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BAKERY

Business Magazine for Bakery & Confectionery Professionals

REVIEW



Business

Market for Cookies

Feature

The Proof of the Pudding

Ingredient

Berry Teeming with Health

Product

Quintessence of Christmas Baking

Operations

The Freezer Aisle Secret

Smoothies
The Superb Superfood...

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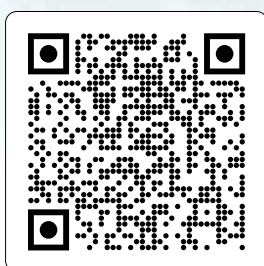
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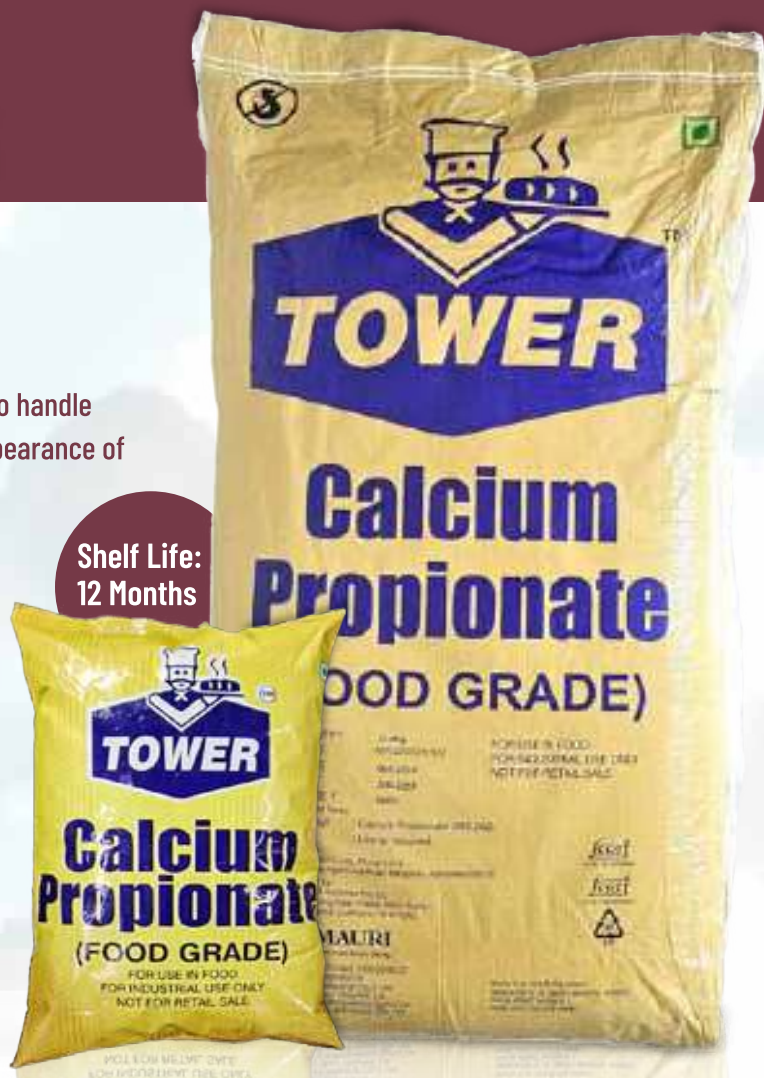
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Smoothies have become extremely popular in India. Packed with nutrients, smoothies not only boost energy and brain function but also supports weight management. Cover story delves on the multiple aspects of this drink, resulting in the rise of smoothie culture.

Cookies are not only popular, but also appealing to people of all generations, particularly youngsters. No wonder its demand has been increasing over the years. The growth trends are apt to entice an enterprising entrepreneur to venture into this business. Business story views different aspects of the industry and essential for an entrepreneur to enter into this category.

Pudding is a very common but delicious dessert or savoury dish in the western countries. It has also gained much popularity in India. Though puddings are commonly perceived as desserts, they are also treated as a savoury dish, and have the history of serving as a part of the main meal. Feature story, in this Christmas season, focus on various varieties of this exquisite dish.

The ingredient section focusses on Cranberries, which has more than 100 varieties. Cranberries can be had raw or as dried and sweetened. Cranberry juice is a very popular usage of this delicious fruit and also as major ingredient in bakery preparations.

Product section talks about preparations during Christmas. Most festivals around the world have dedicated foods, Christmas too has its various savoury food items around the world but nothing defines Christmas more than the sweet goodies that are baked at this time.

The Event, News & Report section offers update on latest happening in the industry.

We at Hammer wishes all our readers Merry Christmas and Happy New Year.

A handwritten signature in black ink, appearing to be 'Rajneesh Sharma', written over a light blue background.

BAKERY

REVIEW

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Celebrating Excellence in French Patisserie



Business France India, the French Trade and Investment Commission, Le Cordon Bleu at GD Goenka University, in association with the Indo-French Chamber of Commerce and Industry, successfully concluded the French Patisserie Competition, celebrating the finest French pastry talent across India.

The competition concluded with a grand award ceremony at the Embassy of France in New Delhi. The remarkable competition showcased the outstanding skills and creativity of pastry chefs from five major cities: Delhi, Mumbai, Kolkata, Puducherry, and Bengaluru. The regional finals were held within the Embassy of France as well as the four General Consulates of France in India. The four General Consuls of France took part in the Competition as Jury Members.

The competition journey commenced with 40 talented contestants competing for a coveted spot in the Finale. After a series of rigorous and inspiring rounds, 13 exceptional finalists emerged, representing their cities with pride and passion. The grand finale featured an impressive display of culinary artistry, culminating in the announcement of the winners.

The winners of the French Patisserie Competition included:

Prerna Kothari, Senior Learning

Facilitator at Le Cordon Bleu School of Hospitality & Tourism, GD Goenka University, Gurugram.

Akash Khandelwal, Senior Sous Chef at Sheraton Hotel, New Delhi.

Sayali S. Avhad, Entrepreneur and Owner of Chef Lee Bakes and Assistant Professor at Lexicon Institute of Hotel Management, Pune.

The winner of the event, Chef Prerna Kothari, was awarded a trip to Paris, in the form of flight tickets and a stay at Le Mathurin Paris Hôtel & Spa.

The event was graced by esteemed guests, including the Ambassador of France to India, H.E. Mr Thierry Mathou, representatives from all corners of the F&B industry, Business France, Le Cordon Bleu and the Indo-French Chamber of Commerce. The judges, recognised for their expertise in the culinary arts, lauded the contestants for their dedication, innovation, and exceptional craftsmanship.

“We are thrilled to witness the amazing talent and creativity displayed by all the participants. This competition not only celebrates the art of French patisserie but also strengthens the culinary ties between India and France. Le Cordon Bleu at GD Goenka University is proud to be a part of this platform where culinary enthusiasts and experts from across

the world come together to promote a tradition of excellence,” said H.E. Mr Thierry Mathou, Ambassador of France to India.

The award ceremony was a vibrant celebration, incorporating numerous activities and highlights. The guests had the chance to enjoy catering provided by the Lalit, Hospitality Partner of the event.

In addition to the awards, the event also served as a venue for networking and collaboration among culinary professionals, fostering a sense of community and shared passion for the art of patisserie.

Established in 2013 and located in Gurugram, Delhi NCR, GD Goenka University is a leading multi-disciplinary institution of higher education. The university is located on a 60-acre sustainable campus and features state-of-the-art facilities including smart classrooms, research and design labs, experience centres, sports facilities of international scale including a shooting range and a half-Olympic size swimming pool and world-class air-conditioned hostels.

Founded in Paris in 1895, Le Cordon Bleu is considered today the largest network of culinary and hospitality schools in the world with more than 35 institutes in 20 countries and 20,000 students of over 100 nationalities are trained every year. Le Cordon Bleu combines innovation and creativity with tradition through its certificates, diplomas, bachelors and master degrees.

Business France is the public consulting business serving the international development of the French economy. It is responsible for fostering export-led growth by French businesses, as well as promoting and facilitating foreign investment in France.

It promotes France’s firms, business image and nationwide attractiveness as an investment location, and runs the VIE international internship program. Business France has more than 1,400 personnel, both in France and in 53 countries throughout the world.

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POLEN
FOOD

IICA, New Delhi, 37th Bi-Annual Convocation

The International Institute of Culinary Arts (IICA), New Delhi, held its 37th Bi-Annual Convocation at the Le Meridien Hotel, New Delhi, marking a vibrant celebration of academic and culinary excellence. With the support of knowledge partner Ebro Foods, the event honoured the accomplishments of IICA graduates and showcased the Institute's commitment to fostering the future of culinary arts in India.

The convocation welcomed a distinguished gathering of guests, including the renowned Chef Manisha Bhasin, Corporate Chef at ITC Hotels, who served as the Chief Guest. In her keynote address, Chef Bhasin inspired the graduates to embrace innovation, resilience, and creativity as they embark on their culinary careers. Her words underscored the importance of staying passionate and forward-thinking in an ever-evolving culinary landscape.

The event also saw an impressive lineup of hospitality industry leaders and culinary icons. Among the esteemed attendees were Padma Shree Dr. Pushpesh Pant, celebrated Indian academic, food critic, and historian; Vikrant Batra, co-founder of Café Delhi Heights; Ms. Yuvika Sawhney Gogia, Assistant Director of Human Resources at Shangri-La, New Delhi; and Chef Davinder Kumar, Vice President of Food & Beverage and Executive Chef at Le Meridien, New Delhi.

Other distinguished guests included Chef Gaurav Wadhwa, co-founder of Theos, Chef Sabyasachi Gorai, Chef Akshay Malhotra, Chef Radhika Khandelwal of Fig & Maple, Dr. Chef Gautam Chaudhary, Chef Ankit Malhotra from The Westin Gurgaon, Chef Ashish Bhasin, and Chef Narender Singh Latwal. Their presence added a wealth of experience and insight, underscoring the importance of industry-academic collaboration in cultivating future culinary leaders.

Panel Discussion on "Growing Great Chefs"

A major highlight of the day was a panel discussion on "Growing Great Chefs", a theme aligned with the International Chefs Day topic set by the World Association of Chefs Societies. Chef Virender S Datta, Founder & Chairman of IICA, moderated this discussion,



engaging with an impressive panel comprising Chef Manisha Bhasin, Vikrant Batra, Ms. Yuvika Gogia, Chef Gaurav Wadhwa, and Chef Sabyasachi Gorai. Together, they shared insights on the changing dynamics of the culinary field and the critical role of curiosity, skill, and adaptability in nurturing exceptional chefs. In a lively Q&A session that followed, students and faculty engaged directly with the panel, gaining valuable advice and perspective for their culinary careers.

Awards and Honors for Outstanding Students

The convocation's facilitation ceremony celebrated the exceptional achievements of IICA's students and alumni. Key awards presented included:

Divya Jyoti Award for Best Student in Level 3 Bakery & Pastry Program: Awarded to Ria Banerjee, who received a trophy and a cash prize of INR 25,000.

Vivek Singh Datta Award for Best Student in Level 3 Culinary Arts Program: Awarded to Vedangi Mani Prakash, with a trophy and a cash prize of INR 25,000.

Student of the Year Award: Presented to Raman Kainth, who received a trophy and INR 10,000.

The IICA Star Achievers Award recognized two distinguished alumni for their industry contributions:

Aishwarya Singh (Batch of 2020), known for her work at The Oberoi Hotels and for authoring a popular baking book.

Sushant Jain (Batch of 2017), who has achieved success in the family-run bakery

and confectionery business.

Both awardees received a special hamper from Ebro Foods and a copy of Aishwarya's book.

Announcing New IICA Centres in Manipur and Kerala

In a groundbreaking moment for IICA, the Institute announced its expansion with two new franchise centres in Imphal, Manipur, and Trivandrum, Kerala. Niranjan Singh, franchise partner for Imphal, joined the ceremony to express his enthusiasm about bringing IICA's legacy to the Northeast, while Abraham Chaly, franchise partner for Trivandrum, shared a video message congratulating the graduates and faculty and highlighting his commitment to culinary education in Kerala. This expansion aligns with IICA's mission to increase access to quality culinary education across India.

A Celebratory Conclusion

The ceremony concluded with a heartfelt vote of thanks from Chef Virender S Datta, who congratulated the graduates, faculty, and alumni, and extended appreciation to the esteemed guests and Ebro Foods for their support. Chef Datta emphasized the Institute's dedication to producing culinary professionals of the highest calibre, ready to excel in an ever-competitive global market.

The day's festivities concluded with a ceremonial cake-cutting, a group photograph, and a high tea, leaving the graduates, faculty, and guests with a sense of accomplishment, inspiration, and excitement for the future.

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SCAN TO EXPLORE

Siolim Specialty Coffee Roasters New Cafe

Siolim Specialty Coffee Roasters enriches Indore's coffee scene with their new cafe, bringing the serene essence of Goa to central India. The cafe, inspired by the peaceful village of Siolim in Goa, presents a thoughtfully crafted menu where specialty coffee meets creative cuisine, offering a welcoming space that celebrates both traditional and contemporary coffee culture.

The cafe showcases an impressive range of coffee experiences, from their signature Tiramisu Cortado, featuring house-made tiramisu cream, to the innovative Rose Cardamom Latte that combines special cardamom espresso with homemade rose syrup. Coffee enthusiasts can explore various brewing methods, including their distinctive Barrel Aged Cold Brew aged in rum or whiskey barrels, alongside creative beverages like the Satsuma Cascara – a refreshing blend of in-house orange



marmalade and ginger ale with brewed cascara. The food menu complements

the coffee offerings with dishes such as the Hummus Pita Platter with fresh falafel and smoky baba ghanoush, hand-rolled Naples-style pizzas, their signature Orange Brûlée Cheesecake, and more.

The cafe provides an elegant yet comfortable setting where guests can savor their beverages and meals in a space that seamlessly blends modern design with Goan-inspired elements. They offer both indoor and outdoor seating options suitable for everything from casual coffee dates to working lunches.

"At Siolim, we source directly from small, independent farmers to ensure fair compensation and complete transparency in the supply chain. Our mission is not only to bring the best of Indian coffee to the world but to support the communities behind it," says the Founder of Siolim Specialty Coffee Roasters.

Chef Mohammed Saleem Gafoor

Four Seasons Hotel Bengaluru has appointed Mohammed Saleem Gafoor as the new Executive Pastry Chef. With over two decades of experience



in luxury hospitality and a career that has spanned renowned international properties, Chef Saleem is set to bring a wealth of knowledge, creativity, and passion for pastry arts to the hotel's esteemed culinary team.

Having worked with prestigious brands such as Four Seasons Hotels & Resorts, Ritz-Carlton, and Le-Royal Meridien, Chef Saleem has built a stellar reputation throughout his career. Most recently, he served as the Executive Pastry Chef at Four Seasons Hotel & Resort Doha, where he led the pastry division for nearly a decade. His exposure across various Four Seasons properties, including cross-training in Mauritius and Bahrain.

Keventers Enters New Market Category with Waffles

Keventers, India's most iconic Milkshake and Ice Cream brand with a legacy of nearly 100 years, has added more fun to the festive fervour with the launch of its 100% vegetarian Waffles category. Up for grabs at Keventers' pan-India network of over 170 exclusive retail brand outlets, the Waffles are freshly made to golden brown perfection, true to its century-old brand legacy. Keventers Waffles have been introduced in six lip-smacking flavours - Classic Honey Butter, Lotus Biscoff, Kit Kat Crunch, Nutella, Triple Chocolate and White Chocolate, at an introductory price of Rs 99.



Sharing his thoughts about the new offering, Keventers CEO Agastya Dalmia said, "Keventers has always taken forward its 100-year-old legacy of innovation and making indulgence affordable for all. Taking into account the evolving indulgent preferences of Millennials and Gen Z, we have diversified our product portfolio to introduce an all-new waffles range, which is not only perfect for all seasons, but is an on-the-go delicacy that always comes handy for those with a sweet tooth. We are excited to offer something refreshing for a wider segment of customers, and are confident of an extremely positive response."

All Keventers Waffles are 100% vegetarian, freshly made, sweet and crispy, and complement the brand's wide range of milkshakes and hot beverages. The range features a variety of up to 12 Ice Cream flavours as an Add Ons at Rs. 35 only. The waffles are being sold at around 170+ exclusive retail outlets in over 100 malls and 80+ high streets across all metro Indian cities.

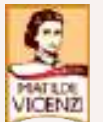


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Nothing Before Coffee Opens 75th Outlet

India's fast-growing QSR coffee chain, Nothing Before Coffee (NBC) announced the launch of its landmark 75th outlet in the heart of New Delhi's Connaught Place, a significant achievement as the brand continues its aggressive expansion. This milestone opening is accompanied by the launch of 4 more outlets in Jaipur (near Jal Mahal), Surat, Bangalore (Bannerghatta), Dehradun, and Gwalior, marking NBC's rapid nationwide growth.

NBC currently has 75 outlets throughout India; wherein the company added 35+ new outlets in 2024 offering an exclusive opportunity for people across regions to enjoy high-quality, flavourful brewed coffee & beverages at economical prices. Additionally, NBC is pleased to report its "Best-ever Q3 sales." Fueled by new store launches, innovative offerings, and growing brand loyalty. The brand's seasonal offerings and unique brews have been particularly well-received, contributing to this growth.



The 75th store is more than just another NBC outlet; it is a celebration of the brand's journey and vision. Situated in the historic Connaught Place, one of India's most recognizable urban landscapes, this store offers a premium experience tailored to the diverse and dynamic crowd of Delhi. Boasting an expansive layout, the Connaught Place store is designed to serve as a vibrant community hub for professionals, students, tourists, and coffee enthusiasts alike.

The store exemplifies Nothing Before Coffee's dedication to quality and

community. This sleek and modern outlet offers a diverse menu featuring organic coffee, tea, shakes, mocktails, hot chocolate, shrappe, and a wide range of delectable snacks and cookies, carefully crafted to cater to the refined tastes of its discerning customers. NBC opens door for customers to try India's Best Shrappe – Where Shakes Meet Thick Frappes!

The company further strengthened its footprints in both Tier-1 & Tier-2 cities of India and currently operates in 29 cities, 10 states and has a target to open 8 new outlets in October 2024.

We're thrilled to launch our landmark store in Connaught Place, a cultural and commercial hub that perfectly aligns with our vision for Nothing Before Coffee. This store reflects our commitment to offering an exceptional coffee experience while honoring the vibrant spirit of the location", said Akshay Kedia, Founder & CMO, Nothing Before Coffee.

99 Pancakes Opens 5 New Outlets

99 Pancakes, India's premier QSR chain specializing in a wide array of delicious pancakes, announces the



successful opening of its latest outlets in Aurangabad and Panvel in Maharashtra, Ahmedabad, Anand and Chiplun in Gujarat. These latest additions is part of the brand's ongoing expansion across India. Every 99 Pancakes location features the brand's signature menu, along with a variety of beverages, from gourmet coffees to fresh juices, ensuring a delightful and well-rounded experience.

"Our mission is to offer our customers a tasteful delight with every visit, and we are thrilled to bring our passion for pancakes to Aurangabad, Ahmedabad, Anand, Chiplun, and Panvel as well", said Vikesh Shah, Founder of 99 Pancakes.

Baked in Bombay by Bread Boulevard Introduces New Culinary Delights

Bandra's beloved cafe, Baked in Bombay by Bread Boulevard, has unveiled an exciting array of new menu items. Known for its delectable offerings, the cafe has once again curated a collection of dishes that cater to diverse tastes and dietary needs.

The new menu features a range of savory and sweet delights, including the indulgent Truffle Burrata Sandwich, a symphony of flavours featuring pesto burrata, truffle oil, and sundried tomatoes. For those seeking a lighter option, the Greek Quinoa Salad offers a refreshing blend of quinoa, cherry tomatoes, cucumber, salad leaves, feta cheese, and a honey-lime dressing. Additionally, the decadent Creamy Burrata Delight, a heavenly combination of burrata, mozzarella, cherry tomato confit, and basil, is a must-try.



Sweet teeth can indulge in signature waffles and pancakes which are also available in exciting new flavors, such as Biscoff, Nutella, and Berry.

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Cothas Coffee Completes 75 Glorious Years

Cothas Coffee, a household name in coffee, completes 75 glorious years of serving the best filter coffee to coffee lovers across Karnataka and India. As a mark of completion of 75 years, the company unveiled a new brand identity and a few new products.

The company unveiled updated packaging, redesigned store facades, and a refreshed



logo, aiming to connect with both loyal customers and new markets. By enhancing its brand identity, Cothas Coffee seeks to stay competitive in a rapidly changing market while maintaining its commitment to quality and tradition.

The company also launched a few products like the instant coffee sachets along with a few ranges of cold coffee. Cothas Coffee had entered into the instant coffee market a few months ago.

Addressing on the occasion, C K Sreenathan, Chairman & Managing Director of Cothas Coffee said, "Cothas Coffee has always been about delivering an exceptional coffee experience to our customers. Over the years, we have stayed true to our roots while evolving to meet modern tastes and preferences. As we celebrate 75 years, our goal is not just to honour our rich legacy but to continue innovating and expanding to new markets."

The company, which currently has an annual turnover of over Rs. 300 crore has set a revenue target of Rs. 1000 crore over the next 3 years. With more than 60 outlets across South India, Cothas Coffee provides its customers with an authentic filter coffee experience.

Premium Chocolate Meets Ice Cream

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.

In celebration of this sweet alliance, 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."



Harvest Gold Unveils New Campaign

Bimbo Bakeries India, the Indian entity subsidiary of the world's largest baked foods company, Grupo Bimbo, announces the launch of new campaign for its leading bread brand, Harvest Gold's popular health and wellness product – the 100% Atta Bread. The campaign focuses on the role and impact of 30% daily fibre in supporting good gut health. To promote healthier lifestyle choices, the campaign, with a uniquely singular message of 'Happy Tummy is a Happy You', highlights that four slices of Harvest Gold 100% Atta bread is all one needs for 30% daily fibre intake and enhance one's overall health.

Talking about the new campaign, Raj Kanwar

Singh, Managing Director of Bimbo Bakeries India, said, "At Bimbo Bakeries India, we are committed to building a better world by innovating and providing a variety of healthy food options to our consumers. In today's fast-paced world, we want to offer consumers an easy and nourishing breakfast option with Harvest Gold's 100 % Atta Bread. It is a wholesome and versatile choice that will help consumers meet a significant portion of their daily fibre needs and bring a positive change towards better health and wellness."



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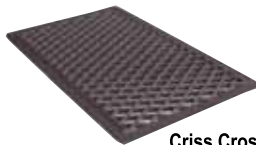
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Bakels Launches Renshaw in India

Bakels, a global leader in the bakery ingredients industry, proudly announced the launch of Renshaw in India at a event held at the Bakels Baking Center. Acquired by Bakels earlier this year, Renshaw brings over 125 years of excellence in baking innovation to Indian shores.

Founded in 1898, Renshaw is a global favourite among professional chefs and home bakers, renowned for its high-quality sugarpaste, marzipan, and frostings. Its products have been instrumental in transforming cakes and confections into edible art pieces, celebrated for their versatility, ease of use, and consistent quality.



The launch was graced by Chef Joonie Tan, a respected name in the baking community, who unveiled two variants of Renshaw's sugarpaste: Extra and Just Roll With It, both in the white variant. Designed specifically for the Indian climate, Renshaw's sugarpaste boasts an exquisite taste with a rich vanilla flavour, exceptional stability across varying temperatures, and is perfect for cake painting and intricate designs.

Speaking at the event, Vikas Toshniwal, Managing Director of Bakels India, emphasized the brand's commitment to innovation and quality. He remarked, "Renshaw's sugarpaste is a game-changer for the Indian baking industry. Its superior taste and adaptability make it ideal for professionals and home bakers alike. At Bakels, we're thrilled to offer Indian bakers a product that combines global standards with solutions tailored for India's unique baking needs."

Gauri, Product Marketing Manager at Bakels, shared her enthusiasm about the brand's arrival in India: "We're incredibly proud to bring Renshaw to India, and what better place than the Baking Center—a hub for creativity and community. We're excited to see Indian cake artists and baking enthusiasts explore new possibilities with our sugarpaste."

The launch marks a significant milestone in Renshaw's journey and Bakels' commitment to empowering bakers worldwide. With its versatility, superior taste, and climate-friendly formulation, Renshaw's sugarpaste promises to redefine cake decoration in India.

Australia's Burgertory to Make a Debut in India

BURGERTORY →

Burgertory, Australia's premium burger chain, is all set to make a

grand entry into the Indian market in partnership with Franchise India through its international business arm, FranGlobal. This strategic alliance marks the beginning of an ambitious growth plan, with 100 stores set to open across India over the next five years.

Known for its uncompromising commitment to quality, Burgertory has built a reputation for delivering a unique burger experience. Every burger is crafted to order, using the freshest ingredients and in-house sauces exclusive to the brand, promising a flavor-packed experience for every palate. The brand's entry into India will bring with it signature items from its Australian menu, along with new creations customized to suit local tastes.

"Nearly 18 years ago, I left India with a vision to revolutionize the food scene back home. After an incredible journey with Burgertory in Australia, it brings me immense pride and excitement to now return, introducing bold, unique, and flavorful burgers to the people of India," said Tarun Sachdeva, Global Strategy Officer, Burgertory. "This is more than just business—it's about bringing a new food experience to my homeland that everyone can enjoy."

Partnering for Success

Burgertory's expansion into India will be spearheaded by Franchise India, under the leadership of Gaurav Marya. As a leader in franchise development for global brands entering emerging markets, FranGlobal's experience in brand scaling aligns seamlessly with Burgertory's vision for growth.

"We are thrilled to partner with Franchise India in this exciting new venture," said Hash Tayeh, Founder & CEO of Burgertory. "India is one of the most dynamic and diverse markets in the world, and we believe the bold, unique flavors of Burgertory will resonate deeply with Indian consumers."

Gaurav Marya, Founder & Chairman of Franchise India, shared his excitement about the partnership: "India has a growing appetite for global flavors, and Burgertory's distinct approach to burgers is exactly what the market needs. This partnership represents a perfect synergy between an innovative brand and a market ripe for new culinary experiences. We are confident that together, we will create a brand loved by Indian consumers."

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Subway Global Celebrates 850th Store in India

John Chidsey, Global CEO of Subway, inaugurated the brand's 850th store in India, marking a significant milestone in the QSR chain's rapid growth trajectory. This marks John's first visit to India as CEO of Subway Global, following the company's partnership with Culinary Brands.



India has emerged as one of the fastest-growing international markets for Subway, with plans to become the largest Quick Service Restaurant (QSR) chain in the country over the next decade. The brand has introduced a modernised store design and fresh menu options to cater to evolving consumer preferences.

Recently, Subway launched its indulgent Hot and Cheesy Signature Subs range, featuring 1.5x filling with lots of cheese. It also introduced a Breakfast Special sandwich menu paired with coffee, available from 7 am to 11 am across select locations to meet the growing demand of fresh breakfast options in India.

"Today's restaurant opening marks a major moment for the brand's growth in India, where we continue to see huge demand," said John. "In addition to opening an impressive number of restaurants over the past three years, Everstone has also proven to be a regional leader in implementing the brand's latest culinary, development and digital initiatives, improving the overall restaurant experience and paving the way for more guests to enjoy Subway across the market."

ITC Sunfeast Baked Creations Unveils First Bakery Café in Bangalore

ITC Sunfeast Baked Creations has opened its first bakery café in Whitefield, Bangalore, within the FabIndia Experience Store. The café marks the brand's transition from a cloud-kitchen model to an omnichannel presence, offering a range of gourmet baked treats such as croissants, bagels, pastries, and celebration cakes. The café's offerings are complemented by ITC's Sunbean Gourmet Coffee, providing customers with a premium culinary experience tailored to Indian tastes.

Inaugurated by Indian cricketer Shreyanka Patil, the café is designed to accommodate up to 30 guests and is ideal for both casual and celebratory gatherings. ITC Sunfeast Baked Creations also plans to expand its café network in Bangalore, with upcoming locations in MG Road and Jayanagar, and further expansion into Chennai. This venture marks the beginning of a new adventure for ITC Sunfeast Baked Creations. It aims to establish bakery chains across India, bringing its innovative products to even more customers.

At the launch event, Shreyanka Patil, a well-known cricketer and foodie, expressed her love for the brand's baked creations, highlighting her favorites like the Frangipane Almond Croissant and Trinity Ganache Pastry.

Rohit Bhalla, Food-Tech Business Head at ITC Limited, emphasized the brand's commitment to elevating the bakery experience in India, positioning the café as a key step in offering customers a world-class bakery experience. This new venture aims to bring ITC Sunfeast Baked Creations' innovative bakery products to a wider audience while setting new standards in the category.



EL&N London Debuts in India

EL&N London, the globally celebrated lifestyle and café brand renowned for its picture-perfect settings and chic ambience, opened its first Indian outlet at Jio World Plaza, Bandra-Kurla Complex. Opened in partnership with Reliance Brands Limited (RBL), this highly anticipated launch marks the brand's first venture into the Indian market.

Founded in 2017 by Alexandra Miller, EL&N (Eat, Live, and Nourish) has become a global sensation, admired for its signature pink interiors, stunning floral décor, and vibrant atmosphere. Known as one of the world's most photographed café brands, EL&N offers a unique fusion of fashion-forward design, speciality coffee, and all-day dining. The brand currently operates over 37 outlets worldwide, including in Paris, Milan, Dubai, and Kuala Lumpur, and is now set to captivate Mumbai's discerning foodies and social media enthusiasts alike.



Located on the second floor of Jio World Plaza, the new café spans an impressive 2,130 sq. feet, featuring bespoke design elements exclusive to Mumbai. Guests can expect to find unique motifs, a custom-made soft pink mesh chandelier, signature EL&N florals & foliage and neon quotes, that have become synonymous with the brand. With terrazzo and marble flooring and the iconic cake and coffee bar creating a unique fusion of fashion, food, and ambience, the café is designed to deliver an unparalleled dining experience.



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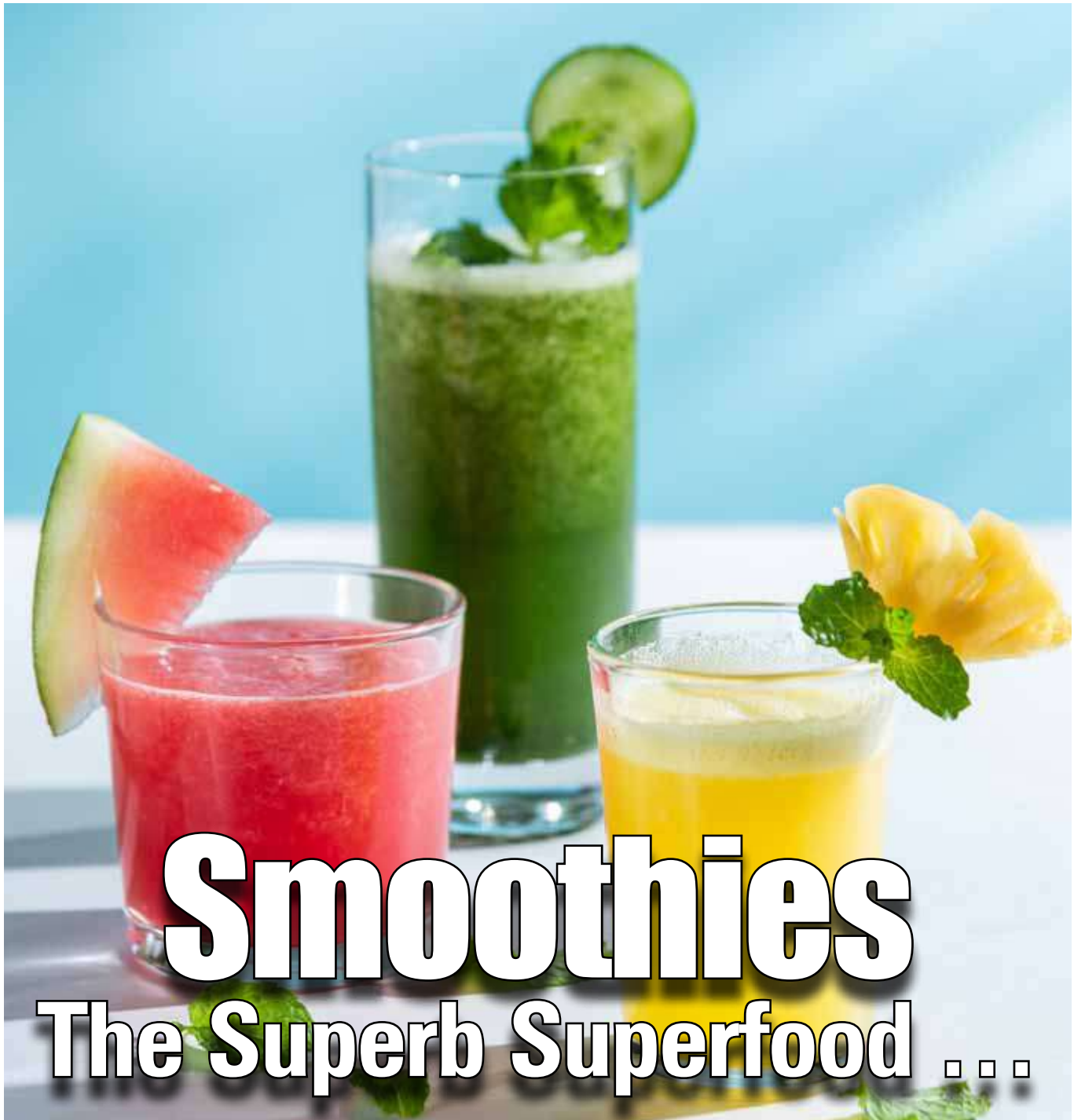


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Smoothies have become popular over the past decade. Modern smoothie, which is believed to have been invented in the United States, made its way to India through a Smoothie chain in 2016. Hyderabad based, Drunken Monkey, which started in 2016 with its first smoothie bar, now has over 100 stores. One can gauge the popularity of this drink by this fact. Today, India is believed to have about 7000 smoothie bars, cafes and bakeries. The rise of smoothie culture is believed to have been driven by several factors like health awareness, disposable income, convenience, et al. **Ashok Malkani** delves on various aspects of this drink.

As you slurp on a smoothie you experience heavenly bliss which is further enhanced when you contemplate on all the benefits associated with it. Packed with nutrients, this North American concept from the early 20th century, not only boosts energy and brain function but also supports weight management. Recipes for “Banana Smoothie” and “Pineapple Smoothie” first appeared in the 1940s. Smoothie was popularized in the 60s and became mainstream in the 1990s.

In India, “Lassi”, has been popular over the ages. It has been recognized as the ancient smoothie. So, is “Lassi” termed as a “Smoothie” in the Western world? No. There is a difference. In “Lassi” yogurt plays the leading role but in a “Smoothie” fruit plays the leading role.

Smoothies have become extremely popular in India. The smoothie’s market, in the country, according to Grand View Research, generated a revenue of \$ 256.3 million in 2023 and is expected to reach \$ 627.5 million by 2030.

What, one may ask, is a smoothie and how popular is it in India?

Pratap Chaudhary, Executive Sous Chef, The Mirador Hotel, Mumbai, explains, “A smoothie is a beverage made by puréeing ingredients in a blender. A smoothie commonly has a liquid base, such as fruit juice or milk, yogurt or ice cream. Other ingredients may be added, including fruits, vegetables, non-dairy milk, crushed ice, whey powder or nutritional supplements.”

He adds, “Smoothies are popular because they are a convenient way to consume fruits and vegetables, and they come in many flavours and ingredients. They are also a good option for those who are health-conscious, have dietary restrictions, or are interested in fitness.”

Rajinder Sareen, Executive Chef, Sheraton Grand Pune Bund Garden Hotel, states, “A smoothie is a blended drink typically made from fruits, vegetables, yogurt, milk, or plant-based alternatives, sometimes with added ingredients like nuts, seeds, or protein powder. It’s popular in India, particularly in urban areas, as health-consciousness rises and people look for nutritious alternatives to traditional sugary beverages. Smoothie bars and cafés have also contributed to its growing



presence in major cities.”

Satya Kumar, Executive Chef, Sheraton Hyderabad Hotel, declares, “smoothie is a thick, blended drink made primarily from fruits or vegetables combined with a liquid like water, juice, or milk. In India, smoothies are becoming more popular, especially in cities. They’re seen as a healthy alternative to traditional snacks or quick meals.”

Sumit Sahu, Sous Chef, Food Production, Taj Usha Kiran Palace, Gwalior, affirms, “Smoothie is a thick cold drink that is made from fruits and often yoghurt or ice creams, mixed together until it has a smooth texture. It’s a popular and healthy beverage option, often enjoyed as breakfast or snack. These serve as a great way to intake your daily dose of fruits and vegetables, as well as other nutrients.”

He adds, “Some common ingredients for smoothies include:

Fruits - Berries, Bananas, Mangoes, Peaches, etc.

Vegetables - Spinach, Kale, Carrots, Beets, etc.

Liquids - Milk, Yogurt, Fruit Juice, Coconut Milk, Etc.

Other Ingredients - Honey, Nut Butter, Protein Powder, Seeds, etc.”

Dinesh Mahtre, Executive Chef, The Orchid Hotel Pune, defines smoothie as “a

refreshing blend of fruits, vegetables, yogurt, and sometimes a touch of natural sweetness from honey. In India, smoothies have surged in popularity over the last decade, as more people embrace health-focused lifestyles. The smoothie market here is anticipated to grow at a 15% rate by 2025, which speaks volumes about its rising demand.”

Smoothies or Milk Shakes

Smoothie has a milk shake like consistency. The base of a milk shake and smoothie are similar. It is milk in the case of a milk shake and, in the case of smoothie, it is either milk or yogurt or milk. One may say that the basic ingredients of a smoothie are fruit and milk while ice cream is added to milk for milk shake.

So, what is the difference between the two, and which is healthier?

Rajinder, expressing the differences between the two drinks, states, “A milkshake is typically made with milk, ice cream, and sweeteners, while a smoothie is made with fruits, vegetables, and often dairy or plant-based milk, without the heavy use of ice cream or added sugar. Smoothies are generally considered to be healthier due to their nutrient-dense ingredients.

Popular across a broad age range, particularly with health-conscious young



Satya Kumar



Pratap Chaudhary



Rajinder Sareen



Dinesh Mahtre

adults (18-35 years) and fitness enthusiasts who enjoy them as a nutritious meal replacement or energy booster, smoothies are considered healthier because they are made with whole fruits, vegetables, and other nutrient-dense ingredients. They provide vitamins, minerals, and fiber. Milkshakes, on the other hand, tend to be high in sugar and fats, particularly if made with ice cream and sweetened syrups, making them less nutritious."

He adds, "Smoothies also aid digestion due to their high fiber content, boost energy levels, and support weight loss or weight maintenance. They're also an easy way to consume a variety of fruits and vegetables, especially for those with busy lifestyles."

Pratap differentiating between the two drinks claims, "Milkshakes are made with ice cream or milk. They are often flavoured with syrups or raw fruit, and can be topped with whipped cream, candies, or fruit while smoothies are made with fruit, yogurt, milk, juice, or a combination of these.

He adds, "Milkshakes are high in sugar and fat, and are not usually considered a meal replacement while smoothies are often a good choice for people who are lactose intolerant or trying to lose weight. Smoothies are rich in carbs and low in fat as they don't use much of the dairy products in them. It is widely believed that smoothie is healthier than milkshake because its main elements are fruits and vegetables.

You can also add oats and grains in smoothie to increase its nutrient value. They can have many health benefits as they contain Fiber, Vitamins and minerals. They are beneficial for Weight management, Bone strength, Immune system, Heart health. These drinks can be customized to suit your preferences and dietary needs. For example, you can use one-percent milk, unsweetened soy milk, or unsweetened almond milk. You can also add antioxidant-rich green tea or no-calorie water."

Dinesh declares, "The difference between milkshake and smoothie is about the ingredients of the two. While milkshake is rich and indulgent (with ice cream as a base, giving it that thick, creamy texture and higher calorie count) smoothie is light, and usually yogurt-based, making it thinner in consistency. With less sugar and fewer calories, smoothies

are a great choice for snacks or breakfast. Especially popular among young adults aged 18 to 34, who seek convenient, nutritious options that fit seamlessly into busy lifestyles, smoothies offer a wholesome way to fuel up with essential nutrients. They are loved because of their nutritional value, Health benefits and convenience."

He adds, "Comprising of popular Ingredients like banana (for potassium), spinach (iron), blueberries (antioxidants), and avocado (healthy fats), smoothies are now synonymous with health and wellness, inspiring Indians to make nutrition a part of everyday life. They've driven the expansion of health cafés and juice bars, particularly in urban areas."

Sumit elucidates, "While both smoothies and milkshakes are delicious blended beverages, they have distinct differences. Some of them are as follows:

The base of smoothies is primarily of fruits, vegetables, and liquids like milk, yogurt, or juice while the texture is thick and pulpy, often with bits of fruit and vegetable fiber. Sweetness is derived from the fruits that are used for preparing a smoothie. A smoothie can also replace a meal.

The base of milkshakes comprises of dairy products like milk or ice cream. They have a creamy and smooth texture and they are sweetened with sugar, syrups, or flavoured ice cream.

Smoothies are generally considered healthier than milkshakes because they have Nutrient-Dense Ingredients (a variety of fruits, vegetables, and sometimes protein powders or nut butters), lower sugar content and higher fiber content.

In essence, smoothies are more health-oriented, while milkshakes are more indulgent. However, you can make healthier versions of both by using natural sweeteners, low-fat dairy, and plenty of fruits and vegetables.

However, it's important to note that the healthiness of a smoothie or milkshake depends on the specific ingredients used. A smoothie made with sugary fruit juices and added sweeteners isn't as healthy as one made with fresh fruits, vegetables, and yogurt. Similarly, a milkshake made with low-fat milk and a small amount of ice cream can be a more balanced option than one loaded with high-fat ice cream and excessive sugar."

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Satya Kumar states, "Milkshakes, typically made with milk, ice cream, and sweet flavourings are richer, while smoothies focus on fruits, vegetables, and healthier liquid bases like plant-based milk or yogurt. Smoothies often skip the added sugars and ice cream, making them a lighter and more nutritious option. Thus smoothies are usually the healthier choice as they often include nutrient-dense ingredients and don't use ice cream or heavy syrups like milkshakes do."

He continues "Appealing to health-conscious people in their 20s and 30s they are also gaining traction among teenagers and older adults as well. The growing popularity is mainly because they are considered to be healthier choice as they often include nutrient-dense ingredients and don't use on ice cream or heavy syrups like milkshakes do. With the right balance of fruits, greens, and protein, smoothies provide more vitamins and fiber."

Revolutionising Health Trends

Health consciousness is an important factor all over the globe. In India, too, people are becoming increasingly conscious about their physical health and wellbeing and are seeking convenient and healthy food options. Superfoods like berries, chia seeds, spirulina, kale, and matcha are gaining in popularity as health foods and one way of consuming these superfoods are to blend them into a smoothie.

Rajinder states, "Smoothies have played a big role in the rise of health-conscious eating in India. With increasing focus on clean eating and wellness, smoothies provide an easy way to incorporate fruits, vegetables, and other nutritious ingredients into one's diet. At Sheraton Grand Pune Bund Garden Hotel, we've embraced this trend by offering a variety of smoothies that cater to different dietary needs, from vegan to protein-packed options, helping people stay healthy while enjoying great-tasting food."

Sumit says, "The smoothie revolution has significantly impacted health trends in India, transforming the way people perceive and consume nutritious beverages. The change is significant in the following ways:

Health and Wellness Focus: The nutrient dense smoothies are packed with essential vitamins, minerals, and antioxidants from fruits and vegetables, making them a



Sumit Sahu

convenient way to boost nutrient intake. They are high in fiber, promoting healthy digestion and gut function. The combination of carbohydrates, protein, and healthy fats provides sustained energy,

Convenience and Customization: Easily prepared at home they can be customized to tailor individual preferences and dietary needs. They can also meal replacements.

Social Media Influence: With its visual appeal and promotion by fitness enthusiasts on social media smoothies have become a trendy and healthy beverage.

Rise of Health-Conscious Consumers: Increasing awareness about the importance of healthy eating and nutrition, combined with lifestyle changes has led to a surge in demand for nutritious and convenient food and beverage options.

Innovation and Variety: Smoothies can be innovated to suit your needs and desires by including fruits, vegetables, nuts, seeds, and protein powders as well as flavours.

In conclusion, smoothies have revolutionized health trends in India.

History

The global smoothie's market, according to Polaris Market Research, was valued at \$ 12.32 billion in 2023 and is expected to grow at a CAGR of 9.6% during the its forecast period (2024-2032) as people continue to prioritize healthier eating habits.

One wonders to what culture these beverages are associated with and what is the history of smoothies?

Pratap avers, "Smoothies are part of many cultures, including Indian, Mediterranean, and Middle Eastern. Some examples of smoothies

from these cultures are: Lassi, Pineapple smoothies, Doogh, Shumlay, Ayran, Dhallé, Fruit sharbat. The word "smoothie" comes from the English word "smooth", which means tender or creamy. The concept of blending fruit and ice to make a smooth drink was first introduced in the 1920s. Yogurt was added in the 1930s to make smoothies creamier and more satisfying. Smoothies became popular in health food stores and juice bars in the 1960s, and reached mainstream success in the 1980s."

Continuing with the history of smoothie he states, "In the 1960s Steve Kuhnau was inspired by his work as a soda jerk and began experimenting with smoothies. They were an alternative for the lactose intolerant Kuhnau to taste his own concoctions using unique blends of fruit juices, vegetables, protein powder, and vitamins."

He adds, "They have become increasingly popular in recent years due to their convenience, delicious taste, and numerous health benefits."

Rajinder reveals, "Smoothies, according to common belief, originated in the United States, particularly in the 1960s, and were influenced by health trends like the promotion of natural and raw foods. Over the decades, they have evolved globally and become a staple in various cultures, especially in Western wellness circles."

He continues, "The smoothie, as we know it, began in the U.S. in the 1960s when people began experimenting with blending fruits, vegetables, and juices as a way to create health-focused drinks. Its popularity grew through the 1990s and 2000s due to the rise of health and wellness movements. With the rise of fitness culture, smoothies became synonymous with clean eating, weight management, and dietary supplements."

Satya states, "Smoothies originated in the U.S. in the early 20th century with the rise of electric blenders and gained popularity during the health wave of the 1960s. Their demand has only grown as the focus on wellness and plant-based diets has increased worldwide."

He adds, "smoothies can act as meal replacements if they're balanced with protein, healthy fats, and carbohydrates. Using ingredients like nuts, seeds, or protein powders makes them filling and suitable for on-the-go meals, though they should be part of a varied diet."

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Sumit explicates, “Smoothie, as we know it today, is primarily an American invention. However, the concept of blending fruits and vegetables into a drink dates back to ancient cultures like the Mayans and Aztecs. They used to blend fruits with water and spices to create refreshing beverages. In the 20th century, health food stores on the West Coast of the United States started selling blended fruit drinks, which were precursors to modern smoothies. The invention of the blender in the 1930s made it easier to create smooth and creamy blended drinks.”

He adds, “While the modern smoothie is largely an American creation, similar drinks can be found in various cultures around the world. For example, in India, there’s lassi, a yogurt-based drink that often includes fruits. In the Middle East, there are various fruit-based drinks that are blended or mixed. So, while the modern smoothie has its roots in American culture, the concept of blending fruits and vegetables for a drink is a global one with a long history.”

He cites key milestones in the history of smoothies thus:

1920s: Julius Freed, inspired by his sensitive stomach, created a less acidic orange juice drink by blending it with other ingredients. This marked the beginning of the “Orange Julius” brand, which popularized blended fruit drinks.

1930s: Health food stores on the West Coast began selling similar blended fruit drinks, influenced by Brazilian recipes.

1940s: Recipes for banana and pineapple smoothies appeared in cookbooks.

1960s: Steve Kuhnau, a lactose-intolerant individual, began experimenting with smoothies and founded Smoothie King, which further popularized the concept.

990s: Smoothies became mainstream with the rise of smoothie bars and cafes. They were seen as a convenient and nutritious way to consume fruits and vegetables.

He concludes, “Today, smoothies are enjoyed by people of all ages around the world. They are available in a wide variety of flavors and can be found in grocery stores, restaurants, and specialty smoothie shops.

Dinesh declares, “Smoothies have ancient roots and global influences:

Ancient Mesopotamia (around 2000 BCE) – Early blended drinks of milk, fruit, and honey.

Ancient Greece and Rome – Blended wine and fruit drinks.

Modern smoothie culture took off in Hawaii, where surfers combined tropical fruits, yogurt, and honey for a post-surf energy boost.”

He adds, “From nutrient-rich blends to a global health trend, smoothies have grown due to:

- Convenience
- Wellness and plant-based trends
- Social media and visual appeal
- Expanded availability



Vegan Smoothie

The high nutritional value, deliciousness, health benefits and, above all, versatility have made smoothie popular. It is this ability to be flexible and adaptable that has revolutionised smoothie by having a “Vegan” version which has become popular across the globe. The reason for this is the growing awareness of health, sustainability, and dietary preferences. The shift for plant based diets is rooted in several factors like health benefits, environmental concerns and ethical considerations.

Pratap is of the view that vegan smoothies are popular due to their health benefits. He discloses, “A vegan smoothie is a dairy-free blended drink made with fruits, vegetables, nuts, seeds, and other ingredients, making them nutritious and healthy. They are often packed with vitamins, minerals, and antioxidants. Ingredients like spinach, kale, berries, and nuts provide essential nutrients that support overall health. For those looking to manage their weight and blood sugar levels, vegan smoothies are a great option.”

Rajinder avers, “A vegan smoothie is

made without any animal-based ingredients. It uses plant-based milk (like almond, oat, or soy milk), fruits, vegetables, nuts, seeds, and other vegan-friendly ingredients. The benefits include being dairy-free, suitable for lactose-intolerant individuals, and supporting plant-based diets. Vegan smoothies are also rich in antioxidants, vitamins, and healthy fats, making them a nutrient-packed choice.”

Dinesh declares, “Demand for vegan smoothies is on the rise, as people focus more on plant-based diets. Benefits include: Enhanced Wellness (Perfect for plant-based diets) and popular ingredients (like Mango, banana, spinach, almonds, chia seeds, and coconut or almond milk).”

Satya affirms, “Vegan smoothies use no animal products and are made with plant-based milk, fruits, vegetables, and other natural ingredients. They’re a hit due to the growing number of people interested in plant-based or dairy-free diets. Benefits include easier digestion and being suitable for those with dietary restrictions.”

Sumit states, “A vegan smoothie is a delicious and nutritious drink made entirely from plant-based ingredients. Their benefits are Nutrient-richness, promotion of healthy digestion, maintenance of healthy weight, boosting energy, keeping one hydrated.”

He sums up: “By incorporating a variety of nutrient-rich ingredients, you can create delicious and healthy vegan smoothies that support your overall well-being.”

Future

The smoothies market has been growing steadily. So, what are the future prospects for smoothie?

Dinesh opines, “The future looks promising! As more people prioritize health and wellness, the smoothie market will continue to expand. An expanding middle class also fuels demand for premium health-focused foods.”

Rajinder states, “The future of smoothies in India looks promising. As more people adopt health-conscious lifestyles, the demand for nutritious, plant-based, and convenient meal options will continue to rise. Innovations in flavours, ingredients, and customization will further drive this trend. Smoothie consumption is expected to expand, particularly with the growing popularity of vegan, organic, and wellness-focused products.”

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Assistant Pastry Chef



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Assistant Pastry Chef

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Satya is of a similar view. He says, "The future looks bright as more Indians become health-conscious and look for alternatives that fit busy lifestyles. We're seeing growth in smoothie chains and cafes, as well as more people making them at home."

Sumit affirms, "The future of smoothies in India looks very promising. He gives the following reasons for this:

Growing Health Consciousness
Diverse and Evolving Market
Convenience and Accessibility

Local Flavour and Innovation

Overall, the future of smoothies in India is bright. As consumer preferences continue to evolve and the market expands, smoothies are poised to become a staple in the Indian food and beverage landscape." ■

Recipes

Saffron Almond Smoothie (Lassi)

Ingredients:

Pain Yogurt	1/2 cup
Cold Milk	1/2cup
Soaked and peeled Almonds	1/4 cup
Saffron Threads (soaked in 1 tablespoon warm milk)	A pinch
Honey or sugar	1 tablespoon
Cardamom powder	A pinch

Instructions:

Blend the yogurt, milk, almonds, honey, and cardamom powder until smooth. Add the saffron milk and blend for a few more seconds. Serve chilled, garnished with a few saffron threads and crushed almonds.

Spiced Chikoo Smoothie

Ingredients:

Ripe Chikoo, peeled and deseeded	2
Chilled Milk or Almond Milk	1/2 cup
Cinnamon powder	1/4 teaspoon
Jaggery orHhoney (optional)	1 tablespoon
Nutmeg	A pinch

Instructions:

Combine the Chikoo, milk, cinnamon, and jaggery in a blender and blend until smooth. Sprinkle a pinch of nutmeg before serving.

Custard Apple Smoothie

Ingredients:

Custard Apple pulp (seeds removed)	1 cup
Chilled Milk Or Coconut Milk	1/2 cup
Plain Yogurt	1/4 cup
Honey or Jaggery (adjust to taste)	1 tablespoon
Cardamom powder	A pinch
Ice cubes	

Instructions:

Blend the custard apple pulp, milk, yogurt, honey, and cardamom powder until smooth.

Add ice cubes and blend again if you prefer a chilled smoothie. Pour into a glass and garnish with a sprinkle of cardamom

Satya Kumar, Executive Chef, Sheraton Hyderabad Hotel

Mango Smoothie

Ingredients:

Ripe Mango	1
Cup Yogurt	1/2 cup

Honey	1 tablespoon
Ice cubes (optional)	

Spinach-Ginger Zinger

Spinach	2 cups
Ginger	1-inch
Pineapple	- 1/2 cup
Coconut water	- 1/2 cup

Avocado-Banana Smoothie

Ripe Avocado	1
Ripe Banana	1
Spinach	1 cup
Almond Milk	1/2 cup

Kale-Mango Magic

Kale	2 cups
Ripe Mango	1
Ppineapple	1/2 cup
Coconut water	1/2 cup

Blend the ingredients together in each of the smoothies. These recipes offer a blend of flavors and health benefits, perfect for anyone looking to add a nutritious boost to their day.

Dinesh Mahtre, Executive Chef, The Orchid Hotel Pune

Muesli Chia Bowl

Ingredients

Curd	200 mls
Sugar	10 gms
Breakfast Cereals Muesli	50 gms
Chia Seeds	10 gms
Walnuts	20 gms
Almonds	30 gms
Cahewnuts (broken)	30 gms

Instructions

Soak the muesli and chia seeds for 1/2 hour

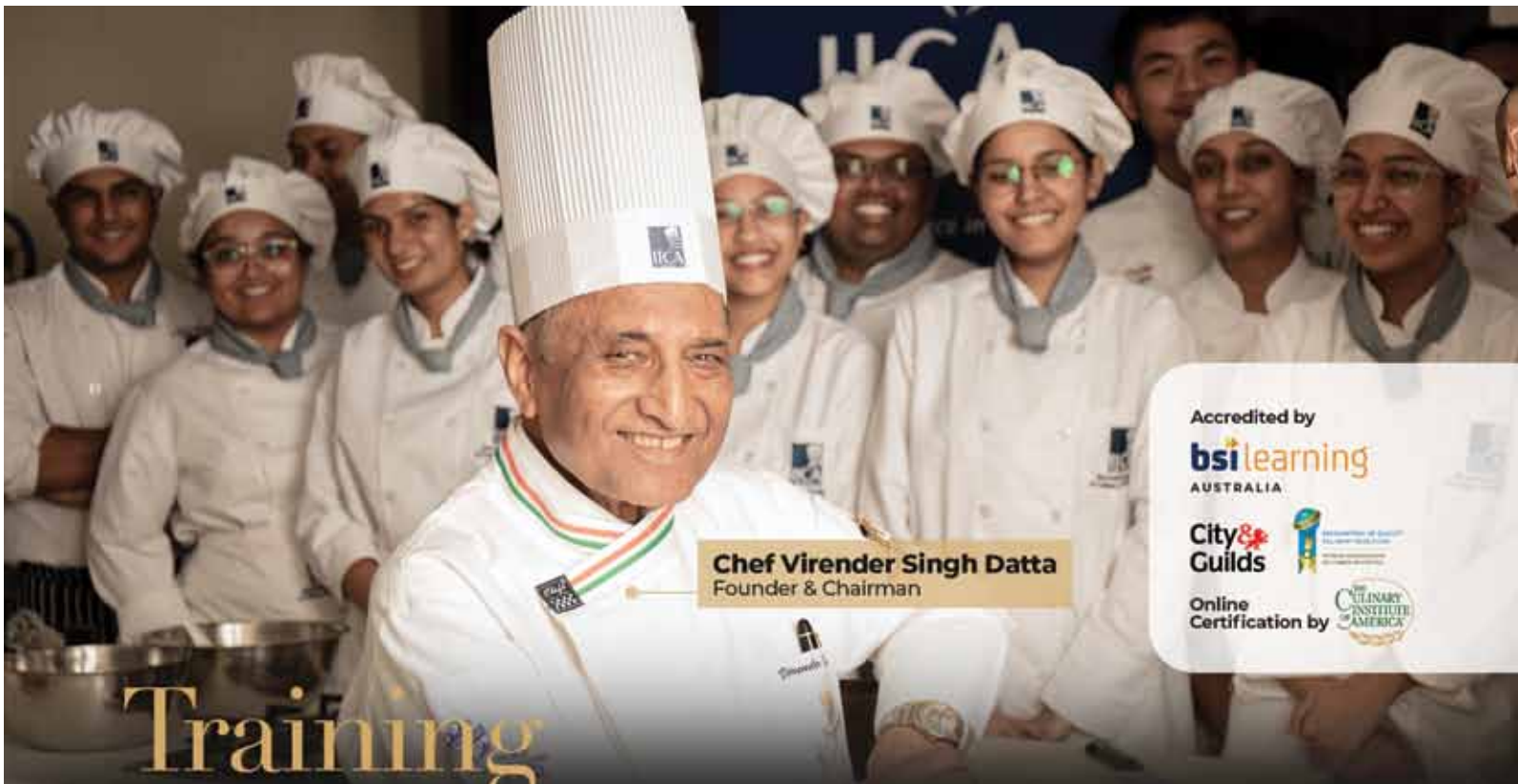
Add sugar in the mixture. Blend it well

Once it is ready pour the mixture in smoothie serving bowl.

Garnish it with half cut walnuts, diced almonds, broken cashewnuts

All smoothie bowl serving temperature should be below 5°C

Chef Pratap Chaudhary, Executive Sous Chef, The Mirador Hotel, Mumbai



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
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Market for Cookies

Cookies are gaining ground. According to AI Review cookie market which was valued at Rs. 405.29 billion in 2023 was expected to grow at a CAGR of 5.9% from 2024 to 2032. Institute for Industrial Development (IID) is of the view that cookies manufacturing is one of the lucrative businesses. It believes that one can make a profit of up to 12-15 per cent. It thus provides an ideal opportunity for an intrepid entrepreneur to venture into this business. **Ashok Malkani** views different aspects of the industry like its growth potential, challenges faced by the market, and the basic necessities essential for an entrepreneur to enter into this lucrative arena.

Cookies are not only popular, but also appealing to people of all generations, particularly youngsters. No wonder its demand has been increasing over the years. According to IMARC, the India Cookies market size is projected to exhibit a compound annual growth rate (CAGR) of 5.9% during the period, 2024-2032.

Indian cookies market, according to TechSci Research, has been valued at \$ 3.05 billion in 2023. and is anticipated to project robust growth in the forecast period with a CAGR of 4.25% through 2029.

According to The GlobalData the Indian cookies market was valued at Rs. 405.29 billion in 2023 and would grow at a CAGR of 7% during 2023-2028.

All these figures are apt to entice an enterprising entrepreneur to want to venture into the cookie baking business. But, a layman is apt to wonder, what is the difference between cookies and biscuits?

There are several modifications and variations between the two. The first



Amit Mishra

difference is the way they are made. The word cookies originated from the Dutch word "Koekie", which means little cake. They were made to test the temperature of before baking the real cake. Cookies are made like cake, from

soft, thick dough which is denser than the English biscuit. Incidentally the word biscuit is derived from the Latin words "Bis (meaning "twice") and "coquere" (meaning "cooked"). They are thus baked twice.

Amit Mishra, Pastry Sous Chef, Sheraton Grand Palace Indore informs, "Cookies are sweet baked goods made with flour, sugar, butter, and various other ingredients such as chocolate, nuts, or dried fruits. The term "cookie" is commonly used in Western countries, while in India, they are typically referred to as "biscuits." However, in the Indian context, biscuits tend to be crisper and lighter, whereas cookies are richer, softer, and more indulgent. At Sheraton Grand Palace Indore, we serve a variety of cookies, both traditional and contemporary, including chocolate chip cookies, butter cookies, and even healthier options like oatmeal or multigrain cookies".

He adds, "In India, the cookie market is steadily growing. Urban consumers, particularly millennials, are increasingly



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seeking premium snacks and healthier alternatives. The demand for cookies, both as a quick snack and as a gift item (especially during festive seasons), has seen a significant rise."

He further apprises, "The cookie market in India can be segmented based on several factors like:

By Type: This includes chocolate chip cookies, butter cookies, oatmeal cookies, cream-filled cookies, and healthier alternatives like whole wheat or multigrain cookies.

By Packaging: Cookies are available in individual packs, family packs, and premium gift packaging.

By Price: The market encompasses both mass-market options and premium cookies, typically positioned in the luxury or gourmet category. At Sheraton Indore, we offer high-end artisanal cookies for our restaurant and event services, as well as more affordable options for guests seeking a quick snack.

By Distribution Channel: Cookies are distributed through supermarkets, convenience stores, online platforms, and artisanal bakeries.

This segmentation allows for customized offerings that cater to specific consumer preferences, including organic, gluten-free, and vegan cookies, which are increasingly popular."

Performance of Cookie market

The cookies market in India is growing,



with several factors driving the industry. The remarkable growth over the past few years can be attributed to changing customer preferences, urbanisation and increasing disposable incomes. Convenience is one of the big factors contributing to the increasing demand. As busy lifestyles become the norm consumers are seeking convenient and ready-to-eat options making cookies an ideal choice.

The health trend during the pandemic encouraged bakers to produce healthy bakery products and some brands have delivered nutritious products while keeping the taste intact. Currently sugar-free and multi-grain cookies have been thriving in the market, and their demand is rising day by day. The preference for cookies can be attributed to demand for rich taste and flavor, active lifestyle.

The companies too have been responsible, to a great extent, for making

them popular with the consumers by utilizing attractive packaging, bulk quantity, and merchandising strategy. Key players of the cookies industry widely utilize public relations, Corporate Social Responsibility (CSR) activities and online marketing as a marketing method to increase brand awareness and to attract the customers.

These companies largely promote cookies as a health benefit and nutritious food. One can thus say that easy availability, affordability and health benefits along with wide distribution channel have helped cookies occupy a coveted position as far as bakery products are concerned.

Amit Mishra avers, "The Indian cookie market has experienced significant growth over the past few years. With consumers increasingly embracing all-day snacking and prioritizing quality, the demand for cookies has risen. At Sheraton Indore, we have observed a growing preference for personalized and gourmet offerings, with customers seeking high-end, artisanal cookies made from premium ingredients."

He declares, "Looking ahead, the market is projected to continue its upward trajectory, with an expected compound annual growth rate (CAGR) of 10-12%. Consumers are likely to seek more variety, with a strong focus on health-conscious and indulgent options. We anticipate that cookies will maintain robust performance, especially as people show greater interest in international flavors and healthier alternatives."

For intrepid entrepreneurs he disclosed "Key driving factors and challenges for a person desirous of entering the cookie business it is necessary for the person





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to be aware not only of the driving factors promoting the sales but also the challenges that the business poses.

The driving factors are:

Urbanization and changing lifestyles have led to an increased demand for quick, ready-to-eat snacks.

Increased disposable income has expanded the middle-class market, making premium cookie options more accessible.

Health and wellness trends are encouraging consumers to choose healthier alternatives such as gluten-free, low-sugar, and high-protein cookies.

Western influence continues to shape snack preferences, especially among younger consumers who are drawn to international cookie brands and flavours.

"The challenges can be termed thus:

Price sensitivity in rural areas and among price-conscious consumers can limit the potential of premium cookie brands.

Regulatory hurdles such as food safety standards and labeling requirements can be challenging for new entrants in the market.

Intense competition from both established players like Britannia and Parle and smaller, artisanal brands."

Despite the challenges he felt that for entrepreneurs desirous of entering cookies business it could be highly profitable.

He stated, "The growing demand for both mass-market and premium cookies presents substantial opportunities for businesses in this sector. Profitability

largely depends on factors such as product quality, brand positioning, and effective distribution strategies.

While mass-market cookies are sold at lower price points, they rely on high sales volumes to achieve profit. In contrast, premium cookies often yield higher profit margins due to their positioning and perceived value. Additionally, businesses with well-established brands and a loyal customer base can achieve sustained profitability by scaling production and diversifying their product lines to cater to different consumer preferences and market segments."

History

The market for cookies, today, is envious and the future prospects also appear to be bright. But what, exactly, is the history of cookies. The earliest record of a cookies can be traced back to 7th century Persia (the present-day Iran) shortly after the usage of sugar, in the region, became common. It may be mentioned that Persia was one of the first nations to harvest sugarcane. They spread to Europe when the Muslims conquered Spain. By the 14th century, they were common throughout Europe. With global travel becoming widespread cookies spread across the world. In America, most of the first cookies were adopted from other countries.

One of the most popular cookies was a relatively hard one made largely from nuts, sweetener, and water. Known as the "Jumble", this cookie became well known

in all continents.

It was introduced in New Amsterdam, America, by Dutch in the 1620s. The Dutch word "koekje" was Anglicized to "cookie" or cooky.

The history of cookies in India is rich and diverse, with many different types of cookies like Nankhatai, Achappam, Rusk, etc having their own unique stories. The Mughals were the first to introduce, what is now popularly known as the rusk, in the port city of Surat. The Dutch too contributed to the history of Cookies in India.

Popularity and Growth

Through the ages the popularity of this format of biscuit has arisen and today the demand has increased at a pace which is tempting several entrepreneurs to venture into this arena.

Amit Mishra further encourages the new entrepreneurs to enter the business by stating, "The potential for the Indian cookie market is immense. With a population exceeding 1.4 billion, India represents a substantial opportunity for both local and international cookie brands. The shift towards premium cookies, particularly those made with clean ingredients, organic certifications, and added health benefits, offers significant growth prospects. Additionally, the rapid expansion of e-commerce has created new distribution channels, enabling cookie brands to reach a broader audience, including rural markets that may not have easy access to traditional retail outlets."

In this connection it may be mentioned that there are several types of cookies. Some of the popular ones are:

Chocolate Chip Cookies: One of the most appealing cookies appealing to people of all ages, the main ingredients besides chocolate chips, are eggs, butter and brown sugar. Its origins can be traced back to the 20th century Massachusetts.

Peanut Butter Cookies: Having peanut butter as the main ingredient, they have a crumbly texture.

Oatmeal Raisin Cookies: made from oat-meal-based dough its ingredients include sugar, eggs, raisins, salt, and spices. They are considered as a

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healthy snack.

Shortbread Cookies: They contain flour, butter and sugar in varying ratios. Having crispy texture they have a buttery flavour.

Starting Cookie Business

Profitability is one of the major reasons for a person to enter business. It may be mentioned that an average profit in the cookies business, is estimated can be around Rs. 25000 to Rs. 1 lakh per month – or may be more depending on the size of the establishment.

It is necessary for a new entrepreneur to prepare a project report to enable him/her to not only understand the necessities of business but also to get a bank loan. The project report must outline your business concept, target market, financial projections and the amount of funding you would need.

The estimated amount needed, differs depending on the size of the enterprise.

Amit Mishra states, "Starting a cookie-making business in India involves varying levels of investment, depending on the scale of operations. For a small-scale operation, the investment could range from INR 5 to 10 lakh, covering expenses such as raw materials, equipment (mixers, ovens, packaging), and branding. A mid-sized bakery would require an investment of INR 20 lakh to INR 50 lakh, which includes costs for setting up a production facility, obtaining licenses, and establishing distribution channels. A large-scale

commercial setup would need investments starting from INR 1 crore."

For starting the business, you would need several licences. Amit stresses, "Registration with the Food Safety and Standards Authority of India (FSSAI) is mandatory, along with compliance with local health and safety regulations and obtaining necessary food quality certifications."

What you Need? Equipment

There will also be necessity to purchase equipment. Some of the equipment needed would be:

Ovens: There are several types of ovens some of them are: Electric ovens, Rotary Rack Ovens and Gas Ovens.

Mixers: The variety of mixers include Planetary Mixers, Countertop Mixers, and Emulsion Blenders.

You would also need Molds, Mixer, Cooling Conveyors, Water Chillers, Packing Machines, etc.

Besides this there would also be requirements like Dough Preparation Equipment, Cookie Cutter and Packaging Material And Machinery.

Manpower

There would also be necessity to hire skilled as well as unskilled labour. The skilled manpower would be able to provide the knowledge to enhance productivity and standardise the quality of the product.

According to knowledgeable sources, a

small-scale cookie manufacturing business plant would require minimum of 2 to 4 skilled workers, while a medium scale one would need 5 to 8 workers and for a factory one would need 8 to 10 workers.

Market

For starting a cookie production unit, one must also be aware of whom to target the product. You would need to be knowledgeable about the local shops who would be willing to join hands with you in boosting your sales. Besides the retailers you would also need to target supermarkets. Besides one would also have to target cafes and decent tea stalls.

You would also need to create a web and social media presence.

Conclusion

To make a success in any venture, it is necessary for one to not only be aware of the necessities of starting a project but also to be cognizant about the competition.

Amit Mishra disclosed, "The competition in India's cookie market is intense. Large brands such as Britannia and Parle dominate the mass market, while smaller players and artisanal brands have gained traction in the premium and health-focused segments. At our hotel, Sheraton, competition is not just about having a cookie product but about creating an experience—offering unique flavours, fresh ingredients, and superior quality that customers cannot find in mass-produced cookies."

Speaking about the sales promotion at his hotel, he says, "At the luxury hotel level, we, at Sheraton Grand Palace Indore, continuously innovate to stay ahead of the competition. For instance, we frequently introduce limited-edition cookies featuring seasonal flavors or special event themes to keep our offerings fresh and exciting."

A new enterprising entrepreneur venturing into this – cookie manufacturing – arena has to be perceptive of all the needs for not only starting the business and the necessities required for the plant but also the latest techniques and technology that will enable the would-be innovative and ingenious industrialist to make a success. ■

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The Proof of the Pudding

They say the proof of the pudding is in the eating. Well, this age-old proverb holds true for all things and persons in life, which also includes pudding. Pudding is a very common but delicious dessert or savoury dish in the western countries. It has also gained much popularity in India. Our own rice pudding is termed as kheer. Pudding as a dessert is often served with fruits and cream toppings. Though puddings are commonly perceived as desserts, they are also treated as a savoury dish, and have the history of serving as a part of the main meal.

There are various types of puddings, such as Rice pudding, Christmas pudding, Yorkshire pudding, Black pudding, Suet pudding, etc. Yorkshire pudding, black pudding, suet pudding are all savoury versions of pudding. The word pudding is believed to have a French origin; it is derived from the French word *boudin*, which means small sausage. It is not surprising, because in the medieval Europe, encased meats were used in the puddings. In fact, medieval puddings were mostly meat-based.

The puddings can be baked, steamed and boiled. Here it deserves a mention that boiled pudding was a common main course aboard ships in the Royal Navy of the United Kingdom, during the 18th and 19th centuries.

Short History

It is being claimed by many that the British discovered the pudding in its modern form. However, this claim is not without its share of disputes. The rice puddings from Asia came much before the advent of British puddings. Though typical British pudding (barring rice pudding, which has its origins in Asia), as we know today, found its rightful place in the Victorian England, its origins can be traced to the early 15th century.

During the course of centuries, pudding has gone through considerable transformation. The 17th century English puddings were either savoury (meat-based) or sweet (flour, nuts & sugar) and were generally boiled in special pudding bags. Surprisingly, pudding emerged into the gastronomic scene of Europe not as a dessert, but as a way of preserving meat in the winter.

In the medieval Europe, it was a custom to slaughter surplus livestock in autumn because of the shortage of fodder. The meat of the slaughtered livestock was kept in a pastry case along with dried fruits. The dried fruits acted as preservatives. At the festive season, those preserved meats were consumed as mince pies by a host of people. An ancient preparation made of meat, vegetables, dried fruits, sugar and spices named *pottage*, which

can be dated back to the Roman era, can also be viewed as a precursor to the modern pudding.

Pottage assumed great popularity in England during the Elizabethan era, and from that time, they were referred to as plum pottage. By the eighteenth century, with the improvement in the techniques of meat preservation, the savoury elements of mince pie and plum pottage decreased, and their sweet content increased. It was during that time pottage began to be referred to as plum pudding.

By the latter half of the 18th century, traditional English puddings (except the black puddings) were no longer having meat in them. By the 19th century, modern puddings, which we have today, began to take shape in England. However, they were still boiled, and the finished product was more like cakes.

Modern steamed puddings are derived from this gastronomic legacy. These puddings were traditionally served at the Christmas time, and the same tradition continues to this day. In the following passages, we would attempt to explore some important types of puddings, without which the world of gastronomy would be less rich.

Christmas Pudding

One of the most popular types of puddings is the Christmas pudding. The tradition of Christmas pudding has its origins in England. Many households have their own recipes for Christmas

pudding, which are often passed on through family lineage for generations.

This dessert is traditionally served on the day of the Christmas, and is also often referred to as the plum pudding. Christmas pudding is a steamed pudding, usually made with suet, and teems with dry fruit and nuts. Most recipes of Christmas pudding involve dark sugar and black treacle, which gives it a black colour. This type of pudding includes the involvement of the citrus fruits' juice, brandy, and alcohol too.

In the 19th century, Christmas puddings were boiled in a pudding cloth, but since the beginning of the 20th century they have usually been prepared in basins. Nowadays, the initial cooking usually involves steaming for many hours. Before serving, the Christmas pudding is reheated by steaming once more, and dressed with warm brandy, which is set alight.

It is a tradition to top the Christmas pudding with a sprig of holly. Once turned out of its basin, the Christmas pudding should be adorned with holly, doused in brandy, and flamed or 'fired'. Then the pudding is traditionally brought to the table ceremoniously, and is usually greeted with a round of applause from the guests and/or family members.

The Christmas pudding has the interesting tradition of keeping small silver coins in the pudding mixture. A person who gets the coin/s in his share of the pudding, can keep the coin/s. The coins are believed to bring wealth and prosperity in the

coming year. However, this practice has lost currency, with the disappearance of real silver coins from the scene. It is believed that alloy coins could taint the pudding, and thus the practice is seldom being carried out.

Yorkshire Puddings

As the name suggests, Yorkshire pudding is a savoury pudding that originated in Yorkshire, England, but over the decades, it has attracted global praise and popularity. It is made from batter, and is often served with roast beef, chicken, or any gravy dish. In the UK, Yorkshire pudding frequently becomes an important feature in the Sunday lunch. In some cases, this pudding is eaten as a separate course, prior to the main meat dish.



The famed dish is cooked by pouring a thin batter made from flour, eggs, butter, milk and seasoning into a preheated greased baking tin containing very hot fat or oil. Then bake the batter at very high heat until it has risen and browned. Now the Yorkshire pudding is ready to be served in slices or quarters, depending on the size of the tray in which it was cooked. A tray of Yorkshire pudding, which had taken its birth fresh from the oven, should ideally be well-risen, with a golden brown colour. It should have a crisp exterior and soft middle.

It is a tradition to cook the Yorkshire pudding in a large tin underneath a roasting joint of meat. The objective is to catch the dripping fat and then cut appropriately. Yorkshire pudding may also be made in the same pan as the meat, after the meat has been cooked and shifted to a serving platter. This process would utilise the residual meat fat.

Black Pudding

Besides Christmas pudding, black pudding is also very much popular among the people across various cultures and cuisines. Black pudding is also referred to as the blood pudding.



It is different from the traditional English puddings. It is a dark sausage filled with animal blood, and seasoned and cooked with fillers such as pieces of meat, and bits of suet, oatmeal, bread,

sweet potato and barley. The concoction is congealed until it solidifies. The fillers, seasonings, and type of animal blood used vary according to the regional tastes and local availability.

Black pudding is not only popular in England and Ireland, but is a part of various cuisines across the world. It is a delicacy that often adorns the breakfast tables of Europe. However, various cuisines around the world prepare different versions of black pudding.

The preparation process of a typical British black pudding involves pig's blood, mixed with pork fat and oatmeal or barley. It is an important breakfast item among the British people. Germany's very own version of black pudding, known as blutwurst, comprises of a preparation of pork rind, pig's or cow's blood, and barley. It is sometimes served warm,

The French make their black puddings or boudin noir with pig's blood, pork fat, onions, and bread crumbs. Here the involvements of cereals like oatmeal or barley are not there. However, cream and apple brandy are often added to the boudin noir and thus French version of black pudding is much lighter in texture than that of a typical English black pudding.

Spain also has its own version of black pudding, which is known as morcilla. Here also fat and blood of the pig are being used, but here rice is used as filler. Morcilla is often served as a tapas dish, or in other words, as snack foods meant to be eaten between meals. It deserves a mention that black puddings can also be made with the blood of animals other than pigs and cows. The blood of ducks, lambs and geese may be used in the preparation of black pudding, but they are far less common in usage as compared to the pig's blood.

Creamy Stuff

The creamy pudding is another delectable dessert, which is a concoction of sugar, milk, and a thickening agent such as gelatin, cornstarch, eggs, rice or tapioca. It is a sweet, creamy dessert, where infusion of fruits, dry fruits and essence can always enhance the taste and flavour.

These puddings can be created either by simmering on top of the stove in a saucepan or double boiler, or alternatively, by baking in an oven. Double boiler is often used for preparation of these types of puddings so as to prevent the scorching of the pudding on the stovetop, which preparation of these types of puddings often involves. Microwave oven can also be used to make these puddings. Creamy puddings are generally served chilled.

There are many other varieties of puddings, such as cheese pudding, corn pudding, bread pudding, chocolate pudding, tapioca pudding, pease pudding, etc. which have made their respective niches in the world of gastronomy. Pudding is indeed a very flexible dish, encompassing a wide variety of culinary styles in its ambit. And like in all great dishes, the preparation process and culinary skills play a bigger role in the taste of the pudding, than the ingredients involved. And the proof of its taste, of course, lies in eating. So, when are you preparing your own version of pudding? ■

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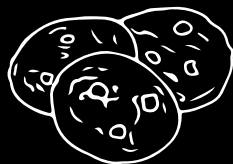


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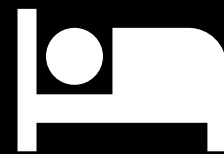
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Berry Teeming with Health

Cranberries can be described as a group of evergreen dwarf shrubs or trailing vines, going up to 2 metres in length. Their height ranges between 5 to 20 centimetres. They belong to the subgenus *Oxycoccus* of the genus *Vaccinium*. These shrubs have slender stems and evergreen leaves, and they do bear edible and delicious fruits. The fruits of the shrub or vine are also known as cranberry.

The fruit is initially light green in colour and it becomes red when ripe. The cranberry fruit is a berry. The cranberries are characterised by their acidic taste, which becomes apparent despite their sweetness.

The US is the largest producer of cranberries in the world, followed by Canada, Chile, Belarus and Azerbaijan respectively. During 2017, according to FAOSTAT, 97 percent of the global production of cranberries was accounted by the US, Canada and Chile only. Among the US states, Wisconsin is the leading producer of cranberries, accounting 65 percent of the country's annual cranberry production. Quebec in Canada is another major producer of cranberry in the continent of North America.

Cranberries are also used as a major commercial crop in Massachusetts, New Jersey, Oregon, Washington in the US and in some Canadian provinces such as British Columbia, New Brunswick, Ontario, Nova Scotia, Prince Edward Island, and Newfoundland.

The cranberries are native to North America. In North America, native Americans were the first to discover the edible use of cranberries. They mixed mashed cranberries with deer meat to make a dish called pemmican. They also used the cranberry for medical purposes. They used cranberry in poultices to bring out the poison from arrow wounds.

But despite its several applications, strangely, until the 19th century, cranberries weren't farmed on a large scale. According to a website, in 1816, the first recorded yield of cranberries was harvested in Massachusetts, the US. Presently in North America, more than 100 varieties of cranberries grow. By 1820s cranberries were being shipped to Europe.

The Cranberry Marketing Committee (CMC) USA is focused on promoting the use and consumption of cranberries worldwide.

Cultivation Factors

A special combination of factors is needed for the growth of cranberries.



Acid peat soil and adequate supply of fresh water are needed for the cultivation of cranberries, along with a growing season that ranges from April to November. Generally, cranberries are harvested from mid-September through mid-November. They grow on bogs or marshes. These bogs or marshes are also known as beds. Cranberries grow in low-lying vines in bogs or marshes layered with sand, peat, gravel and clay. For harvesting cranberries, the beds or bogs or marshes need to be flooded with six to eight inches (15 to 20 centimeters) of water above the vines.

In the initial days of cultivation of cranberry, cranberry beds were constructed in wetlands. But these days, cranberry beds are developed in upland areas having a shallow water table.

Culinary Applications

Cranberry is subjected to various culinary applications. Cranberries can be had raw or as dried and sweetened. Cranberry juice is a very popular usage of this delicious fruit. For reducing its innate tartness, cranberry juice is often sweetened or blended with other fruit juices. Cranberries are also processed as cranberry jam.

Cranberry sauce or cranberry jelly is also delicious. At Christmas dinner in the UK, cranberry sauce is traditionally accompanied with turkey. In Europe, the cranberry sauce or jelly is typically slightly sour-tasting, whereas in North America it

is sweeter. Cranberries are also used in health bars. Cranberries have applications in many cocktails, which include Cosmopolitan, and also in mocktails.

Cranberry is also used in muffins, scones, cakes and breads. Cranberry muffins can be an uncommon and delightful addition to a bakery's repertoire in India's bakery and confectionery industry as could be cranberry scones, cranberry cakes and cranberry breads. In fact, cranberries are extensively used in desserts. Cranberries can also play their role in adding value to cookies and salads.

Health Benefits of Cranberries

Cranberries, due to their high nutrient and antioxidant content, are often referred to as superfood. They are spruced with several health benefits. Half a cup of cranberries contains only 25 calories. There is evidence which indicates that the polyphenols contained in cranberries may reduce the risk of cardiovascular disease. "Cranberries are good for the heart. They are rich in the types of polyphenols associated with a reduced risk of heart disease, diabetes, and stroke. Moreover, cranberries are low in sodium and a good source of dietary fiber," noted Cranberry Marketing Committee from the US. Cranberries contain negligible amount of fat.

Cranberries are rich in nutrients like Vitamin C, fibre and Vitamin E. Vitamin C is a powerful antioxidant, which blocks some of the damage caused by free radicals. It also facilitates in boosting immunity and building up resistance against infectious diseases. In old times sailors used to carry cranberries to prevent scurvy.

Intake of high fibers in high amounts significantly reduces the risk of coronary heart diseases, stroke, hypertension, diabetes, obesity, and some intestinal diseases. It also helps to reduce blood pressure and cholesterol levels, improve insulin sensitivity, and enhance weight loss for obese individuals.

Vitamin E due to its antioxidant nature helps in preventing or delaying chronic diseases related to free radicals.

The cranberries are spruced with a wide array of phytonutrients, which are naturally derived plant compounds. They can prevent a number of health problems.

Cranberries contain flavonoids and other natural compounds that promote good health. Cranberry juice contains a high amount of salicylic acid which can help reduce swelling, prevent blood clots. The cranberry juice also has calcium, magnesium, phosphorus, iron, zinc, potassium, and sodium. "Cranberries are rich in antioxidants with an Oxygen Radical Absorbance Capacity (ORAC) score of 9,584 units per 100 gm," informed Cranberry Marketing Committee.

This wonder fruit can prevent stomach disorders and diabetes also. Cranberries can also help in preventing development of cavities in teeth.

It is about time our food service industry makes more proactive usage of cranberries with its myriad health benefits in its menu, than it is doing now. The increasing numbers of health conscious consumers in India wouldn't mind greater infusion of this delicious fruit in their dishes, wherever it is feasible. Especially, greater usage of cranberries can bring in more market potential for a great many bakeries in the country. ■

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Quintessence of Christmas Baking

Most festivals around the world have dedicated foods – easter eggs, Eid sweets or mutton, Holi sweets and Diwali specialities. Christmas too has its various savoury food items around the world ranging from turkey to pork but nothing defines Christmas more than the sweet goodies that are baked at this time. Not just different shapes of cookies but those delicious sweet delicacies that are sinfully rich and absolutely yummy.

Christmas Cakes

It is a type of a fruitcake popular in the UK, Japan, Philippines and many other commonwealth countries – a legacy of the British. It may be dark or light and may differ from crumbly moist to sticky. It could be spongy or heavy, leavened or unleavened, and as for shape it could be square, round or any other.

The Scottish Christmas cake is made with Scotch whisky and has only currants, raisins, sultanas and cherries (with no dry fruits). Diagonally to this is the rich apple crème cake that is a mix of finely sliced apples, raisins and other fruit with eggs, cream cheese and heavy whipping cream.

In Japan Christmas cake is simply

a sponge cake frosted with shipped cream, often decorated with strawberries and usually topped with Christmas chocolates or other seasonal fruit. In Philippines it is bright rich yellow pound cakes with macerated nuts or fruitcakes of the British fashion. They are soaked in copious amounts of brandy or rum mixed with a simple syrup of palm sugar and water.

Traditionally the flavouring used to be civet or ambergris but now rosewater or orange flower water is common as civet and ambergris have become very expensive. The shelf life of these liquor laden cakes can be long if they are handled properly.

One of the best Christmas cakes one can enjoy outside commercial outlets was in a traditional setting in Wales. It had been baked in the month of October taken out of the tin every week, poked



some holes in it with a skewer, and regularly fed with brandy, port, rum or whisky. The fruit had all soaked it up making it lovely & tender (but slightly alcoholic) by Christmas. There were no complaints at the table and many requests for second and third helpings.

Christmas Pudding

This is a typical English dessert traditionally served on Christmas day. It is also referred to as plum pudding and involves a lot of dried fruit. Often it is flambéd with brandy on the table to give it a beautiful blue flame. Served with



custard, cream or flavoured cream it can also be enjoyed on its own.

Commercial options are often of good quality and come with a long shelf life. Most of these variations come with heating instructions and once heated the shelf life is reduced to a few days. It is hence advisable to pick 6 pieces of half kilo each rather than a big one of 3 kilos. Having said that, the containers of bigger puddings are fancier and re-usable.

Traditionally when baked at home the puddings were made on or immediately the Sunday before the Advent i.e. four to five weeks before Christmas. Everyone in the household or at least every child gave the mixture a stir and made a wish while doing so.

Coins were also occasionally added to Christmas Cakes as well as Christmas Puddings as good luck Touch Pieces. The usual choices were silver 3d piece, or sixpences, sometimes wrapped in grease proof paper packages.

Christmas pudding is a steamed pudding, heavy with dried fruit and nuts, and usually made with suet. It is very dark in appearance - effectively black - as a result of the dark sugars and black treacle

in most recipes, and its long cooking time. The mixture can be moistened with the juice of citrus fruits, brandy and other alcohol (some recipes call for dark beers such as mild, stout or porter).

Traditionally, Christmas puddings were boiled in a pudding cloth, and they are often represented as round, but at least since the beginning of the twentieth century they have usually been prepared in basins.

Mince Pies and Cookies

The sweetmeat mince pies of England and fancy shaped flavoured cookies of Germany



seem to be popular in their respective countries of origin. While the tradition of mince pies might have been for longer shelf life today they are synonymous with beginning of Christmas season.

The Christmas time speciality cookies may vary from soft to hard and have distinctive flavours with an overdose of sweet spices. They are as popular with adults as with the kids and may be stocked for a long time if they are commercially made with added preservatives and additives.

Other Choices

One other favourite with most people is the French *Buche de Noel* or the Yule Log consisting of a chocolate sponge cake that is rolled around a lovely



chocolate whipped cream. And lets not disregard the Italian *Panforte* from Siena with its chewy texture resulting from mix of fruit, nuts, spices and flour with boiled syrup made of sugar and honey. However the *Panforte* is so popular that it is no longer limited to just the Christmas time.

From Austria comes the *Linzer Torte* which is very distinctive with its beautiful golden brown crust, filled with ruby red preserves, peeking through the pretty lattice design. And there is the colourful *Red Velvet Cake*, filled and frosted with a delicious cream cheese frosting.

If a pastry shop is a delight in ordinary days of the year, around Christmas it becomes irresistible making it totally impossible to walk past those aromas without hankering for one or the other, maybe all. Baking them at home brings



the festive spirit to the forefront making it a great exercise.

As the season of Christmas begins in New Delhi, most bakeries and five star hotel outlets begin to sell their variations of sweets on offer. Some hotels also have elaborate cake mixing ceremonies where staff members from all divisions of the hotel come and mix the alcohol and batter for baking. Any festival brings with it a wave of positive vibes, a celebration of life and once again it became mandatory to try out all the Christmas goodies on offer. ■

The Freezer Aisle Secret: Why Frozen Vegetables Might Be Your New Go-To

By Mohit Marwaha



We often buy vegetables from local vendors, but how much do we really know about their origin and safety? Fresh produce has long been seen as the pinnacle of healthy eating, but there's a surprising contender: Frozen Vegetables.

While fresh options seem like the obvious choice, frozen veggies offer some unexpected advantages. Let's find the lesser-known benefits of choosing frozen vegetables over fresh ones. From nutritional value to convenience and cost-effectiveness, frozen veggies have a lot to offer that might just change your mind about what belongs in your shopping cart. Let's explore why frozen vegetables might just deserve a leading role in your meals.

Price:

Fresh vegetables can be more expensive, especially when they are out of season or need to be imported. On the other hand, frozen vegetables are generally more cost-effective and can be purchased in bulk without the risk of spoilage. Additionally, frozen foods are unaffected by inflation, offering a stable and affordable option for consumers.

Shelf Life:

Fresh vegetables have a limited shelf life and can spoil quickly if not consumed promptly. Frozen vegetables, however, can last for months in the freezer, allowing for

greater flexibility in meal planning.

Protects Against Uncertain Price Surges:

In the face of relentless price inflation impacting everyday groceries like tomatoes, green peas, garlic, and ginger, a pragmatic solution emerges i.e. frozen and ready-to-cook or use options. For Instance, in July 2023, tomato prices which is usually priced at INR 27-30 per kg, were sold for as high as INR 150 to INR 200 per kg. Whereas a 200gm pack of ready-to-use tomato puree equivalent to approx 10 ripe tomatoes, offered budget relief without sacrificing flavour and quality. Once the pack is open, the tomato puree can be stored in an airtight container and refrigerated for use over the next 12-15 days.

Nutrition Value:

There is a common misconception that frozen vegetables are less nutritious than fresh ones. However, frozen vegetables are often flash-frozen shortly after harvest, preserving their nutritional content. In some cases, frozen vegetables may even retain more nutrients than their fresh counterparts. For example, a study published in the Journal of Agricultural and Food Chemistry found that certain frozen vegetables, such as green beans and peas, can have higher levels of vitamins and nutrients compared to fresh ones, which can lose nutrients during transportation and storage.

Convenience:

Frozen vegetables are incredibly convenient, requiring no washing, peeling, or chopping. They can be easily added to soups, stir-fries, and other dishes, making meal preparation faster and more convenient.

Availability All Year Round:

Frozen vegetables are available year-round, regardless of the season. This means that you can enjoy a variety of vegetables even when they are out of season, allowing for more diverse and nutritious meals throughout the year.

Conclusion

While fresh vegetables hold a special place in our hearts and on our plates, it's time to give frozen vegetables the recognition they deserve. Not only are they more cost-effective and have a longer shelf life, but they also retain their nutritional value and offer unmatched convenience. By incorporating frozen vegetables into your meal planning, you can reduce food wastage, enjoy a variety of vegetables year-round, and simplify your cooking process. So, next time you're at the grocery store, consider adding some frozen veggies to your cart. Your taste buds and your wallet will thank you.

The Author is AVP, Yummiez, Godrej Tyson Foods

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At the core of the company offers a curated selection of globally renowned brands. As the distributor for esteemed companies such as Berjaya Steel Products SDN BHD from Malaysia, Karma Global Ltd from Taiwan, and an array of other prestigious names, Pride ensures access to a diverse range of high-quality equipment catering to every aspect of commercial kitchen requirements.

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Coupe, Unox, Dean, Panasonic, Pasmio, and more. This comprehensive range ensures that clients have access to the latest innovations and industry-leading technology to optimize their kitchen operations.

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Chef's Choice

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

Remington knives are appreciated due to its sharp, long lasting edges, user-friendly shapes and sizes and wide range that it offers. The wide range includes French Cook's Knives, Paring Knives, Steak Knives, Vegetable Knives, Carving Knives, Slicing Knives, and many more.



Remington Knives are fully forged to shape from high tough, Carbon Stainless Steel that ensures greater edge retention. Remington Knives are heat treated and tempered in an inert atmosphere. Edges of Remington Knives are ten times sharper and longer than the conventional knives. They are known for their full-length tang for perfect balance and for easier and less tiring cutting.

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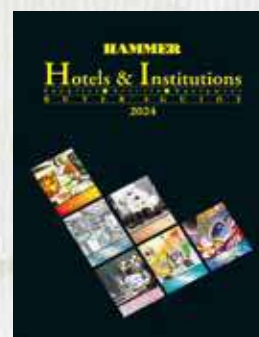
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“My Approach is Both Strategic and Creative, Aiming to Inspire and Innovate”

Chef Ravi Rawat, Assistant Pastry Chef, Sheraton Grand Bengaluru Whitefield Hotel and Convention Center



Ravi Rawat is the newly appointed Assistant Pastry Chef at Sheraton Grand Bengaluru Whitefield Hotel and Convention Center. He has over nine years of expertise in bakery and pastry arts, honed at Grand Hyatt Kochi, The Westin Hyderabad, and Aloft Hotel Bengaluru. At Grand Hyatt Kochi, he spearheaded the bakery operations. Known for his meticulous attention to detail and inventive approach, Chef Ravi transforms desserts into edible masterpieces that delight the senses.

In his current role, Chef Ravi oversees the bakery and pastry operations at Sheraton Grand Bengaluru Whitefield Hotel and Convention Center. Whether it's crafting indulgent treats for special events or introducing unique dessert concepts to the menu, Chef Ravi's contributions are poised to redefine the standards of excellence at the hotel.

Outside the kitchen, Chef Ravi's passion for food photography and experimenting with innovative recipes allows him to explore the artistic side

of his craft further.

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

What are the current hot trends in the Indian Bakery industry?

The current trends in the Indian bakery industry include healthier options where consumers are increasingly seeking out healthier baked goods, such as those made with organic ingredients, whole grains, and reduced sugar and fat. This includes high-fiber, high-protein baked goods like dry fruit cakes and nutty cookies. Moreover, consumers are keen for unique and high-quality baked goods that reflect craftsmanship and attention to detail. This includes artisan breads, hand-piped decorations, and small-batch desserts. The bakery industry has identified many new technologies, such as automated mixing and kneading systems, high-speed ovens, and digitalized inventory management systems.

How did you become a Pastry Chef?

I have been passionate about food since childhood. In my training period I met Chef Nitin Upadhyay and seeing his passion for bakery and pastry I got interested in the same field.

What is your working (Cooking) philosophy?

My working philosophy revolves around teamwork, continuous learning, and passion for excellence. I believe in leading by example and fostering an environment where creativity and collaboration are encouraged. Ensuring

that every team member feels valued and motivated is crucial to our success.

What is the demand these days in bakery?

The bakery industry is experiencing strong growth and is expected to continue to grow. Some of the current trends in the bakery industry include:

Healthier options: Customers are increasingly looking for baked goods that are lower in calories and sugars, gluten-free, and made with alternative ingredients like multigrain and whole wheat.

Savoury pastries: More bakeries are offering savoury pastries in addition to desserts.

Variety and experiences: Consumers are looking for more variety, higher quality products, fresher ingredients, and unique flavours.

Plant-based ingredients: More people are opting for plant-based nutrition.

Artisan products: Many people are drawn to the simplicity and transparency of artisan products, which are typically made with fewer ingredients.

Your favourite tool? And why?

My favorite tools are small palate knives because they are convenient to carry anywhere and help in doing touch-ups and carrying pastries during busy operations.

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

The position is undoubtedly challenging, as it requires balancing creativity with operational efficiency. Managing a diverse team, ensuring consistent quality, and staying ahead of industry trends can be demanding, but these challenges are the ones that make the role stimulating and fulfilling.

What do you like about your job?

I am passionate about my job and every day is a new day to learn and explore in terms of creativity and learning new techniques in bakery and pastries.

How do you like to de-stress?

I like to de-stress by spending time with my family and engaging in activities like traveling and food videos. Cooking at home, experimenting with new recipes, and reading culinary literature are also ways I unwind and stay inspired.

What are your dreams?

My dream is to be a successful pastry chef and travel the world while introducing my recipes.

What is your Mantra for success?

I thrive in dynamic environments and am committed to delivering excellence in everything I do. My approach is both strategic and creative, aiming to inspire and innovate.

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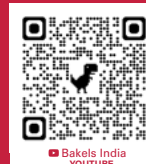
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