temperature control is critical for food safety and quality. Look for systems that offer flexible temperature settings, stable cooling, and even dual-zone cooling if you need to store different items at varying temperatures.

Maintenance and Serviceability: Choosing refrigeration equipment that is easy to maintain and service will reduce downtime and lower repair costs. Consider units with smart monitoring capabilities, allowing real-time tracking and predictive maintenance to prevent expensive repairs.

Space and Design Efficiency: Ensure that the equipment fits seamlessly into your kitchen's layout without disrupting workflow. Space-efficient designs, like under-counter refrigeration units or prep tables, can help optimize kitchen space and improve staff productivity.

Ensuring Long-Term ROI

To guarantee long-term ROI, evaluate the total cost of ownership (TCO), which includes the initial price, energy consumption, maintenance, operational costs, and equipment lifespan. Though energy-efficient, high-quality refrigeration may have a higher upfront cost, it will pay off with lower utility bills, fewer repairs, and a longer service life. By focusing on long-term durability and performance, you can maximize profitability, reduce waste, and improve the overall efficiency of your food service operations. ■

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Steam Cleaning

Steam Cleaning allows to easily clean, sanitise and deodorise a variety of surfaces and materials around the premises with less work and with no chemicals or detergents. One can clean those tough stains without exposing oneself and the environment to hazardous chemicals. No more using poison or toxic chemicals, for steam cleans and disinfects using only water and heat. Steam and very high water temperature systems are likely to provide superior and economic cleaning. Through steam cleaning, dirt, grime and mould get blasted out from dirty areas due to extremely high temperature and pressure. Following the blast, dirt is sucked into a powerful vacuum, in a holding tank.

Steam cleaners can rapidly go over every surface in a kitchen, getting into even the tiny crevices or porous surfaces and swiftly lift and remove dirt, grease, grime, bacteria and more. Even caked on grease and food particles can be gently but effectively lifted and removed from surfaces. Stoves, grills, range hoods, sinks, refrigerators, counters, ovens, prep areas, storage areas, pantries, slicers, scales, racks and more can all be cleaned with a powerful steam cleaner. This prevents the spread of disease in your commercial kitchen.

A professional portable steam cleaner can also be moved around to not only clean the kitchen but the coffee shop or other areas of a bakery; providing true cleaning versatility. A steam cleaner is an incredibly useful investment for any commercial kitchen because it can literally be used for floor to ceiling cleaning and disinfection.

How Machines Work?

Steam cleaning machines operate on the principle where the water in a boiler tank gets heated up and escapes in 'vapour' like fashion through the multi-powerful jets or hoses. Some expensive steam cleaning

machines include quality stainless steel boilers, heavy wiring, more insulation; the heating unit mounted inside the boiler, more attachments and more safety features than the low-end ones.

Steam cleaner can be a very handy steam cleaning machine as well. It cleans virtually any area that one can think of: seals on the fridge or oven, the runners on patio doors. Some steam cleaners claim to be able to do odd jobs such as defrosting a fridge, as well.

Some of the new models feature special self-cleaning systems, which mean that if one invests in it he won't have to constantly worry about replacing calcium filters. Also, the newer models heat and reheat in record time, some as fast as within thirty



seconds and they do come with different bar pressures that change the speed and efficiency of cleaning performance.

The typical steam cleaning machines' have the accessories like: window squeegee, bristle ring nozzle, refilling bottle or tank and curved detail nozzle. These features simply ensure that your steam cleaning could be satisfactory. The steam cleaning machine should also have a feature that can regulate water steam outflow as well as its temperatures. Despite what you may think, some low pressure steam cleaning machines perform better than the high pressure ones.

The steam cleaning machine is easy to maintain and clean and it is light enough

to be carried (when you fill it with water) especially if you're planning to use it often. Steam cleaning machines should have some features for special cleaning tasks and should have options on hose outlets for cleaning difficult areas.

Features of Steam Cleaning Technology

- Eliminates mops and buckets for more convenient cleaning.
- Cleans and sanitises without hazardous chemicals and toxic odours.
- Leaves no residue like chemical cleaners.
- Add tap water, switch on and you can begin cleaning in minutes.
- Surfaces dry in seconds. No soaked materials that can contribute to mold and allergen growth.
- Kills most bacteria, viruses, mildew and allergens such as E-Coli, Salmonella and Dust Mites.
- Helps control allergens in carpet and bedding.
- Money saving as no cleaning chemical agents are used, but just plain tap water is used.
- Lifts off greasy grime and dried on dirt.
- Cleans soap scum and mildew off bathroom tile and shower doors.

Benefits of Steam Cleaning Technology

- Increased Hygiene
- Reduce the risk of contamination
- Reduce the risk of transmitting food-borne disease
- Lower customer complaints
- Better working conditions for staff
- Increased efficiency and longer equipment life
- Lower maintenance cost
- Reduced risk of fire
- Improved health and safety environment
- They have great likelihood of complying with food hygiene and kitchen safety regulation
- Lower risk of fines and prosecution

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Gelato Display Case

Antarctica Equipment, a leader in temperature-controlled solutions, has introduced TONDA Gelato Display Case to the Indian market. Tonda, the world's first round and rotating display case, transforms the art of showcasing and preserving gelato and pastry, merging technological innovation with sustainability and health-conscious design.

Tonda's circular and rotating design introduces a new dimension in displaying and serving gelato, offering a unique 360-degree product view, maximizing visibility, and providing a smoother, more efficient service experience for operators. Its advanced sensor-controlled technology allows simple hand gestures to activate the rotation, allowing the gelato server to select flavours with minimal effort while offering optimal ergonomic comfort.

Tonda's patented Hi-Performance Closure System (HCS) and Reduced Defrosting Frequency (RDF) technology ensure that gelato is stored in ideal conditions, even during defrost cycles. The hermetic closure system maintains consistent temperature and humidity, significantly reducing defrosting frequency and energy consumption. With uniform temperature across all gelato pans, this advanced



refrigeration system ensures that gelato remains fresh and maintains its perfect texture and taste throughout the day.

Key features of TONDA include:

Sensor-Controlled Rotation: State-of-the-art infrared sensors activate the rotating motion with a simple hand gesture, making it easy to access products without physical strain.

Ergonomic Design: The innovative circular motion allows operators to serve gelato with minimal bending, enhancing comfort and hygiene.

Smart Defrosting: The RDF system optimizes defrost cycles based on actual usage, minimizing heat exposure and energy consumption while preserving gelato quality.

Galileo Digital Connection System: Remote monitoring of temperature and performance ensures precision control and effortless operation, even from a distance.

With its energy-saving features, TONDA delivers up to 25% savings compared to traditional gelato display cases. Its smart defrost system and hermetic sealing help reduce environmental impact while maintaining the highest product quality. TONDA's high-performance cooling technology guarantees excellent performance in any climate.

Antarctica Equipment
www.antarcticaequipments.com

Cookie Crumbs

For bakery and café owners, the right ingredients can make all the difference in delivering a memorable experience to customers. One such versatile ingredient that every bakery should have is NuTaste's Cookie Crumbs. Freshly baked in small batches in NuTaste's in-house bakery, these crumbs are made with real cocoa powder, ensuring a rich, authentic flavor. Whether you're looking to garnish shakes, elevate desserts, or create the perfect base for cakes, NuTaste Cookie



Crumbs provide that extra layer of depth and texture that customers love.

NuTaste Cookie Crumbs offer endless possibilities to unleash your creativity. Their delightful crunch can add a finishing touch to donuts or enhance the texture of cakes and cheesecakes. With the rising demand for premium ingredients, these crumbs are an easy way to enhance the quality of your offerings. By incorporating them into your recipes, you can turn everyday items into irresistible bestsellers, helping you stay ahead in a highly competitive market.

NuTaste Food & Drink Labs Pvt. Ltd.

connect@nutasteworld.com

Heated Display Cases

Alto-Shaam has launched the latest version of its heated display cases featuring multiple enhancements, including new LED lighting and top heat.

The new deli case range includes three different size models – the 48-inch (122cm) case with three pan zones, a 72-inch (183cm) case with five and the 96-inch (244cm) with seven pan zones – all featuring Alto-Shaam's patented Halo Heat® technology now paired with ceramic top heat for extended holding times.



The dual heating provides the most even and highest quality extended holding for a variety of food items such as pastas, vegetables, and fried chicken. Unlike 'traditional' heating holding, temperatures created by Halo Heat technology don't fluctuate to extremes or dry out food.

With independent top and bottom holding temperature control per pan zone, food can be displayed for longer without sacrificing quality. This helps foodservice operations increase prepared food profits and reduce food waste.

Further enhancing operating efficiency, the new display cases also feature LED lighting to provide brighter, more eye-catching displays. Mirrored sliding back doors paired a glass front and sides draw customers in from every angle – boosting impulse sales.

Waterless and easy-to-install, the countertop, stationary base, and mobile base options provide placement flexibility throughout the customer's location.

Alto-Shaam India Pvt. Ltd.

www.alto-shaam.com

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Tiered for Celebrations

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 extravagance 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, etc.

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.

Demand for these types of cakes is really high and in the coming years, celebrations of special occasions will be incomplete without such tiered cakes.

The Challenge

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. Most chefs feel that there is no challenge in their making as such.



It is just the transportation of such large cakes which is a bit of a concern.

However, for the uninitiated, preventing the top layers from crumbling down could itself be a challenge. Amanda Rettke, the creator of the 'I Am Baker' website, and the author of the book 'Surprise Inside Cakes: Amazing Cakes for Every Occasion – With a Little Something Extra Inside' suggests that 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, according to Rettke.



Making 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 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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