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BAKERY

Business Magazine for Bakery & Confectionery Professionals

REVIEW



Business

Venturing into VADP

Feature

Bakery Trends 2025

Product

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Editorial



Originating from Naples, Italy, Pizza has taken the world by storm. It has gained significant popularity in India too. The Italian fast-food sensation has become extremely popular in India. To satisfy Indian tastes and palette, there have been several Indian twists to Pizza too! In fact, some of the twists, it is believed, are being adopted by other countries too! Cover Story look at the history of this delicacy and twists that are likely to occur in the near future.

The Indian dairy industry is not just milk it is also about milk products like butter, cheese, yoghurt, paneer (Indian cheese), ghee and an array of other products including sweets. India's dairy industry is undergoing a constant transformation. Business story finds how Value Added Dairy Products (VADP) are gaining significant traction among the consumers, who are becoming increasingly conscious of their diet and health.

From low sugar, customised cakes to eco-friendly options and offbeat ingredients, bakery industry is poised to strike a balance between taste, flavours and healthy quotient. Feature story finds out what industry experts think trending in bakery.

Product section focusses on Pain de Campagne, described as a bread with a rustic charm, whose origins can be traced to sylvan France of centuries ago. Pain de Campagne means country bread in French, is a traditional Sourdough bread, made with a mix of refined flour, whole grain wheat and rye flour.

Other regular features of the magazine would also keep the readers informed latest in the industry

BAKERY

REVIEW

INSIDE



20 COVER STORY

Have Pizza with Pizazz

30 BUSINESS

Venturing into VADP

38 FEATURE

Bakery Trends 2025

42 PRODUCT

Pain de Campagne: A Bread of Substance

DEPARTMENTS

04 Event

08 News Scan

18 Report

46 Product Preview

48 Interview



Aahar 2025

The International Food & Hospitality Fair

March 04-08, 2025, at Bharat Mandapam, New Delhi



AAHAR - The International Food & Hospitality Fair is a flagship B2B event organised by India Trade Promotion Organisation (ITPO), the premier trade promotion body of the Government of India. The 39th edition of the event was organised from March 4-8, 2025 at the iconic venue of Bharat Mandapam (New Delhi), with great success.

AAHAR is one of Asia's best known brands in Food & Hospitality shows. The show has grown by leaps & bounds in recent years and is today the well known destination for global vendors and sourcing professionals, is the most awaited B2B event in Asia. It is the largest fair in the food & beverage and the hospitality sectors in India. The 39th edition featured new trends in F&B as well as hospitality services, food processing, culinary tech, retail and new innovations.

AAHAR is organized by ITPO with support of the Ministry of Food Processing Industries (MoFPI), Agricultural and Processed

Food Products Development Authority (APEDA) and apex industry associations, Association of Resource Companies for Hospitality Industry of India (ARCHII), Hotel and Restaurant Equipment Manufacturers Association of India (HOTREMAI), All India Food Processors Association (AIFPA), Forum of Indian Food Importers (FIFI).

The fair has grown in size this year covering over 1,00,000 sqm.+ (Gross Area), with more than 1700 exhibitors. The show also had overseas participants from major countries this year. The 17th edition of 'Culinary Art India' held simultaneously at the same venue during the show. This year more than 1 lakh visitors came to the show.

The fair featured a wide range of Food Products, Machinery, F&B equipment, Hospitality and Décor Solutions, Confectionary item from participants from India and overseas. A part from the meaningful display, the fair offered an insight to operational and food safety concerns and innovations to become energy-efficient, finding budget friendly raw materials boosting productivity, while still aiming for greater profitability.

The show was visited by large number of trade visitors, including top echelons of the Hotel and Hospitality industry including CEOs, General Managers, Executive Chefs, Executive Housekeepers, Purchase Managers, etc. Besides, senior representatives from catering industry and academic institutions, training hotel management professionals also visited the fair.

Besides the potential to foster business revenues, Aahar also provides an effective platform for the players across global food & beverage and hospitality industry to disseminate/gather relevant information and gauge ongoing and future trends, which can greatly benefit the participants at the fair.

India's food retail industry is going through impressive growth phase. In the backdrop of the impressive growth potential of the Indian food services and food retail industry and revival of the Indian hospitality industry, the relevance of a mega event like Aahar simply cannot be overlooked.

The mega event also witnessed the range of imported food products, visit by overseas trade delegations and Indian players in the food & beverage and hospitality space, along with policy makers and media personnel to exchange knowledge and information.

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AAHAR 2025: AT GLANCE





Burger King India Celebrates 500+ Restaurants

Launched in November 2014, Burger King India, one of the country's fastest-growing Quick Service Restaurant (QSR) chains, celebrates a major milestone by crossing 500+ restaurants nationwide. This achievement underscores the brand's rapid expansion, commitment to innovation, and relentless focus on guest satisfaction. With ambitious plans ahead, Burger King India is on track to expand its, bringing its signature flavours, affordability, and tech-enabled dining experiences to millions more across the country.

Currently Burger King India is present in 119 cities as it continues to redefine the QSR landscape by seamlessly blending global standards with local flavours. The restaurants feature state-of-the-art technological first designs where Self-Ordering Kiosks (SOK) and Table ordering help the reduce the ordering time. Table Service is enabled in all Burger King restaurants for an enhanced dining experience for the guests.

Burger King India has consistently adapted to Indian tastes by introducing locally inspired flavours, including the Chicken Tandoori, Chicken Makhani Burger, and Paneer Royale Burger. Burger King has always stood for Value Leadership and believes in giving good tasty menu for Indian wallet and palate. The brand has launched some of the most competitively priced menu items in the industry and exclusive app offers reinforcing its commitment to delivering quality food at exceptional value.

Rajeev Varman, Group CEO and Whole Time Director - Restaurant Brands Asia Limited, shared his thoughts on the milestone, "Crossing 500 restaurants is a defining moment in



Burger King India's journey. This achievement is a reflection of our commitment to accessibility, innovation, and guest satisfaction. As we continue our expansion, especially in Tier-II and Tier-III cities, our focus remains on delivering great value, India relevant innovations and tastes, and an elevated guest dining experience in our restaurants. Our growth is driven by deep consumer insights, cutting-edge technology, and an unwavering passion for quality service."

With the Launch of BK Café in Nov'21 and currently having 450+ cafes across the country, Burger King is committed to serving superior coffee experience. With its unique in house blend which has 100% Arabica beans giving citrus, caramel and peanut notes, creating a balanced taste of coffee which the guests love. BK Café serves coffee experiences paired with food which ensure each cup of coffee is a "Sip To Remember".

Assagao, a New Destination

7@Assagao, a stylish accessible all-day casual dining restaurant and bakery, offers a variety of bakes, brews and grills made from only the freshest local ingredients. Brought together by food and coffee enthusiasts, 7@Assagao is a beautiful, vibrant space nestled in verdant surroundings, located right on the main road in Goa's most premium area Assagao.

The venue combines a bakery, bar, and hot kitchen establishment under one roof. A covered courtyard, air-conditioned indoor bar and dining area, bakery retail area and airy terrace make up the sprawling F&B destination, making it an exciting lifestyle destination. The white and teal furniture with colourful accent cushions create a tasteful and comfortable vibe. 7@Assagao distinguishes itself with generous portions that are reasonably priced, making it an accessible option in the upscale Assagao neighbourhood.

The food menu showcases Mediterranean cuisine fused with local Goan flavours interpreted as tapas. The customisable grill section is a notable feature, where diners

can select their preferred sides and sauces complementing the chef's carefully crafted signature dishes like the delicious Elephant Yam Burger and the Goan Chorizo Sausage thin crust pizza. The menu also includes classics like sandwiches and toasties, alongside flavourful salads.

The beverage programme includes sharing pitchers of refreshing cocktails thoughtfully priced and curated for groups. With five variants on the nitro taps, Seven is a coffee lover's dream come true. Currently serving single origin, single estate and certified organic Arabica coffee on tap as well as hot brews.

Mohit Sharma, the owner of 7@Assagao, shared, "We've designed the space to be a cozy spot for both local residents and tourists, with plenty of seating nestled among beautiful natural greenery. We've put a lot of care into planning the restaurant, ensuring it is welcoming in both ambience and pricing. The

friendly atmosphere is just right for casual dining or getting together before a party."



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SCAN TO EXPLORE

McDonald's India goes K-Style

If K-Pop, K-Dramas, and K-Beauty have captured hearts across India, it's time for K-Food to take over the taste buds! McDonald's India (West & South), owned and operated by Westlife Foodworld, is introducing a Limited-Time Korean Range of Burgers, Sides and Beverages, bringing the bold and irresistible flavours of Korea to McDonald's India. Inspired by India's shared love of all things Korean, this Limited-Time Offering (LTO) is the perfect way to experience a slice of the Hallyu - one bite at a time!

Customers can now spice up their everyday snacks with McDonald's all-new Korean range, starting at just 69. They can now 'Make it Korean' with their favourite menu items including the Korean McAlloo Tikki Burger, Korean Chicken Surprise, Korean McSpicy Chicken, Korean McSpicy Paneer Burger and Korean McEgg Burger – all now transformed into Korean delights.

And that's not all! McDonald's India is adding an extra kick of flavour with its new Korean Spice Mix. The customers are now set to get a new Shake-Shake experience as they can transform their favourite Fries, Chicken McNuggets, and McSpicy Chicken Wings for the customers in South, into a Korean inspired treat. In this new range the company has also introduced the refreshing Korean Yuzu-Pop. It perfectly complements the spicy flavours and completes the authentic Korean meal experience at McDonald's. Whether customers are casual foodies or full-fledged Korean culture fans, this range promises to make the McDonald's



experience even more exciting with authentic Korean flavours.

Arvind RP, Chief Marketing Officer, McDonald's India (West & South), said, "Korean culture has been having a significant impact on Indian consumers, from music and fashion to food. With our new Korean range, we are bringing that authentic experience to life through taste. At McDonald's India (W&S), we have always believed in bringing in new global experiences and hence be relevant to our customers' ever-evolving tastes and preferences. We believe that the new Korean Range is a bold, flavourful way for fans to enjoy the best of Korea, right here at McDonald's India."

So, if customers are craving a flavourful Korean burger or looking to add some interesting flavour to their Fries, this Limited-Time Offering is available at McDonald's outlets across West and South India. Guests can visit their nearest McDonald's or order on McDelivery to experience the Korean deliciousness before it's gone!

Adhira & Appa Coffee Redefining India's Filter Coffee Culture

As India's filter coffee market continues its upward trajectory with a projected compound annual growth rate (CAGR) of 9.87% from 2024 to 2033, Adhira & Appa Coffee is leading the charge in redefining the coffee experience. With a commitment to blending heritage with modern innovation,



the brand is set to make a mark in the evolving landscape of India's coffee culture.

Adhira & Appa Coffee's ambitious vision includes the launch of 400 stores across India, with the first outlet set to open in Kochi. The company's mission is not just to serve coffee but to create an environment that celebrates the art and heritage of

India's cherished coffee traditions. By integrating cutting-edge brewing techniques with age-old recipes, the brand promises an experience that bridges the past and the present, making every cup a celebration of culture and taste.

Filter coffee, ranked 2nd globally for its distinctive flavour on

TasteAtlas, has cemented itself as a national favourite, beloved across generations. As demand surges, fueled by rising incomes and rapid urbanization, Adhira & Appa Coffee aims to cater to the discerning palates of Gen Z, Millennials, and families alike. The brand's unique approach embraces the cultural legacy of filter coffee while offering an immersive, contemporary experience tailored to the evolving lifestyle preferences of today's consumers.

"Our goal is to transform the way India experiences filter coffee by offering an environment that respects tradition while embracing contemporary innovation. We are committed to delivering an unparalleled coffee experience that resonates with today's coffee enthusiasts and introduces new generations to the richness of our heritage" said Hari Haran, CEO of Adhira & Appa.



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Scandalous Foods Partners with Zepto Café

Scandalous Foods, a leading B2B innovator in Indian sweets for the restaurant and catering industry, has announced an exciting partnership with Zepto Café, marking a new milestone in making traditional Indian mithais more accessible than ever. Through this collaboration, customers can now enjoy classic desserts like Ras Malai, Shahi Tukda, and Moong Dal Halwa, delivered within just 10 minutes of ordering—fresh, hot, or perfectly chilled, as they should be.

Scandalous Foods, known for its mission to integrate mithais into every meal eaten out or ordered in, sees this partnership as a strategic move to tap into the impulse buying segment for post-meal indulgences. Zepto Café, with its commitment to delivering fresh, high-quality food at lightning speed, now includes



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a thoughtfully curated mithai selection, seamlessly fitting into its expanding menu of over 232 products.

"Mithais have always been a staple of Indian celebrations and everyday indulgence, and with Zepto Café, we are ensuring they reach customers at the right moment—fresh, fast, and irresistible," said Sanket S., Co-Founder of Scandalous Foods. "By leveraging Zepto's robust distribution network, we are not only expanding the accessibility of mithais but also gaining valuable insights into consumer impulse buying trends across different regions."

The mithais offered under this partnership

will be sold under the Zepto Café brand, allowing customers to experience high-quality traditional sweets without

co-branding complexities. Additionally, Zepto will introduce exclusive discounts on these products at multiple points throughout the year, further driving customer engagement and trial.

The rollout of this partnership will initially cover key metro cities, including Mumbai, Bangalore, NCR, Hyderabad, Chennai, Pune, and soon, Kolkata. As demand for high-quality Indian sweets continues to rise, Scandalous Foods anticipates strong sales through Zepto's network, reinforcing its mission to make mithais as commonplace as ice cream in the Indian dining experience.

200th Wendy's Restaurant in India

Rebel Foods, the master franchise holder for Wendy's® in India, announces the opening of India's 200th Wendy's restaurant located at Elan Miracle Mall in Gurugram. Spanning 1142 sq. ft. with seating for more than 30 customers, the new restaurant brings Wendy's signature hamburgers, premium chicken burgers

available in 200 locations across more than 50 cities in India, including 15 dine-in restaurants. In the Delhi NCR region, this marks another significant step in strengthening Wendy's footprint in the market while offering customers an enhanced dining experience featuring the brand's Global Next Gen restaurant design.



and nuggets, Hot & Crispy fries, and iconic Frosty® dessert to an even wider audience.

With this opening, Wendy's is now

Ankush Grover, Co-founder and CEO - India and MENA, Rebel Foods, commented, "Reaching 200 Wendy's restaurants in just 40 months, India has emerged as one of the brand's fastest growing markets, reflecting the deep consumer love of fans across the country. Our partnership with Wendy's continues to thrive, and with localized innovative new menu additions like the

Korean and Chimichurri Ranges, we're changing the way India enjoys hamburgers."

Wendy's continues to innovate



and push boundaries with two bold flavour offerings in India: the Korean Range, featuring rich, savoury flavours in hamburgers and wraps, and India's first Chimichurri Range, offering a fresh, herb-packed twist to the classic hamburger experience. These new additions cater to India's love for bold, international flavours while staying true to Wendy's commitment to quality.



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Slurp, Savour and Support! Nostalgia's Second Outlet

After Nostalgia in Bandra, the cosy cafe in a heritage bungalow beautifully rekindled childhood memories, they are now launching a new outlet at Pali Naka with an altogether different concept. This time, the focus is on honouring Mumbai's hyperlocal food heritage by weaving together their legacy of railway canteens with meaningful community collaborations and partnerships with local fruit vendors.



The new outlet is a takeaway spot for fresh beverages and ice-creams, along with savoury snacks from Kerala and Mangalore. A standout on their menu is Iced Filter Coffee and Filter Coffee Affogato, giving the beloved South Indian classic a cool twist.

One of the highlights of the new outlet is a 'Bring your own fruit' concept where you can buy fresh fruits from the vendors right outside the outlet, walk in to have them on your softies and relish them on the go. To keep up with seasonal fruits, they have a soft-serve machine, so get fresh strawberries or mangoes chopped up on your ice-creams. Drop by, pick a fruit and have it customised for you on the frozen desserts. The idea is also to help the fruit vendors outside and grow together as a community.

Oven Story Pizza Launches Third Offline Store

Oven Story, from the house of Rebel Foods, has launched its flagship store at Pili Kothi, Moradabad, UP. This is the third such flagship outlet after its launches in Patna and Anand last year.

Attributed to the city's growing enthusiasm for new food missions, coupled with a growing appetite for pizza, Oven Story's Moradabad outlet covers an area of



1,600 square feet, designed to provide an inviting dine-in experience, with takeaway and delivery services too built in. This launch marks a milestone for Oven Story, bringing its delicious and innovative pizza offerings to one of the fastest-growing markets in India.

Commenting on the launch of the outlet, Raghav Joshi, Co-Founder, Rebel Foods, stated, "We are delighted to open our third flagship store in Moradabad after Patna and Anand. Our vision is to create spaces where Indians come together to enjoy our unique topping pizzas and make Oven Story the go-to place for gatherings. This store marks further growth of our expansion plan, and we look forward to bringing Oven Story to over 200 stores across India soon."

Blue Tokai Coffee Roasters Expands

Blue Tokai Coffee Roasters has opened its newest café on the Sonipat Highway, located at Gannaur. The café, designed to be a premium coffee destination for highway travellers, students and locals alike, reflects Blue Tokai's commitment to making specialty coffee more accessible across India. With the opening of the Sonipat café, Blue Tokai unites the premium experience it is known for with the convenience of a highway location, giving a welcome option to travellers for healthy, fresh bakes and high quality coffee and beverages.

The new café showcases Blue Tokai's complete range of signature beverages, including expertly crafted hot and cold brews such as Espresso, Pour-over, Cappuccino, Flat White, Trioccino, and Vietnamese-style iced coffee. Complementing the beverage menu is a selection of fresh artisanal bakes, sourdough breads, and croissants. The café features a retail section where customers can purchase roasted coffee beans and brewing accessories for their home brewing needs.

All coffees served at the café are sourced directly from India's finest estates and roasted to perfection, maintaining Blue Tokai's high standards of quality and freshness. The welcoming atmosphere makes



it an ideal destination for both quick coffee stops and leisurely breaks during highway journeys. Blue Tokai's continued expansion reflects its deep understanding of evolving Indian consumer preferences, successfully bridging the gap between traditional coffee culture and modern lifestyle demands through innovative offerings and strategic locations.

Perfumes make their debut in gelato shops!



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Netherlands Based YOYO! Fresh Tea Bar Arrives in India

YOYO! Fresh Tea Bar, the internationally renowned and innovative tea pioneer from the Netherlands, has launched its first outlet in India, choosing Bangalore as the perfect gateway to a nation rich in tea tradition. With over 12 years of experience revolutionizing tea culture in Europe, YOYO! Fresh Tea Bar, founded by the visionary Wing Li and brought to India by the dynamic Jose Mohan, is set to enchant Indian tea lovers with its vibrant flavours, customizable creations, and contemporary approach.

Founded in the Netherlands—a country where coffee often dominates the beverage landscape—YOYO! Fresh Tea Bar began with a mission to reimagine tea as a dynamic and creative experience. Its signature pink branding, innovative bubble tea offerings, and personalized beverages

including the unique warm bubble teas—have since captured hearts across Europe. By introducing warm bubble teas, a comforting twist on the globally loved bubble tea trend, YOYO! brings a fresh and cozy option for tea lovers, especially during cooler seasons. The brand now aspires to establish a similar legacy in India, celebrating the country's deep-rooted tea culture.

Bangalore, known for its openness to culinary innovation, was a natural choice for YOYO!'s India debut. With a robust franchise model, the brand plans to expand across metropolitan and emerging cities.

YOYO! aims to elevate India's tea culture with unique flavours, locally sourced ingredients, and personalized beverages. Its expansive menu

heritage aligns perfectly with our journey of elevating this beloved beverage," says Wing Li, Founder of YOYO! Fresh Tea Bar. "Our vision is to combine India's love for tea with our innovative global concepts, crafting experiences that resonate with both tradition and modernity."

The debut also marks the introduction of an exclusive range of 'India Specials,' created using locally sourced ingredients. These beverages will seamlessly blend traditional flavors with YOYO!'s innovative techniques, offering something truly unique for Indian tea lovers.

"Our India Specials reflect our commitment to honoring the diverse tastes of India while introducing a fresh perspective on tea culture," says Jose Mohan, Master Franchise Owner of YOYO! Fresh Tea Bar India. "By using locally sourced ingredients,

we are not just crafting drinks, but creating a meaningful connection between global trends and local traditions."

YOYO! Fresh Tea Bar is committed to sourcing ingredients locally, supporting regional farmers while reducing its ecological footprint. Franchise opportunities will prioritize partnerships with local entrepreneurs, fostering community-driven growth.



caters to all tastes, featuring refreshing fruity infusions, artisanal iced teas, and globally loved bubble tea creations. As the largest bubble tea store in the city, spanning 1800 sq ft, YOYO! offers tea enthusiasts an unmatched space to explore and customize drinks with premium toppings like popping bobas, tapioca pearls, and tropical jellies.

"India is the heartland of tea, and its rich

Sausage Saloon Teams Up with FranGlobal

South Africa-based quick-service restaurant (QSR) chain Sausage Saloon is set to enter the Indian market with a 25-store expansion in Delhi NCR. The deal has been finalised between FranGlobal, the international business arm of Franchise India, and Sausage Saloon, as part of the brand's global expansion strategy.

India represents a significant opportunity for our brand's expansion," said Steven Strange, Founding Partner and Director of Sausage Saloon. "The demand for high-quality, quick-service food is on the rise, and we believe our unique offerings will resonate well with Indian consumers."

Sausage Saloon operates over 120 outlets

across South Africa, the UAE, and Mauritius. The 28-year-old brand specializes in quality, gourmet hotdogs, offering a variety of

customizable options with globally recognized quality standards.

India's QSR market is projected to grow at a CAGR of 9% over the next decade, driven by increasing urbanization, rising disposable incomes, and a shift in consumer preferences toward convenient and affordable dining options. With its established presence in multiple international markets, Sausage Saloon aims to tap into India's fast-growing fast-food segment through its flexible store formats, including mall kiosks, food trucks, and standalone outlets.

The first Sausage Saloon outlets in Delhi NCR are set to launch in March 2025, with plans for further expansion already underway.



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McDonald's India and Warner Bros bring Minecraft Movie Meal

From crafting pixel-perfect replicas of the iconic Golden Arches to building entire restaurants block by block, Minecraft fans have long celebrated their love for McDonald's within the virtual landscape. To bring to life the imaginative spirit of Minecraft, McDonald's India has launched the Minecraft Movie Meal. Inspired by the creativity of Minecraft fans and the cinematic adventure of the upcoming movie 'A Minecraft Movie', this blocky feast is a unique fusion of the Minecraft world and the iconic McDonald's meals.

The Minecraft Movie Meal comprises of two offerings including the Pizza McPuff Medium Meal and the 9 Piece Chicken McNuggets Medium Meal, both served with the exclusive limited-edition-dip, the Nether Flame Sauce. With its bold, and tangy flavours, the sauce is set to power up the fans favourite Fries, Chicken McNuggets, and Pizza McPuff, making every bite a block-busting experience.

Crafted for a generation that thrives on creativity and play, each Minecraft Movie Meal features one of six collectible cards featuring McDonald's most loved characters, as well as popular Minecraft treasures. These

cards come with a unique code that fans can scan to unlock an exclusive skin in the Minecraft Marketplace. This exciting Minecraft Happy Meal comes in a specially designed Minecraft Meal Box, with the game's signature pixelated aesthetic. This box delivers a completely reimagined experience for the fans as it helps them transport into the Minecraft world.

Additionally, McDonald's India has given some of its stores across West & South India a complete Minecraft makeover. This intervention captures the essence of the game, immersing fans in a Minecraft experience that mirrors the pixelated realms they love.

Arvind RP, Chief Marketing Officer, McDonald's India (West & South), said, "At McDonald's our goal is to provide



consumers with fun, exciting, and unforgettable experiences. The Minecraft Movie Meal taps into the key passion points of the gaming generation, which is immersive, creative, and always ready for adventure. It allows both Gen Z and Gen Alpha fans to dive into the Minecraft universe while enjoying their favourite McDonald's meals. With the pixelated Meal Box and bold, unique flavors, this collaboration brings the excitement of Minecraft into the real world, making every bite feel like part of the game. Just like in Minecraft, where you craft your own world,

this meal is all about building a fun, shareable experience—because the best adventures, on-screen or on your plate, are the ones you create."

Customers can enjoy their Minecraft Movie Meal at their nearest McDonald's India outlets across West & South India or order on McDelivery to experience this adventure in every dimension before it's gone!

DS Group Unveils FrischSchoggi Dubai in India

The Dharampal Satyapal Group (DS Group), the exclusive Indian partner of Swiss luxury chocolatier Läderach, has announced the global debut of its Limited Edition FrischSchoggi Dubai. This extraordinary reinterpretation of the viral Dubai Chocolate phenomenon will be available exclusively in India at New Delhi's DLF Emporio and Chanakya Mall, and Mumbai's Jio World Plaza, be available till the stocks last. This new creation reinterprets the world-renowned Bircher Muesli into a chocolate delight.

World Chocolate Master Elias Läderach focuses on freshness and the highest quality ingredients for his Dubai chocolate. Lucky chocolate enthusiasts who secure a purchase of the limited hand-made batches will experience a redefined taste sensation, crafted by none other than World Chocolate Master Elias Läderach.

On the launch, Ms. Sanskriti Gupta, Läderach India, said, "We are thrilled to introduce Läderach's FrischSchoggi Dubai to



India, the first luxury Pistachio Kunafa in India, offering a truly exclusive taste experience for chocolate lovers. FrischSchoggi Dubai is a bold, luxurious reinvention of a globally celebrated chocolate. Our dedication to crafting fresh, high-quality chocolate remains at the core of our innovations. With the growing demand for premium chocolates in India, we are excited to bring these exceptional creations exclusively

to this market."

While Dubai Chocolate has captured global attention, FrischSchoggi Dubai elevates the trend with Läderach's signature commitment to freshness and the highest quality ingredients. Hand-crafted with meticulous attention to detail, this masterpiece features:

A creamy, crunchy core of roasted pistachio, interwoven with kataifi filo (angel hair) dough, enveloped in the finest fresh Swiss milk couverture.

Vibrant pistachio chocolate stripes, hand-decorated onto each FrischSchoggi slab, paying homage to its Middle Eastern inspiration.

The result is not just another Dubai chocolate—it's a celebration of Läderach's legacy of quality and innovation. Due to the exclusivity of the product, only limited stock will be available each day, ensuring as many shoppers as possible can experience it during its exclusive run. Customers are limited to one full slab per person per day.

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Have Pizza with Pizazz

Mention Pizza and you set mouths drooling, irrespective of age and gender. Like someone commented: Pizza is love at first bite! Yes, the only thing better than pizza is another pizza! This Italian fast-food has become extremely popular in India. And, with the country's zest for converting different cuisines to satisfy Indian tastes and palette, there have been several Indian twists to Pizza too! In fact, some of the twists, it is believed, are being adopted by other countries too! **Ashok Malkani** views the history of this delicacy, its entry in the country, the Indian Pizza scenario and what are the new twists that are likely to occur in the near future.

Pizza, a dish originating from Naples, Italy, has taken the world by storm. It has gained significant popularity in India too, with a market value of \$5.3 billion in 2024. This is expected to be nearly double by 2033. Popular chains like Domino's and Pizza hut have, to an extent, made it a staple fast-food option, particularly for the millennials. Several outlets, offering Indian-inspired toppings and flavours to cater to local tastes, over the last few years, could be credited for the pizza renaissance. One may ask how popular is this fast food in India and with which age group?

Kailash Gundupalli, Executive Chef, The Westin Mumbai Powai Lake, declares, "Pizza is immensely popular in India, cutting across

various demographics. However, it is most popular among young age. Due to increasing western influences, urbanization, and the rise of fast-food restaurants. The customization options, and availability of vegetarian choices have made it a favourite among Indian consumers."

Altamsh Patel Executive Chef at Hilton Mumbai International Airport, claims, "Pizza has become a staple comfort food in India, particularly beloved by the younger generation. Kids and young adults, aged 15-30, now enjoy pizza at least once a week, turning it into a celebratory dish. Its popularity can be attributed to its convenience, diverse range of flavours, and adaptability to various tastes.

As a quick, satisfying meal, pizza's appeal is amplified by its role in social gatherings and its association with modern fast-food culture, particularly in urban settings."

Aashutosh Shende Executive Sous Chef at Paper Moon, an Italian restaurant and an F&B outlet located within the Taj Fort Aguada Resort & Spa in Goa, affirms, "Pizza in India has emerged as a staple in pop culture, frequently featured in movies, TV shows, and social media trends. It's the most ordered food on delivery apps. Pizza challenges have gone viral, like eating a 24-inch pizza in one sitting, further boosting its popularity. Pizza is especially popular with millennials and Gen Z (ages 15-35) due to instant gratification, nostalgic

factor, social media influence and late-night food culture.”

Anurag Bainola, Executive Chef at Trattoria, an all-day restaurant serving authentic Italian cuisine at La Estoria, Goa, avers, “Pizza is one of the most popular foods worldwide, with a market that is ever growing. In India, pizza is most popular among teenagers and young adults, particularly due to convenience & affordability. This age group also finds it easy to order, share, and eat on the go. Pizza has the ability to suit different diets (vegetarian, vegan, gluten-free) and has emerged as common in parties, game nights, and college gatherings. The mix of cheese, sauce, and crust creates an addictive taste profile.”

Amarnath Kumar, Chef de cuisine, Sheraton Hyderabad Hotel, maintains, “Pizza is no longer just a foreign delicacy in India—it’s a part of urban food culture. While teenagers and young adults (15–35 years) are the biggest consumers, thanks to social media and fast-food culture, even families now embrace it as a weekend or celebration meal. The ease of customization and familiar flavours make it appealing across generations.”

Vijay Pandey - Corporate Chef at Rebel Foods, the largest cloud kitchen restaurant chain in the world, operating more than 450 cloud kitchens in 10 countries, as of April 2022, states, “Pizza is highly popular in India, especially among younger demographics, including teenagers, young adults (18-35), and working professionals. Factors contributing to its popularity include convenience, affordability, variety, and global exposure through the internet, social media, and television. The rapid growth of food delivery services and changing consumer preferences toward international



cuisines have further fueled its appeal.”

Factors for Popularity

The robust market growth of pizza could be attributed to urbanisation, rising incomes and a preference for Western cuisine. Another reason, according to IMARC, is the expansion of retail stores of leading pizza brands across the globe, providing it with a favorable market outlook. Its adaptability to local tastes, affordability and the increased spending power of consumers are also increasing pizza’s demand in the country.

Aashutosh Shende asserts, “Increased exposure to international cuisines through media, travel, and global brands has made pizza a trendy choice. International chains and local pizzerias adapted pizzas to Indian tastes with toppings like paneer, tandoori chicken, and spicy masala sauces. Value-for-money combos, discounts, and meal deals have made pizza accessible to a wider audience.”

He adds, “Global pizza chains have not only made pizza popular in India but also revolutionized the country’s fast-food culture.

They introduced the concept of quick service, online ordering, and doorstep delivery, making pizza an accessible and convenient meal option. Their entry has also set quality and hygiene benchmarks, influencing local eateries to improve standards. By customizing pizzas with Indian flavours, the international chains bridged the gap between global and local cuisines, appealing to diverse consumer preferences. Additionally, their success encouraged the growth of homegrown pizza brands, fuelling competition and innovation. Today, pizza is a go-to comfort food for many Indians, thanks to this transformation.”

He continues, “The delivery culture has also made it popular. Maintaining a balance between delivery and dine-in preferences, pizza is unique because it thrives in both settings, with preferences depending on occasion, lifestyle, and demographics. With its compact, easy-to-share nature, pizza is one of the most ordered items on apps for office lunches, movie nights, and family gatherings. Having said that, artisanal pizzerias attract food lovers who prefer wood-fired, handcrafted pizzas as they offer live kitchens and fresh oven-baked pizzas enhancing the experience. Families and friends often prefer pizzerias for birthdays, casual meet-ups, and weekend outings, making it more than just about the food.”

Altamsh Patel declares, “Pizza’s popularity can be attributed to several factors: its convenience, the ability to customize, the influence of global fast-food culture, and its flexibility to cater to regional flavours. Additionally, pizza is often seen as a social food, ideal for sharing at gatherings, further contributing to its growing presence in Indian kitchens and social settings. Global pizza chains have also played a pivotal role in establishing pizza as a mainstream food in India. Their ability to maintain consistent quality, localize flavours, and implement effective marketing strategies has made pizza accessible to a wide audience. By understanding and adapting their offerings to suit regional tastes, these brands have helped shape the pizza culture in India.”

He adds, “Although pizza parlours are still popular for dining out, the shift towards home delivery has made pizza a go-to comfort food for many. With the rise of online ordering and food delivery apps, especially after the pandemic, eating pizza at home has become the preferred choice. Ghost kitchens and



**Anurag Bainola****Aashutosh Shende****Altamsh Patel****Amarnath Kumar****Kailash Gundupalli**

QSRs are now driving more revenue than fine dining establishments, as consumers seek convenience."

Amarnath Kumar states, "Factors responsible for the popularity of pizza, in short are affordability & accessibility, social & cultural influence (it is now a 'cool' and shareable food, perfect for groups) and customization. Besides this, global brands like Domino's and Pizza Hut have set industry benchmarks for pricing, consistency, and delivery speed. They also localized the experience, launching flavors suited to Indian tastes. More recently, brands like La Pino'z, Mojo Pizza, and Oven Story have pushed innovation, offering extra-cheese, overloaded, and fusion versions."

Anurag Bainola, mentions that besides the contribution of international chains making it popular, "Online ordering, doorstep delivery, and quick service have made pizza an easy meal option. Pizza has become a favorite among young Indians due to its shareable nature, casual dining experience, and presence at parties and gatherings."

Kailash Gundupalli says, "Various price segments. Online ordering and quick delivery. Localise flavours and toppings besides influencing western fast-food culture are responsible for the popularity of pizza in India. Today, pizza orderings are more popular in events like birthdays, family gatherings. Especially kids love pizzas."

Vijay Pandey says, "Several factors have contributed to pizza's success. Some of them are:

- Westernization and globalization of food culture.
- The rise of fast-food culture among young consumers.
- Convenience and ease of online ordering.
- Adaptability to local flavours and preferences.
- Affordability and attractive deals offered by global and local brands.

History

Pizza, the globally cherished dish, originated in Naples, Italy. Its rich history can be traced back to the 18th century when Naples was a bustling and vibrant city with a diverse population. This resulted in influencing its culinary scene by various cultures, including the Spanish, French, and Arabic giving birth to a unique dish: Pizza.

A famous legend of Pizza revolves around

Queen Margherita of Savoy who, along with King Umberto I, visited Naples in 1889 and was presented with three different pizza varieties. Her favourite was a pizza adorned with tomato sauce, mozzarella cheese, and fresh basil, which bore the colours of the Italian flag. This pizza was christened as "Pizza Margherita."

Its journey to India could be contributed to the Italian expatriate community to cities like Mumbai and Kolkata. The earliest attempts at serving pizza in India resembled the traditional Neapolitan style, with simple toppings.

Kailash Gundupalli states, "Pizza originated in Italy and gained global recognition in the 20th century. In India, it was introduced in the late 1980s and early 1990s with the entry of international chains like Domino's and Pizza Hut."

Vijay Pandey disclosed, "Pizza originated in Naples, Italy, in the 18th century and gained international recognition in the mid-20th century. It entered India in the early 1990s, with Domino's launching its first outlet in 1996. This was followed by other international chains like Pizza Hut and Papa John's, helping establish pizza as a mainstream fast-food option"

Altamsh Patel declares, "Pizza, originating in Italy with its modern form taking shape in Naples in the 18th century, made its Indian debut in 1996 with Domino's leading the charge. This was followed by other international pizza chains, which steadily transformed pizza from a novelty into a dominant force in India's fast-food scene. Today, it's a must-have on almost any café or restaurant menu, and no western cuisine establishment is complete without it."

Aashutosh Shende says, "Pizza traces its origins to ancient civilizations like the Greeks, Egyptians, and Romans, who baked flatbreads with toppings. However, modern pizza, as we know it today, was born in Naples, Italy, in the 18th century. Poor workers needed cheap, convenient food, so they topped flatbreads with tomatoes, cheese, oil, and herbs. Pizza gained international fame after World War II, when American soldiers stationed in Italy brought back their love for it.

Pizza entered India in the late 1980s and early 1990s, introduced by international brands like Domino's and Pizza Hut as India opened its economy to foreign businesses (liberalization in 1991). Over time, the taste was adapted to Indian preferences."

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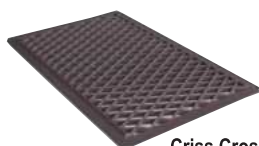
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Anurag Bainola adds, "From a peasant dish to a global icon, pizza as legend goes, originated in Naples, Italy, in the 18th century where it was a humble street food for the working class. Over time, cheese and other toppings were added, and pizza evolved into a beloved dish across Italy. The global rise of pizza began in the late 19th and early 20th centuries with the Italian immigrants brought their culinary traditions to US and the dish quickly spread worldwide. The introduction of frozen pizza in the 1950s and the rise of fast-food chains further cemented pizza's status as an international staple. Pizza's arrival in India in the 1980s and 1990s marked the beginning of a unique culinary transformation. Initially, it was seen as an elite dish, available only in five-star hotels and upscale restaurants. Liberalization of India's economy in 1991 paved the way for international brands like Domino's (1996) and Pizza Hut (1996) to make it more accessible. Today, pizza is not just a fast food but a symbol of modern Indian food culture, bridging global influence with local traditions."

Amarnath Kumar informs, "Pizza traces its roots to Naples, Italy, where it started as a humble street food. It found its way to India in the late '80s and early '90s, introduced by international chains like Pizza Hut and Domino's. Initially, it was a luxury, available only in premium restaurants. Over time, with QSRs and local adaptations, pizza became mainstream. From an exotic dish to a comfort food, pizza has evolved dramatically. Early adopters were the urban elite, but with the introduction of affordable options, even tier-2 and tier-3 cities have embraced it. Indian brands and homegrown pizzerias have further fueled this growth, offering localized flavors and pocket-friendly variants."

Transformation

Over the last few years India has seen a pizza renaissance. Like other Western dishes it too has adopted several changes to suite the Indian palate. Pizza, as made and consumed in India today is not very authentic. It has a desi twist. Its adaptation has led to a creation has led to unique Indian style pizza featuring ingredients like paneer (Indian cottage cheese), tandoori chicken, tikka masala sauce making it spicy that resonates with



Vijay Pandey

India palate. One of the fascinating aspects of pizza's popularity in India is also its regional variation. You have variants like Mumbai Pizza (a thick soft crust generously topped with spicy tomato sauce, diced vegetables and a blend of Indian spices), Delhi Pizza (with a topping of tandoori chicken, paneer and tikka masala), Kolkata Pizza (with toppings like mustard, shrimp, and fish), Chennai Pizza (whose toppings include a fusion of South Indian dishes, like chicken curry, coconut, and curry leaves). Besides these there are various other regional adaptations.

Kailash Gundupalli affirmed, "Pizza in India has evolved with desi flavours and toppings to cater to local palates. Some notable adaptations include:

- Paneer Tikka Pizza – Infused with Indian spices and grilled paneer.
- Tandoori Chicken Pizza – Featuring smoky tandoori chicken toppings.
- Chicken Chettinad Pizza – Blending the southern spices, chicken with a cheesy base.
- Chutney-based Sauces – Replacing traditional tomato sauce with mint or tamarind chutney and Szechwan sauce.

Regional flavours to have led to distinct pizza flavours. A few examples are:

- Mumbai: Spicy street-style pizzas with pav bhaji flavours.
- Delhi: Heavily loaded with butter chicken or tandoori toppings.
- Kolkata: Fusion pizzas with egg-based toppings or Bengali mustard flavours.
- Chennai: coconut chutney, curry leaves, spicy Chettinad chicken."

Altamsh Patel avers, "Pizza's journey in India has been remarkable, moving from a novelty to a mainstream favourite. International

chains have tailored their offerings to local preferences, while independent chefs continue to experiment with new flavours. Local ingredients such as tandoori chicken, paneer, and spicy chutneys have made their way onto the pizza crust, creating a fusion of traditional and modern flavours. Innovations like stuffed crusts and ghee roast pizzas showcase the adaptability of pizza to Indian culinary preferences."

He adds, "The toppings range from rich, aromatic gravies and spicy chutneys to tangy and zesty combinations of local herbs and spices. Whether it's incorporating bold street food flavors, creamy gravies, or fresh, tangy ingredients, Indian pizzas offer a unique twist by blending traditional favourites like tandoori meats, paneer, and local vegetables with the familiar comforts of cheese and crust."

Aashutosh Shende declares, "Pizza's Indian desi twist isn't just about flavours—it's a cultural evolution. It reflects India's love for fusion food, blending global appeal with local taste buds. Homegrown brands and street vendors have reinvented pizza with regional specialties like Chettinad chicken, Amritsari kulcha bases, or even dosa-inspired crusts. The shift caters to both traditionalists and experimental foodies, making pizza more relatable to Indian palates. Even international chains now customize their menus to include spicy, tangy, and masala-infused options. This reinvention shows how India reshapes global cuisines while preserving its own culinary identity."

Anurag Bainola states, "Pizza in India today has travelled from being exotic to everyday comfort food, seen as elite western dish, available only in upscale restaurants. Launch of Dominos and Pizza Hut introduced it to the masses, marking the beginning of its rapid expansion. Its affordability and adaptability soon made it a household favourite. Fast food chains and local vendors introduced toppings like paneer tikka, tandoori chicken, and spicy peri-peri seasonings to match Indian palates. The rise of home delivery services made pizza a convenient meal for families, students, and office-goers.

Major chains and local pizzerias now offer toppings like paneer tikka, butter chicken, and tandoori vegetables. Spices such as garam masala, cumin, and chatpata sauces add a fiery kick, while naan and paratha bases

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Amarnath Kumar says, “From an exotic dish to a comfort food, pizza has evolved dramatically. Early adopters were the urban elite, but with the introduction of affordable options, even tier-2 and tier-3 cities have embraced it. Indian brands and homegrown pizzerias have further fueled this growth, offering localized flavours and pocket-friendly variants.

Just like burgers and noodles, pizza had to go through an Indian transformation to win hearts. Toppings like paneer tikka, butter chicken, and spicy Kheema cater to local palates. Even the base has evolved—whole wheat, naan, and even kulcha bases are now common. Spice levels are adjusted, and chutneys often replace traditional tomato sauces.”

Vijay Pandey declares, “Pizzas have had to go through a transformative phase, like burgers and noodles. Toppings like paneer tikka, butter chicken, and spicy Kheema cater to local palates. Even the base has evolved—whole wheat, naan, and even kulcha bases are now common. Spice levels are adjusted, and chutneys often replace traditional tomato sauces. One of the desi variations, besides the others mentioned by some of the others is Pasarattu pizza. This pizza, in certain regions has dosa batter base.”

Future Variations

Change, it is said is a constant. Everything is constantly changing, including people’s taste. Our eating habits and desire for something new is applicable to all elements of food – be it street food, QSR or fine dine. There has been a constant shake up in the preparation of pizzas over the last decade. Constant experimentations have been done by the chefs. And it is continuing!

Pizza’s versatility is making it possible to relentlessly try for something different. So what are the changes expected in the next few years?

Anurag Bainola answers, “Sustainability will shape the future of pizza in 2025, with plant-based and eco-friendly options gaining popularity. Expect more pizzerias to use plant-based cheese, mock meats, and organic ingredients to cater to health-conscious and

environmentally aware consumers. As far as toppings are concerned, they will comprise of:

- Butter Chicken - a fusion favourite, this rich, creamy, and mildly spiced topping brings the taste of North Indian cuisine to pizza.
- Paneer Tikka - marinated and grilled paneer cubes add a smoky, spicy kick, making it a popular vegetarian option.
- Fig and Goat Cheese – a sweet and tangy combination that creates a gourmet balance of flavours.
- Kimchi Korean fermented cabbage adds a spicy, tangy crunch to pizzas, perfect for adventurous eaters.
- Pulled Jackfruit plant-based alternative to pulled pork, offering a meaty texture with a hint of sweetness.

Altamsh Patel avers, “In the coming years, pizza will likely see a stronger emphasis on health-conscious ingredients, with gluten-free, keto, and vegan options becoming even more mainstream. Sustainability will play a critical role, with an increased focus on eco-friendly packaging and locally sourced ingredients. Additionally, technology may allow for highly personalized pizzas, with AI-driven customization offering consumers a tailored pizza experience. As always, fusion toppings inspired by global cuisines will continue to captivate adventurous eaters. As far as pizza toppings are concerned:

- Expect pizza toppings to become increasingly experimental: Plant-based proteins: Ingredients like tempeh, jackfruit, and vegan cheese is already serving as alternatives to traditional meats.
 - Superfoods: Nutrient-packed toppings such as quinoa will take centre stage.
 - Fusion flavours: Unique combinations like Japanese food -inspired toppings (salmon, avocado) or Middle Eastern influences (hummus, olives) will cater to adventurous palates.
 - Sweet and savoury: Fruit-based toppings like pineapple, figs, or pears, paired with cheese and meats, will bring a new dimension to pizza flavour profiles.
- Kailash Gundupalli states, “in the New year you can expect:
- Healthier options – Rise of plant-based and low-carb pizzas.
 - Hyperlocal ingredients – Use of indigenous Indian ingredients in toppings.
 - Fusion flavours – Combining pizza with

Indian street food elements.

- DIY - personalized pizzas based on customer preferences.

- Eco-friendly packaging – Sustainable delivery solutions.

Changes in toppings to be expected are:

- Jackfruit as a meat substitute – For plant-based consumers.
- Regional cheese variants – now in India there are lot of cheese manufacturing industries established which give cost effective Using paneer was best option too for pizzas.
- Spicy toppings like kimchi and Asian based paste like miso for a tangy twist.
- Quinoa, flaxseeds are infused in pizzas dough.”

Aashutosh Shende affirms, “In 2025, artificial intelligence (AI) will revolutionize how pizzas are customized. AI-driven apps and kiosks will analyse customer preferences, dietary restrictions, and past orders to suggest personalized pizza combinations. Dynamic pricing models may also emerge, offering deals based on demand and user behaviour. Virtual assistants could help customers build pizzas with real-time ingredient recommendations, ensuring a balance of taste and nutrition. This trend will enhance customer satisfaction by providing unique, tailored experiences. As AI becomes more integrated into food delivery and ordering systems, expect hyper-personalized pizzas to become a major selling point for both global chains and local pizzerias.

As far as toppings are concerned, there would be toppings like:

- Tandoori Prawns, marinated in Indian spices, these prawns bring a smoky and flavourful seafood twist;
- Truffle Oil and Mushrooms, A luxurious topping that enhances umami flavours with an earthy aroma;
- Schezwan Chicken, Spicy, garlicky, and packed with bold Indo-Chinese flavours for a fiery experience.
- Pineapple and Jalapeños, A sweet and spicy contrast that elevates the traditional Hawaiian pizza concept;
- Gulkand and Cheese, a unique dessert pizza topping combining rose petal jam with creamy cheese for a floral, sweet-savoury taste.”

Amarnath Kumar states, “Trends expected

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to emerge in 2025 are:

- Sustainable & Plant-Based Pizzas.
- Fermented Doughs: Sourdough and multigrain bases will gain traction for better digestion.

Changes in the toppings would comprise of:

- Incorporating fermented or pickled ingredients for deeper flavours.
- Using indigenous cheeses like Bandel or Kalari instead of imported ones.
- Adding edible flowers and microgreens for gourmet appeal.
- Introducing smoked meats or seafood for

enhanced taste complexity."

Vijay Pandey declares, "Trends for 2025 include:

- Healthier options like low-calorie, gluten-free, and vegan pizzas.
- Sustainability-focused ingredients and eco-friendly packaging.
- AI and robotics in pizza preparation and delivery.
- Greater customization and localization of flavours.
- Influence of international cuisines like Mediterranean and Southeast Asian flavours.

Expected topping innovations:

- Plant-based proteins like jackfruit and chickpeas.
- Vegan cheese for dairy-free alternatives.
- Exotic vegetables like zucchini flowers and heirloom tomatoes.
- Fermented ingredients like kimchi and pickled vegetables.

Conclusion

Pizza, an Italian dish, with its adaptations, has become a part and parcel of staple fast-food of Indians.

Innovative Pizza Recipes

Cauliflower Crust Margherita Pizza (Gluten-Free Pizza)

Ingredients:

- 1 medium cauliflower head (riced)
- ½ cup almond flour
- 1 egg (or flax egg for vegan option)
- ½ cup shredded mozzarella cheese
- ½ tsp oregano
- ½ tsp garlic powder
- ½ tsp salt
- ½ cup tomato sauce
- ½ cup fresh mozzarella cheese (sliced)
- Fresh basil leaves (for garnish)

Method

1. Preheat oven to 220°C (425°F).
2. Steam riced cauliflower, squeeze out excess moisture using a towel.
3. Mix cauliflower, almond flour, egg, mozzarella, oregano, garlic powder, and salt to form a dough.
4. Shape the dough into a thin crust on a parchment-lined tray.
5. Bake for 12-15 minutes until firm and golden.
6. Spread tomato sauce, add mozzarella slices, and bake for another 5-7 minutes.
7. Garnish with fresh basil and serve warm.

(Aashutosh Shende, Executive Sous Chef, Paper Moon, Goa)

Vegan BBQ Jackfruit Pizza (Plant-Based Pizza)

Ingredients:

- 1 pre-made vegan pizza dough
- 1 cup shredded jackfruit (canned or fresh)
- ½ cup BBQ sauce
- 1 cup dairy-free mozzarella cheese
- ½ red onion (thinly sliced)
- ½ cup bell peppers (sliced)

- 1 tsp olive oil
- ½ tsp smoked paprika
- ½ tsp garlic powder
- Fresh cilantro (for garnish)

Method

1. Preheat oven to 220°C (425°F).
2. Sauté jackfruit with olive oil, smoked paprika, garlic powder, and BBQ sauce until tender.
3. Roll out pizza dough and spread a thin layer of BBQ sauce.
4. Sprinkle vegan cheese, followed by jackfruit, onions, and bell peppers.
5. Bake for 12-15 minutes or until the crust is golden.
6. Garnish with fresh cilantro and serve hot.

(Anurag Bainola, Executive Chef, La Estoria, Goa)

Carbonara Pizza

Base: Neapolitan dough

Toppings: Pancetta, pecorino cheese, mozzarella, and a raw egg cracked in the middle.

Special Touch: After baking, garnish with freshly cracked black pepper for the true carbonara experience.

Tartufo Bianco Pizza

Base: Thin crust

Toppings: Fresh mozzarella, mushrooms, arugula, and a white truffle crème.

Special Touch: Grated white truffle before serving for a rich, luxurious flavor

(Vijay Pandey, Corporate Chef, Rebel Foods)

Vegan Smoked Tofu & Veggie Delight

Base: Whole-wheat crust

Toppings: smoked tofu, arugula, zucchini,

red onions, and a balsamic glaze.

Mango Chilli Chicken Pizza

Base: Whole wheat bread

Toppings: grilled chicken, tangy mango chutney, red onions, and cilantro.

Spicy Chutney Paneer Pizza

Base: Whole wheat bread

Toppings: Tandoori paneer with green chutney, tomatoes, and bell peppers

Mediterranean Arayas inspired pizza

Base: whole wheat

Toppings: sun-dried tomatoes, olives, feta, and artichokes finished with a drizzle of olive oil and a sprinkle of oregano.

(Altamsh Patel, Executive Chef, Hilton Mumbai International Airport.)

Pessarattu Dosa Pizza

Base: crust made of green moong dal batter

Toppings: tomato chutney, onions, quinoa upma, curry leaves, mozzarella and cheddar mix

Delhi 6 Chicken Pizza

Base: whole wheat bread

Toppings: Butter chicken sauce, tandoori smoked chicken, pearl onions, fresh coriander and mozzarella cheese, garnish with avocado guacamole

Palak Paneer Pizza

Base: Made with whole wheat and spinach

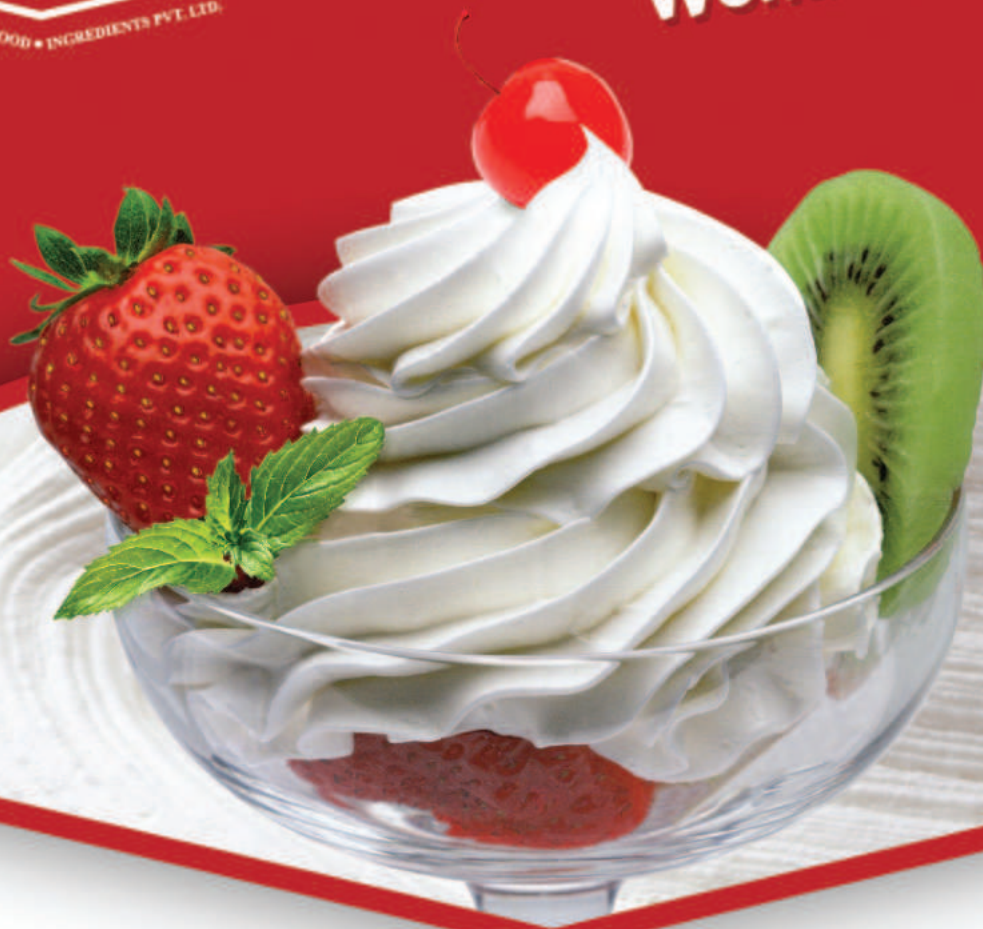
Toppings: mint chutney spread, fried paneer, bell peppers, truffle slice and mozzarella and ricotta mix cheese

(Kailash Gundupalli, Executive Chef, The Westin Mumbai Powai Lake)

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Venturing into VADP



India's dairy industry is undergoing a constant transformation. Value Added Dairy Products (VADP) are gaining significant traction among the consumers, who are becoming increasingly conscious of their diet and health. Due to growing urbanization, increasing disposable income and health consciousness, the demand for convenient, nutritious and premium quality dairy products is increasing, evincing the interest of enterprising entrepreneurs to enter into the VADP segment of the dairy industry. **Ashok Malkani** views the market demand for the products and discusses the various aspects of the industry



When one speaks of Dairy industry, one visualizes vast cow farms contributing to the country’s economy with a large production of milk. India, according to Statista, was the third largest producer of cow milk (with 99.5 million metric tons) in the world in 2024. The Indian dairy industry is not just milk it is also about milk products like butter, cheese, yoghurt, paneer (Indian cheese), ghee and an array of other products including sweets.

India, a land of diverse cultures and traditions, has innumerable festivals and celebrations, each of them being celebrated with different milk based sweets having different flavours which capture the essence of the festival. These too aid in promoting the VADP market. Some of sweetmeats in demand on various different festivals are: Barfi, Basundi, Cham Cham, Doodh Peda, Gulab Jamun, Kaju Katli, Kalakand, Kheer, Khoya, Malai Ghevar, Milk Cake, Mysore Pak

Pal Payasam, Paneer Jalebi, Peda, Rabri, Rasgulla, Rasmalai, Sandesh and Shrikhand.

There has, thus, been an increasing demand for value-added dairy products in the country. A recent report by CARE Ratings said, “Through the past decade, significant transformation took place in the Indian demographic space, which led to heightened consumer interest in VADPs (Value Added Dairy Products). This shift in the dynamics of the sector proved beneficial for manufacturers, as margins in the case of VADPs are more than double the margins in the liquid milk segment.” According to the report, while margins in the liquid milk space stood at four-five per cent, those for VADPs ranged from 12 per cent to 18 per cent. It is estimated that the share of VADPs in the milk and milk derivatives segment is growing at about 25 per cent every year.

Fortune Business Insights claims that the India dairy market size which was valued at \$115.57billion in 2022 was projected to grow at a CAGR of 8.94% during its projected period of 2023-2030 to reach \$ 227.53 billion by 2030. According to Mordor Intelligence, the India Dairy Market size is estimated



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at \$29.9 billion in 2025, and is expected to reach \$ 41.82 billion by 2030, growing at a CAGR of 6.94% during the forecast period (2025-2030).

IMARC states that the population growth and rising income levels are a couple of major reasons for increasing consumption of dairy products. Growing health consciousness has also increased the demand for bakery products which are considered as essential source of nutrients like proteins, vitamins and minerals. Speaking about health, an entrepreneur desiring to enter the industry should realise that, as consumers become more health-conscious, they would increasingly opt for dairy products which are free from pesticides, hormones, and antibiotics. Thus, the demand for organic milk, yogurt, paneer, and other dairy products would become more sought-after dairy products due to their perceived health benefits, including higher nutritional content and fewer artificial additives.

The trend for people's preference for VADPs is not just national phenomenon but a global reality. The global dairy market holds immense potential due to rising demand for nutritious and versatile dairy products. According to 'Global

Dairy Market Report 2024-2032' by IMARC Group, the industry is expected to grow to \$1,459.3 billion by 2032, with a compound annual growth rate (CAGR) of 4.95% from 2024 to 2032. The report identifies India as the largest regional market for dairy, with a large consumer base.

These enticing figures are apt to evince the interest of enterprising entrepreneurs to venture into the field. But one has to examine several aspects to succeed in the business. An over-all appraisal of the different VADPs is an essential factor for success.

Key Considerations

Before venturing into the production of VADPs, the entrepreneur has to consider several aspects. Some of the key elements to be undertaken are:

Market research: This is crucial as it enables informed decision making, identifying consumer preferences (allowing you to tailor your products), understanding competition (knowing their strengths, weaknesses, and market share is essential for developing a competitive strategy), and developing effective strategies for success, ultimately leading to a more sustainable and profitable

venture. This would also enable one to choose an appropriate milk product to venture into.

Price strategy: Knowing about the demand and other facts, like competition, would also enable you to understand the consumer price sensitivity and help you price the product at profitable and competitive prices.

Business Plan: You have also to develop a comprehensive business plan that outlines your goals, strategies, and financial projections.

Technology and Innovation: One must also be aware of the usage of technology and innovative practices for improving efficiency and productivity in the plant as well as ensuring that the products are not affected by environmental impact.

To achieve success in the business one must be aware of all the latest developments taking place. At present the demand for artisanal and premium dairy products, particularly in the urban areas, is rising. Alternatives are becoming a trend. Almond milk, soy yogurt, and plant-based cheese are some of the emerging variants

Observation of FSSAI standards

Before venturing into the milk processing

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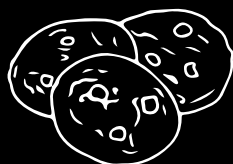


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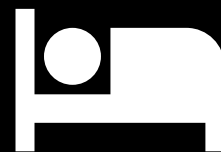
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business, it's imperative to know regulatory framework set by the Food Safety and Standards Authority of India (FSSAI) as it is essential to comply with the rules and regulations set up by the Food Authority. Specific standards for different types of VADPs set by FSSAI are:

Butter: This may or may not contain salt. It must contain at least 80% milk fat and not surpass a moisture content of 16%. It must be free from any vegetable oils, fats, or alternative animal fats.

Cheese: can have added salt, enzymes, or other coagulation agents. There are varieties like hard cheese, soft cheese, or processed cheese, each one has a unique criteria regarding composition, moisture, acidity, saltiness, maturation, and more.

Ghee: According to FSSAI regulation, this clarified form of butterfat requires a fat content of at least 99.7% and moisture not exceeding 0.3%. No artificial colors, preservatives, or flavors are allowed.

Yogurt: may contain added sugars, fruits, nuts, or other elements. Plain yogurt must have a minimum solids-not-fat content of 8.5% and a fat content of 3%, while flavored yogurt should have a fat content of 2.5%. A minimum titratable acidity of 0.7% as lactic acid is required.

Ice Cream: It must be devoid of synthetic sweeteners, dyes, or flavors.

Documents for VADP Licence

Documents that are required for obtaining a Food Safety and Standards Authority

of India (FSSAI) Licence for a dairy plant processing more than 500 litres per day are:

- Proof of Identity of applicant
- Blueprint Layout Plan
- Production Unit photographs
- Name and List of Equipment and Machinery
- Electric Load of the Dairy Unit
- Water test report
- Proof of possession of premises
- Food Recall Plan
- Source of Milk Procurement Plan
- Nominations of person by a company

Points to Ponder

A few points need to be considered while pondering on starting a milk processing unit. Some of them are:

Location: The site of the milk processing unit should be in close proximity to dairy farms and have proper transportation facilities (including availability of cold chain transportation). The plant should be accessible to major roads and highways for facilitating easy transportation of raw materials and finished products. It must be located in a region which has large and growing market for dairy products.

Besides this there must also be availability of proper labour in the area. The plant should also be located in an area with favourable regulatory environment like tax incentives, environmental regulations and food safety.

Supply chain relationships: Besides building relations with milk suppliers

one has also to ensure proper supply of other ingredients like sugar, flavorings, and stabilizers.

It is also necessary to have proper sources for packaging the product. Supplies like bottles, cartons, bags and other types of packaging material is necessary.

One must also have proper relations with retailers.

To start any venture one has to contemplate on the initial investment and operating costs. You must prepare a detailed budget for the first few years.

You must also calculate the revenue that you would be able earn for which you must set realistic sales targets. You should also explore opportunities for export.

Equipment for Processing Plant

Getting proper machinery – or equipment – is essential for running an efficient and profitable processing business. Processing of milk for value added dairy products like cheese, butter, cream, skimmed milk, yogurt, toned milk or double toned milk and much more, involves processes like pasteurisation, homogenisation, etc.

The equipment needed for a milk processing plant would require:

Milk tanks: These pre-stacking tanks are used for storing raw milk, skimmed milk or cream to ensure that there is no shortage of the commodity in the plant.

Pasteurisers: They are used for heating milk. This reduces enzymatic activity and kills pathogenic bacteria in the milk. thus extending its shelf life. A batch pasteuriser, also known as a vat pasteurizer, is made out of a steam jacket kettle or a tank with steam coils that is used to heat juice or milk to the correct temperature. It is used to hold dairy products in a tank for a specific time and temperature.

Homogenisers: They break down of fat globules in the milk preventing cream separation, ensuring a consistent texture, flavor, and appearance in milk products. They break down the fat globules by forcing milk through a small gap or valve under high pressure, breaking down the fat globules into smaller, more uniform sizes. This contributes to a longer shelf life for milk products.



Chef Virender Singh Datta
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Cream separators: These essential machines use centrifugal force to separate cream from milk, enabling the production of various dairy products like butter, ghee, et al. In this machine when milk enters the rapidly revolving bowl of the separator, the heavier skim milk is forced towards the outer walls, while the lighter cream collects in the middle. There are different types of separators like Disk bowl centrifuge, Decanter centrifuge, Screen-scroll centrifuge, cyclone separator, etc.

Milk chillers: They rapidly cool milk and preserve its quality by preventing bacterial growth, thus ensuring freshness and extending shelf life. The most commonly used variety is Bulk Milk Coolers.

Some equipment used for specific purposes are:

Butter Churners: Used for converting cream into butter, they range from traditional manual models to electric ones. They are commonly made with stainless steel, which is durable, resistant to corrosion and easy to clean.

Khoya making machines: Also known as Mawa machines, they are used

for producing Khoya (a concentrated milk product used in sweets and desserts). These machines heat milk and evaporate its water content, resulting in a concentrated, solid dairy product. These machines can also be used for boiling milk, making ghee, and other dairy-related processes.

Paneer Making Machines: These machines automate processes like curd cutting, whey separation and pressing. Used to efficiently produce paneer on a large scale, they ensure consistent quality. Designed with hygiene in mind they minimize risk of contamination.

Curd Machines: Curd machines, or curd makers, are used to automate and streamline the curd-making process. They not only ensure time saving but also result in uniformity of the product. They also enable the production of other dairy products like yogurt and cheese.

Ghee Clarifiers: Used for removing sludge, crud, and other unwanted material from the ghee, ensuring a high-quality, pure product, this machine's centrifugal force separates the heavier solids (impurities)

from the lighter ghee. Clarification helps in extending the shelf life of ghee.

Packaging Machines: Maintaining stringent hygiene standards is essential in value added dairy products. The packaging machines mitigate the risk of contamination and extend the shelf life of the product.

The Plant Plan

Efficient workflow of a plant is possible only when its layout and design is proper and help in prioritising efficient workflow by minimising cross-contamination, and promoting hygiene. There should be a dedicated area for receiving raw milk, including a weighbridge, tanker washing facility, and storage tanks.

The layout should be designed to ensure a smooth and efficient flow of milk from one process to the next, minimizing backtracking. The layout of your plant should be designed to minimize the risk of cross-contamination.

Maintaining hygiene in a dairy processing plant is paramount. The materials used for walls and floorings should be easy to clean, durable, and resistant to chemicals and moisture. The floors should be able to withstand heavy traffic and be non-slippery. They should also be able to resist damage from cleaning agents and other chemicals used in the plant.

Proper ventilation and drainage is also essential. Adequate airflow will remove excess heat, moisture and odours. Maintaining optimal humidity level will prevent mould and bacterial growth while proper filtration will remove dust and contaminants from air.

As far as drainage is concerned if the floors have a slight slope it will be able direct flow of water towards drains, which should be large enough to handle the volume of water and waste generated.

Conclusion

Careful consideration is necessary on several fronts to start a Value Added Dairy Production unit. It may be mentioned that in India VADP business can be highly profitable, with profit margins ranging between 12-18 per cent as compared to just 4-5 per cent in liquid milk space. ■



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Bakery Trends 2025

By Sharmila Chand

From low sugar, customised cakes to eco-friendly options and offbeat ingredients, bakery industry is poised to strike a balance between taste, flavours and healthy quotient. We talk to experts in the industry and find out their thoughts on what is trending in bakery this year.

Chef Krishanu Dey, Junior Sous Chef, Ganache, The Ritz-Carlton, Bangalore

This year's top bakery trends reflect evolving consumer expectations and values. Sustainability leads the charge, with locally sourced ingredients gaining prominence as customers appreciate traditional flavours elevated through modern techniques.

Allergen-friendly baking has moved from niche to mainstream, with growing demand for vegan, gluten-free, and sugar-free options reflecting increased health

consciousness. The relationship between baker and customer has evolved toward direct engagement, manifesting through custom consultations, chef-led tastings, and bakery tours that create deeper connections.

Finally, interactive and experiential desserts are surging in popularity—from tableside assembly to theatrical elements edible flowers—as consumers seek memorable experiences beyond just flavour. These trends together demonstrate how bakeries are adapting to more conscious, engaged, and experience-hungry customers.

Pramod Yadav, Chef De Cuisine, Novotel Pune

This year, the bakery industry is witnessing a strong shift towards health-

conscious options, with sugar-free and gluten-free baked goods becoming more popular as consumers prioritize wellness. There is also a growing demand for artisanal and locally sourced ingredients, as people seek high-quality, fresh, and sustainable products.

Personalized and customizable treats are trending, with customers preferring unique flavours and designs tailored to their preferences.

Additionally, bakeries are increasingly incorporating sustainable practices in production, focusing on reducing food waste and using eco-friendly packaging.

Divyanshi Patel, Executive Chef, The Astor Goa

With growing interest in healthier alternatives, key trends in Bakery is leaning

towards developing gluten-free, vegan, and low sugar options.

Artisanal and Specialty Breads are in demand as consumers are increasingly drawn to unique, high-quality breads. Sourdough, ancient grains, and flavoured loaves with herbs, fruits, or nuts are becoming popular.

As the plant-based movement grows, bakeries are expanding their vegan offerings, with egg and dairy-free recipes becoming common.

Key Trends in Cakes

Chef Krishanu Dey, Junior Sous Chef, Ganache, The Ritz-Carlton, Bangalore

These days cakes have taken a new turn altogether. Consumers want cakes with fresh, seasonal, and local ingredients, in natural flavours from fresh berries and seasonal fruits taking center stage. Alternative flours and grains like ragi, jowar, and gram flour are replacing traditional refined flour, appealing to health-focused



"I will be refining our flavour profiles by prioritizing quality ingredients and natural taste enhancements"

Chef Krishanu Dey, Junior Sous Chef, Ganache, The Ritz-Carlton, Bangalore

consumers. Modern-local fusion desserts that blend global techniques with regional flavours—such as Parisian croissants made with Indian jaggery or spice-infused cheesecakes—have become highly sought after, as have miniature, detailed desserts that allow for sampling multiple flavours

without overindulgence. OUT trends include overly sweet and over-garnished cakes as consumers now prefer balanced flavours and refined presentations over excessive sweetness and decorations. Artificial additives and preservatives have fallen from favour, with natural ingredients becoming the new standard.

Divyanshi Patel, Executive Chef, The Astor Goa

Cakes are moving beyond classic flavours, with bolder tastes such as sour, salty, and spicy gaining popularity. In the age of social media, cakes are becoming increasingly visual, with intricate piping and dynamic layers. Limited-time cakes, often linked to seasonal events, create excitement and urgency. These offerings help bakeries capitalize on trends, using seasonal ingredients and local produce to offer fresh, new choices throughout the year.

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“Personalized and customizable treats are trending, with customers preferring unique flavours and designs tailored to their preferences”

Pramod Yadav, Chef De Cuisine, Novotel Pune

Pramod Yadav, Chef De Cuisine, Novotel Pune

Currently, cakes with textured frosting, 3D designs, and fully customized elements are in demand, as they offer a more visually appealing and unique experience. On the other hand, fancy buttercream cakes, overly intricate decorations, and traditional fondant-heavy designs are losing popularity as consumers lean toward more modern and minimalistic styles.

Focus in Bakery this year

Chef Krishanu Dey, Junior Sous Chef, Ganache, The Ritz-Carlton, Bangalore

My focus this year in bakery, centers on three strategic areas.

Continuous learning and innovation will be most important as I recognize that today’s well-informed customers expect creativity and expertise. With information so readily available, I must consistently explore new flavours, fusion concepts, and techniques to stay relevant.

I’m equally committed to team training and skill development, understanding that my bakery’s success depends on having staff well-versed with current trends, techniques, and customer preferences—this ensures both consistency and innovation throughout our offerings.

Finally, I’ll be refining our flavour profiles by prioritizing quality ingredients and natural taste enhancements. By

balancing these three focus areas, I aim to create exceptional bakery products that delight customers with both taste and craftsmanship.

Divyanshi Patel, Executive Chef, The Astor Goa

Reliving the old-world charm of bakery, we need to focus on reviving the dessert culture, old world classics. With us based out of Goa, our strategy at Astor Baking company is to blend the heart of traditional recipes, inspired by Poder, the traditional bread makers of Goa, with a unique twist, the precision of European techniques, and a touch of creativity. Our fresh, delicious pastries are crafted with Goa’s rich baking heritage in mind, offering a flavourful journey that feels both familiar and exciting. Every bite is a celebration of tradition, creativity, and the joy of great baking.

Pramod Yadav, Chef De Cuisine, Novotel Pune

This year, the primary focus will be on maintaining consistent quality to ensure that every product meets high standards in taste and presentation. Guest satisfaction will also be a priority, with efforts to innovate and enhance customer experience. Additionally, effective marketing strategies will be implemented to expand reach and attract a wider audience through digital platforms and creative engagement.

Tips to Stay Abreast of Bakery Trends

Chef Krishanu Dey, Junior Sous Chef, Ganache, The Ritz-Carlton, Bangalore

Focusing on these four essential strategies will help to stay ahead in the bakery industry.

First, stay updated and experiment by following global trends, attending workshops, and refining techniques to ensure your offerings remain fresh and appealing.

Second, preferences through direct interactions helps in creating personalized and innovative product.

Third, commit to continuous learning by enrolling in professional courses, participating in culinary events, and collaborating with fellow chefs to expand



“To stay updated with bakery trends, never forget the roots—stick to the classics while incorporating a fusion of local flavours”

Divyanshi Patel, Executive Chef, The Astor Goa

your knowledge base and skillset.

Finally, maintain an unwavering focus on quality and flavour by prioritizing premium ingredients and perfecting flavour balance rather than concentrating solely on aesthetics.

Divyanshi Patel, Executive Chef, The Astor Goa

To stay updated with bakery trends, never forget the roots—stick to the classics while incorporating a fusion of local flavours. This approach ensures a perfect balance between tradition and innovation, allowing you to cater to both nostalgic and adventurous palates.

Pramod Yadav, Chef De Cuisine, Novotel Pune

Staying ahead in the bakery industry requires constant innovation and adaptability. One way to do this is by offering seasonal baked goods using locally available ingredients, ensuring freshness and relevance.

Introducing vegan alternatives for classic treats is another key trend, catering to the growing demand for plant-based options.

Experimenting with fusion flavours that combine nostalgia with contemporary twists helps keep the menu exciting.

Lastly, focusing on sourdough baking with long fermentation processes enhances flavour and texture, aligning with the rising preference for naturally fermented bread. ■

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Pain de Campagne

A Bread of Substance

Pain de Campagne can be described as a bread with a rustic charm, whose origins can be traced to rural France of centuries ago. Pain de Campagne means country bread in French, is a traditional Sourdough bread, made with a mix of refined flour, whole grain wheat and rye flour. This bread has been gaining back popularity in the market in the recent times, due to its unique flavour and also because of the fact that there is a growing wave of health consciousness permeating through the consumer preferences of the Indian food & beverage industry.

The French Legacy

The origins of Pain de Campagne dates back hundreds of years ago when flour from stone mills was used to make breads

in the countryside of France. During ancient times, people from the French countryside brought Pain de Campagne dough into urban towns on days named as baking days. The bread loaves would be placed in large, community ovens and then redistributed to all the participating families.

Then the Pain de Campagne loaves were quite large in size, weighing almost up to five kilograms, and could last a family a week or more and hence they were also known as family loaves. The availability of different ingredients in different regions of the French countryside led to many discoveries on this basic type of bread, by adding rye, wheat or other grains and also by using a variety of yeast. Most traditional French recipes of this bread are products of a combination of

white flour and whole wheat flour, and/or rye flour, water, yeast and salt.

Originally flour of Pain de Campagne was milled by stone grinding. The whole wheat flour was sifted using a fine cloth to get light textured and less grainy bread with minimal quantities of bran and germ in it. The addition of rye flour to Pain de Campagne came from the tradition of growing rye with wheat. Rye flour ferments more quickly than wheat flour because bacteria work much faster on this flour and it gives a distinctive flavour to the traditional Pain de Campagne. Later, roller mills, an invention of modern age were sparingly used, since a lot of heat was generated which affected the protein in the grains.

Pain de Campagne, also called French sourdough bread has a distinctive flavour



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of sourness in it which is because of the starter dough used into it. The crust of the bread is more due to steam baking for the first few minutes and later dry baking. Rye flour gives more fibres to it which makes this bread a healthy option. Moreover, this bread is good for making sandwiches low in carbohydrates and can be an essential item while preparing low calorie diet menus.

Starting With Dough

Pain de Campagne is also popular in countries like Germany, Poland, Italy, and America, apart from France. Pain de Campagne's preparation methodology is used in a lot of Indian bread preparations like naan, kulcha and khamiri rotis where starter dough is used to make the dough for bread. Traditionally in India breads were made with the help of starter dough, which were preserved to keep them ready for daily bread preparations. High bacterial level growth products like yoghurts are used to prepare the starter dough.

Pain de Campagne is made from starter dough which contains 300 gm refined flour, 170 ml water, and 10 gm fresh yeast. The final dough contains 250 gm refined flour, 50 gm rye flour, 200 ml water, 10 gm salt, 10 gm fresh yeast, 5 gm gluten, 5 gm bread improver and also includes the starter dough prepared earlier.

Starter dough is a centuries old ingredient used in the making of Pain de

Campagne bread where wheat flour, water and a leavening agent (preferably yeast) are mixed together to ferment in warm conditions. This is also known as the mother dough or pre ferment for the final dough of Pain de Campagne. The action of bacteria and enzymes on starch creates sourness in the starter dough which enhances the flavour of final dough and also gives a lighter, spongier texture to the bread.

The slow proving process gives the bread a depth of flavour that develops naturally, rather than as the result of the flour improvers or rising agents. Making your own bread is a very satisfying experience – especially if you've had a tough day and want to take it out on the dough by kneading it with your own hands. Here it deserves a mention that rye flour has been a very key ingredient in the making of Pain de Campagne, as rye flour speeds up the process of fermentation in Pain de Campagne dough.

The Healthy Option

The health benefits of rye flour are myriad, which contributes to the health factor of Pain de Campagne bread. Rye flour is a good source of fibre, and hence it helps in reducing weight. It has substantial amount of magnesium which acts as a helping hand to numerous enzymes in our body to use glucose and secrete insulin, thus helping us fight against the threat of Type 2 diabetes. Moreover, rye

flour has antioxidants which help to fight cancer. It prevents heart diseases due to the availability of plant lignans, which are converted into mammalian lignans inside our body during absorption.

There are several benefits of Pain de Campagne, including the healthy fibre it contains. This bread has significantly more fibre than white bread. Incorporating sufficient fibre into the daily diet can help regulate the digestive system. Reducing cholesterol and improving cardiovascular health are other benefits of Pain de Campagne. It may even be beneficial in helping people lose weight. Studies have shown that eating this bread can help control frequent bouts of hunger and keep a dieter feeling full after a meal. The feeling of fullness after partaking this bread may prevent dieters from snacking between meals, thus helping them lose weight.

From Sourcing to Shelves

For the bakeries sourcing the ingredients, has to be sure that the ingredients used are of best possible quality and from a reliable supplier who can deliver continuous supplies round the year. Usually bakery should go for samples from different suppliers and then do trials. On the basis of trials bakery must ask supplier for consistent and continuous supply without any hindrance.

Pain de Campagne is available at modern bakery & pastry shop. Rustic sandwiches are made by using Pain de Campagne in many bakeries. High end hotels offer High tea with variety of sweets and savouries, which has Pain de Campagne sandwich in high demand. Few serves rustic Pain de Campagne baked in traditional wood fired oven.

For extended shelf life of Pain de Campagne, bakers generally use bread improvers which are mixed into the dough during preparation. This cuts the rate of bacteria growth in finished bread, thereby increasing the shelf life of the bread. Proper packaging also helps ensure that the bread doesn't lose its moisture and nutrients. Keeping Pain de Campagne in refrigeration further increases its shelf life by up to 20-30 percent, and also helps in retaining its wholesome nutrients. ■

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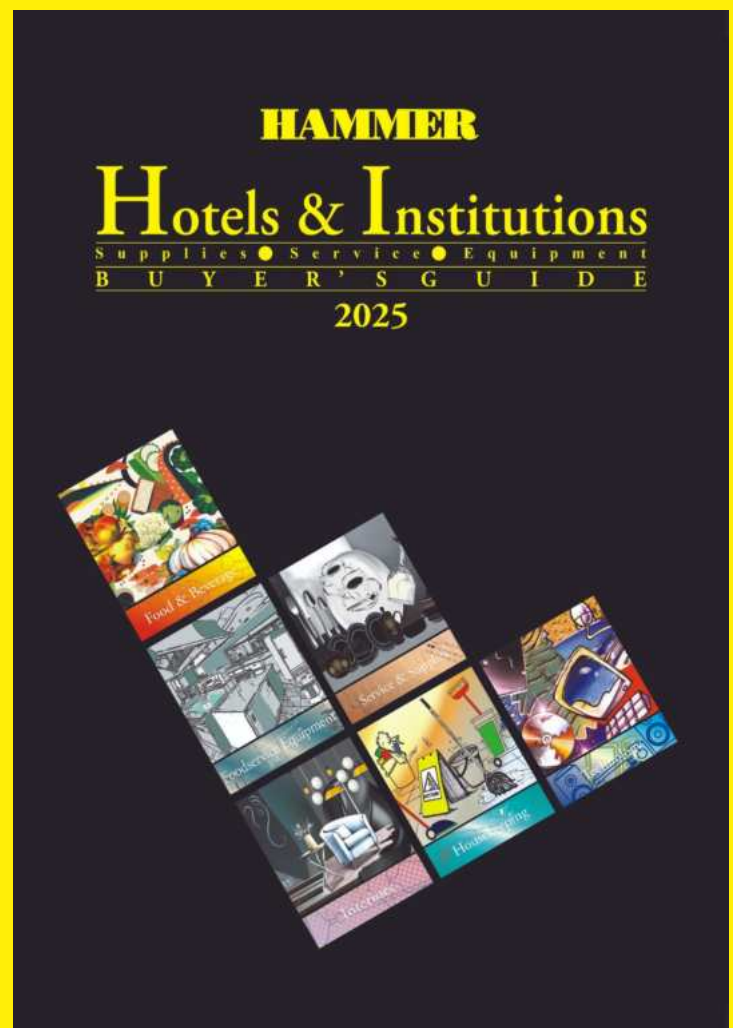
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The Art of Pizza

Authentic Italian Pizza can only be made in traditional oven offering the right process and temperature to create a perfect pizza. Chef forno in its unique creative approach developed for the first time in India a pizza oven, reaching almost next to the perfection in pizza making.

Chef's Forno innovation by Chef Gurmeet Singh Grover, created a ripples in pizza making technology by introducing a pizza oven offering the near perfection of pizza making, to the chef's satisfaction. After completing IHM from Bhubaneswar and specialization from IHM Pusa Delhi, he joined his 36 years old father's

kitchen equipment business but wanted to create more innovative products for the ever changing foodservice industry in India.

Chef's Forno can create an authentic cheese in smaller time of baking. The refractory stone



used in oven base and tomb, absorbs large amount heat in a smaller period of time, where by consuming lesser gas, thus reducing operational cost. The company also provides special wood chips to provide perfect flavour to the pizza. The



specially designed burner provides equal heat inside the oven, thus ensure proper baking in minimal time. The technology used to bake pizza is on the same lines as an Italian pizza is made.

Traditional pizza ovens weighs 800-900 kg weight where as Chef Forno only weighs 450 kg. Thus it can be easily installed and move around. This feature gives good reason for caterers to use it more often too.

Chef Forno is a perfect alternative to any Italian or imported pizza oven. It is more economical and easy to handle and serviced. With pan India service, company offers easy spares and service to its customers. The oven is available in all colour options to match the interiors of the property.

The oven has already been installed at Radisson, ITC, Leela, Amici, Monkey Bar, Toast & Tonic, Olive Bar & Kitchen, The Coffee Shop, Fatty Bao, Wine Company, The Grid, a few to name.

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Foodservice Smart Solutions

Hatco Foodservice Equipment India Pvt. Ltd. has emerged as a leader in the Indian foodservice industry, combining decades of expertise with cutting-edge innovation to offer high-quality solutions. With a local office in New Delhi and a strategically stocked warehouse in Hosur, Tamil Nadu, Hatco has significantly reduced lead times, ensuring seamless operations despite industry challenges. Since 1950, Hatco has pioneered advancements in warming, holding, and cooling



equipment, delivering durable, cost-effective solutions that enhance food quality, minimize waste, and maximize efficiency.

Among its innovations, Hatco has simplified the process of selecting the right display case into a few essential steps, helping businesses find the perfect fit for their needs. Understanding the intended utility is key—whether for showcasing products, extending shelf life, or boosting sales through impulse buys. Solutions like Hatco's Intelligent Heated Display Cabinet with Humidity allow customizable configurations to cater to diverse foodservice requirements. Additionally, specialized equipment like the Macho Nacho® Chip Warmer and Flav-R-Savor® Humidified Holding Cabinets are engineered to maintain the ideal texture and freshness of various food items.

As the industry shifts toward open-concept designs, Hatco continues to develop sleek, functional, and efficient equipment that seamlessly integrates into modern foodservice environments. From fine dining establishments to quick-service cafés, Hatco remains a trusted partner, providing innovative, high-performance solutions that uphold its legacy of quality and reliability.

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"I Am Driven by Consistency, Creativity and Passion"

Chef Jugol Kisor Sahu, Pastry Chef, The Astor Goa

With 14 years of experience as a Bakery and Pastry Chef Jugol is a passionate culinary artist specializing in crafting custom cakes, pastries, and breads for special occasions. Currently serving at The Astor Goa Hotel in Candolim, he is a hardworking and self-motivated professional with a certified diploma in Bakery and Pastry. Known for developing creative menus and delivering exceptional culinary experiences, he has a proven track record of success in pastry arts and bread baking while staying up to date with the latest culinary trends.

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

Current Hot Trends in the Indian Bakery Industry?

The Indian bakery scene is embracing artisanal sourdough breads for their natural fermentation benefits, while fusion desserts like Gulab Jamun Cheesecake and Rasmalai Tarts blend tradition with innovation. The demand for vegan and gluten-free baking is rising due to health-conscious consumers, along with customized cakes for weddings and corporate events. Additionally, healthy bakes such as sugar-free, protein-based, and keto-friendly desserts are gaining traction. Sugar-free, protein-based, and keto-friendly desserts are becoming popular.

How did You Become a Pastry Chef?

Baking has always fascinated me—the science, precision, and artistry behind every dessert. My passion for creativity led me to pursue it professionally, making it a deliberate and rewarding career choice.

What is Your Cooking (Baking) Philosophy?

"Simplicity, precision, and innovation." I believe in using high-quality ingredients, balancing flavors, and ensuring every creation leaves a lasting impression.

Hot-Selling Bakery Items?

Indian-inspired macarons, almond & chocolate croissants, baked cheesecakes, customized cakes, and sourdough & focaccia breads are among the top favourites.

What is the current demand in the Bakery Industry?

Healthier alternatives like low-carb, high-protein, sugar-free, and gluten-free options are booming. Miniature desserts, gourmet chocolates, and exotic bread varieties are also in high demand. I focus on using natural

sweeteners like jaggery and coconut sugar, alternative flours like almond and whole wheat, and plant-based milk to create healthier indulgences.

Your favorite tool?

Offset Spatula – It gives me perfect control while spreading icing, ganache, or layering cakes. Precision is everything in pastry!

Challenges as a Bakery Chef?

Consistency – Maintaining the same taste and texture in every batch is challenging, especially with ingredient variations.

Time Management – Baking is precise, and multitasking while ensuring perfection is tough.

Ingredient Costs & Availability – Premium ingredients like couverture chocolate, good butter, and fresh berries are costly and seasonal.

What Do You Like About Your Job?

Being a pastry chef is more than just a profession; it's a creative journey. I love the artistic freedom it offers—every dessert is like a blank canvas, waiting to be transformed into something visually stunning and delicious. The ability to experiment with flavours, textures, and presentation excites me, and seeing the happiness my desserts bring to people is incredibly fulfilling.

Your Strength as a Bakery Chef?

One of my greatest strengths is my attention to detail—from measuring ingredients precisely to perfecting intricate designs, I believe that even the smallest elements contribute to a masterpiece. Another essential quality is patience; baking requires time, precision, and the ability to embrace trial and error. Lastly, I have a relentless curiosity to experiment with flavours and techniques.

How Do You De-Stress?

The kitchen can be a high-pressure environment, so I make it a point to unwind in ways that help me recharge. Listening to music instantly lifts my mood and helps me stay focused while baking. Taking long walks gives me clarity and a fresh perspective, especially when I'm brainstorming new menu ideas. Additionally, I love discovering new dining experiences, as it allows me to appreciate different cuisines and gain inspiration for my own creations.

Your Dreams?

My ultimate dream is to open a boutique patisserie that seamlessly blends Indian and French influences. I envision a space where customers can indulge in handcrafted pastries, artisanal breads, and signature desserts that celebrate the best of both worlds.

Your Mantra for Success?

For me, success in the culinary world is driven by three key principles: "Consistency, creativity, and passion lead to excellence."

Favourite Ingredient?

Vanilla bean is my go-to ingredient because of its unparalleled ability to enhance flavours.

Favourite Chef who Inspired You?

I have always admired Chef Savio Fernandes, who is known for his groundbreaking innovation in the pastry world. His invention of the Cronut—a hybrid between a croissant and a doughnut—showcased how creativity in baking can revolutionize the industry.

Favourite Bakery Item to Prepare?

I have a special love for macarons. These delicate French pastries are one of the most technically challenging desserts to perfect, requiring precision, patience, and skill.



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