

OCT-NOV '25 VOL. XVII NO. 3 ₹ 100

BAKERY

Business Magazine for Bakery & Confectionery Professionals

REVIEW

Business

Importance of Packaging

Feature

Bakery Insights: 2025 and Beyond

Dairy

Cheese: Crafting Flavour and Profit

Spotlight

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SCAN TO EXPLORE



As the year closes down, 2025 marks a defining moment for India's bakery, Pastry and café landscape. Artisanal breads, heritage grains, clean-label bakes and global patisserie styles have moved from niche to mainstream.

Our cover story explores India's growing shift toward artisanal and sourdough breads. It traces their ancient origins and renewed popularity, and also compares the two styles, their differences, health benefits and the distinctive flavour profile that makes sourdough stand apart.

The business story examines the rising importance of packaging in the bakery sector. How design, materials and branding shape customer perception, protect product quality across climates and create a competitive edge for bakers in an increasingly demanding market.

Our special feature looks at the bakery trends that shaped 2025, from botanical flavours and local grains to wellness desserts and textural creativity. Leading chefs share insights on 2026, where personalisation, sustainability, plant-based innovation and regional revival will define India's bakery scene.

Cheese has become a star ingredient in India's bakeries, elevating flavour, consistency and creativity. This story examines how local sourcing, smarter production and rising consumer demand are shaping menus, enhancing profitability and driving a new wave of sustainable, chef-led innovation.

Our spotlight story is on how festivals bring out the most creative side of bakers. It shows how they reinvent old favourites, experiment with new flavours and use the season's energy to boost business.

India's love for macarons is on the rise. This story explores their local flavours, eggless variants, the craft behind making them, key pricing factors, shelf-life tips and their growing festive charm.

As we look ahead, we remain inspired by an industry evolving with creativity and passion.

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Bakery Review is a bi-monthly magazine, printed, edited, and published by Rajat Taneja on behalf of Hammer Publishers Pvt. Ltd. from 206, Samrat Bhawan, Ranjeet Nagar Commercial Complex, New Delhi. Printed at Print Creations, A-6/1, Naraina Industrial Area, Phase-1, New Delhi.

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

Disclaimer: The editor and publisher believes that all information contained in this publication are correct at the time of publishing. Content published not necessarily are the opinion or view of the editor and publisher. Editor and publisher declines any responsibility for any action taken based on the information contained in this publication, including liability for error or omission.

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

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SIGEP World 2026: India Confirmed as Guest Country as Madrid Roadshow Sets the Pace

India will take centre stage at the upcoming SIGEP World international roadshow in Madrid, participating as the guest country with a prominent delegation of buyers, media representatives and institutional bodies. As one of the world's fastest-growing hospitality and foodservice markets, India will showcase its increasing interest in advanced global models across gelato, pastry, bakery, coffee and pizza.

The Madrid event will serve as the starting point for the international journey toward SIGEP World 2026, Italian Exhibition Group's flagship global showcase dedicated to dessert and coffee excellence. Hosted at the Italian Embassy and organised in collaboration with the Italian Trade Agency and the Italian Chamber of Commerce for Spain, the roadshow will bring together analysts, associations and leading figures from Spain's dynamic foodservice industry. Discussions will focus on the future of urban consumption, evolving service styles and new business models.

A comparative market forecast has shown Spain as one of Europe's most dynamic out-of-home consumption

markets. Circana data presented during the roadshow demonstrate that, among the main European countries (France, the United Kingdom, Spain, Italy and Germany), overall growth in the first nine months of 2025 was +1.8% compared



to the previous year. Spain recorded an increase of +2.4% and is the country with the highest growth in both spending at foodservice establishments and the number of visits.

Against this backdrop, gelato parlours and pastry shops will continue to play a central role in modern urban dining, combining artisanal quality with scalable concepts. The journey will then move to Rimini, where direct business meetings between Italian companies and Spanish groups will be scheduled. Increased accessibility with direct flights planned from Madrid and Munich will further encourage international participation.

SIGEP World 2026 will emphasise gelato as a professional speciality for restaurants, hotels and cafés through initiatives like Gelato Meets Chains and the global "What is Gelato?" campaign. Other major themes will include emerging trends in luxury hotel dining, innovations at the Innovation Bar and an expanded pizza programme at the Pizza Arena and Vision Plaza, supported by partners such as 50 Top Pizzas and international training organisations.

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Week of Italian Cuisine in the World

2025
10th EDITION

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The Week of Italian Cuisine in the World 2025 was held in November, continuing the global initiative promoted by the Ministry of Foreign Affairs and International Cooperation and the Italian Trade Agency. Since its inception in 2015, the program has highlighted the best of Made in Italy gastronomy through embassies, consulates, cultural centres and trade offices across continents.

Spotlight on Italian Gelato

In India, this year's edition focused on Artisanal Italian Gelato.

The Italian Trade Agency (ITA), New Delhi, collaborated with Unione Italiana Food (UIF) - the largest direct food industry trade association in the European Union - and ACOMAG, representing manufacturers of

gelato machinery and display systems.

Together, they partnered with APCA (Academy of Pastry & Culinary Arts, Gurgaon) and SEP (School For European Pastry, Gurgaon & Mumbai) to organise masterclasses titled "Exploring the Art of Italian Gelato Making."

The sessions were led by Ms. Carlotta Fabbri, President of the Gelato Products Group of UIF and Master of the Art of Italian Gelato Making. Her training aimed to raise awareness about artisanal gelato while upgrading the skills of students, trainers, chefs and culinary professionals.

"Gelato is more than dessert – it's a culture that blends creativity, tradition, and science," said Ms. Fabbri during one of the sessions.



The Growing Gelato Ecosystem

Artisanal gelato remains one of the most iconic gastronomic treasures of Made in Italy, known for quality and craftsmanship. With over 100,000 outlets globally, the gelato industry links agriculture, manufacturing, education, tourism and trade - generating more than €1 billion in annual turnover, 70% of which comes from exports.

The sector continues to grow steadily, recording +2.4% annual growth in Italy and nearly +10% abroad.

In India, brands like Frozen Fun and Minus Thirty have redefined the frozen dessert scene. Their founders shared their entrepreneurial journeys at a networking evening hosted at the Italian Embassy Cultural Centre on November 4th, adding an Indian flavour to the Italian celebration.

Webinar on Italian Pastry Traditions

The week concluded with a virtual masterclass titled "Exploring the Art of Italian Pastry Making," organised in collaboration with CAST Alimenti. The session was designed for students and educators from Bangladesh and Sri Lanka, offering insights into Italy's pastry traditions, regional specialties and evolving modern techniques.

Chef Silvia Federica Boldetti, a faculty member at CAST Alimenti, led the training. An internationally acclaimed pastry chef and chocolatier, she holds several accolades - including winning The Pastry Queen

world championship for female pastry chefs in 2016 - and in 2018, becoming the first woman to be awarded the title of AMPI Master Pastry Chef.

"Teaching Italian pastry means passing down emotion, precision, and patience," shared Chef Boldetti, inspiring students across borders.

Enduring Legacy

With every passing year, the Week of Italian Cuisine in the World continues to strengthen cultural bridges through food. For India, the 2025 edition reaffirmed the timeless charm of Italian culinary craftsmanship and its growing connection with Asia's emerging gastronomic community.

India's participation this year also builds momentum towards SIGEP 2026 in Rimini, one of the world's largest exhibitions for artisan gelato, pastry, chocolate and coffee. The forthcoming edition sees India as a 'Guest Country'. The showcase is expected to further strengthen global collaboration and highlight Italy's leadership in dessert craftsmanship.



Festive Cheer: Hotels Nationwide Celebrate Cake-Mixing Rituals

The Westin Chennai Velachery

The Westin Chennai Velachery welcomed the festive season with its Annual Cake-Mixing Ceremony, bringing together guests, patrons, influencers and children from the Hope Foundation. Participants mixed nuts, candied fruits, spices, and spirits to kick off the hotel's Christmas preparations.



General Manager Deepraj Mukherjee said, "The tradition celebrates togetherness and the joy of the season, made more special by the presence of the Hope Foundation children." Meanwhile, the Executive Chef Saravanan added that, "The mix will mature over the coming weeks to create the hotel's signature Christmas cakes."

The event concluded with festive treats and cheerful conversations, setting a warm and celebratory tone for the holidays at The Westin Chennai Velachery.

The LaLiT New Delhi

The LaLiT New Delhi welcomed the festive season with its annual cake-mixing ceremony, where guests arrived to twinkling lights and long tables filled with colourful ingredients. Under the guidance of Ravi Kant, Cluster Executive Chef- North, participants donned aprons and gloves to mix an array of dry fruits and nuts, including raisins, cashews, almonds and pistachios.



Chef Ravi Kant noted that the tradition celebrates togetherness and marks the start of the festive season, offering a joyful culinary experience for media, partners and guests. The event concluded with a sumptuous high tea featuring festive delicacies and beverages.

Pullman New Delhi Aerocity

Pullman New Delhi Aerocity kicked off the festive season with its annual Cake Mixing Ceremony, bringing together guests, heartists and culinary experts for a vibrant celebration. General Manager Manish Dayya inaugurated the event, highlighting the



ceremony as a reminder of warmth, gratitude and shared happiness.

Pastry Chef Saikat Sarkar led the mixing of fruits, nuts, spirits and festive spices, with enthusiastic participation from guests and team members. The event wrapped up with a high tea featuring sweet and savoury treats, setting a joyful tone for the season.

Eros Hotel New Delhi

Eros Hotel New Delhi welcomed the festive season with a joyful cake-mixing ceremony at its poolside lawn, attended by hotel staff, F&B influencers, distinguished guests and General Manager Davinder Juj. The hotel was adorned with festive lights and décor as long tables were laid out with an array of nuts, dried fruits, and spices for the traditional mix.



Led by Chef Diwas Wadhera and Juj, guests in red aprons enthusiastically took part in the ceremony, marking the start of the festive season. "Through this age-old ritual, we aim to ignite the spirit of joy and togetherness," said Juj.

The event concluded with a high tea and delightful refreshments, adding to the festive cheer.

Crowne Plaza Greater Noida

Crowne Plaza Greater Noida ushered in the festive season with its Annual Cake Mixing Ceremony on October 31, 2025. Themed "Mix, Mingle & Celebrate the Season," the event brought together bloggers, content creators and corporate guests for an afternoon of music, laughter and festive aromas.

Guests donned aprons to mix an elaborate spread of dry fruits, nuts and spices that will mature into the hotel's signature Christmas cakes, while enjoying gourmet bites curated by the culinary team.

General Manager Sharad K Upadhyay said, "The ceremony marks the joyful start of the festive season and creates lasting memories for the community." Executive Chef Arun Vats added that, "Each ingredient symbolises wishes for happiness and warmth, continuing a centuries-old tradition."

The mixture will be soaked for weeks before being baked into the rich Christmas and New Year cakes served during the holiday season at Crowne Plaza Greater Noida.





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IICA, New Delhi Signs MoU with KCAC & KPBAC, Japan

The International Institute of Culinary Arts (IICA), New Delhi, signed a landmark Memorandum of Understanding (MoU) with Kyoto Culinary Art College and Kyoto Pastry & Bakery Art College, institutions operated by the prestigious Taiwa Gakuen Educational



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Corporation, Japan. This collaboration marks a significant step in promoting international culinary education and fostering cultural exchange between India and Japan.

The MoU was formalised during a visit to Kyoto in July 2025 by Arjun S. Datta, Managing Director & COO of IICA, who met with Mikito Tanaka, Vice President of Taiwa Gakuen Educational Corporation and Ikeda of the New Business and Innovation Promotion Office.

Their discussions centered on building a framework for faculty and student exchanges, as well as the co-creation of academic programs that reflect the unique strengths of both institutions.

One of the central outcomes of the MoU is the introduction of an Indian Cuisine Program at Kyoto Culinary Art College and Kyoto Pastry & Bakery Art College. This program will be developed and delivered by the chef faculty of IICA, under the leadership of

Chef Virender S. Datta, Founder & Chairman of IICA. At the same time, Kyoto's chef faculty will work alongside IICA to design a Japanese Cuisine Program in New Delhi, giving Indian students first-hand exposure to authentic Japanese cooking and pastry

traditions.

Reflecting on the significance of the partnership, Mikito Tanaka noted, "Taiwa Gakuen Educational Inc. is strengthening its global collaboration in preparation for its 100th anniversary, towards 2031. The signing of this MoU with the International Institute of Culinary Arts, New Delhi is extremely significant in that it will accelerate the exchange of food culture and human resources between Kyoto/Japan and India. We look forward to further collaboration between us in the future."

For IICA, this collaboration reinforces its role as a pioneer in international culinary education. Chef Virender S. Datta remarked, "This collaboration represents a milestone in IICA's journey. Bringing Indian cuisine to Japan and introducing Japanese traditions to India will help shape globally competent chefs and deepen cultural exchange."

Canadian Coffee Chain Blenz Coffee Announces Entry Into Indian Market

Blenz Coffee, a prominent Canadian coffee chain with over 30 years of expertise, has officially entered the Indian market through a Master Franchise Agreement with Franchise India, a major player in integrated franchise development. The collaboration marks the beginning of Blenz Coffee's ambitious expansion across key Indian metros and emerging cities, as the brand looks to build a strong foothold

in the country's rapidly evolving café landscape.

Founded in Vancouver in 1992, Blenz Coffee is renowned for its handcrafted beverages made with high-quality, authentic ingredients. Its menu spans espresso-based coffees, organic



matcha, whole leaf teas, single-origin Colombian chocolate drinks and an assortment of desserts. The brand also offers region-focused additions such as saffron, cardamom, ginger and syrups like rose and jaggery, allowing it to adapt its offerings to local tastes. Blenz currently runs more than 60 outlets across British Columbia, Alberta and Ontario.

Leveraging its extensive franchise development network and market knowledge, Franchise India will steer Blenz Coffee's market entry and expansion strategy. The initial phase will prioritise cities including Mumbai, Delhi NCR, Bengaluru, Chennai and Pune, aligning with growing café culture in urban India. The partnership highlights the increasing interest of global coffee chains in India's dynamic foodservice and retail sector as the market continues to mature and diversify.

Salad Days Charts Expansion Across Delhi NCR & Mumbai

Salad Days, India's pioneering brand in the healthy foods category, has announced plans to expand its cloud kitchen network to 50 locations by the end of 2025. The brand has grown from 29 operational cloud kitchens to 36 currently, with plans to add 15 more locations in the coming months. Salad Days currently operates through a network of 36 cloud kitchens, with 19 kitchens in Delhi-NCR, 12 in Bangalore and 5 in Mumbai.



Supporting the expansion, the brand's revamped kitchen infrastructure features a continuous makeline system with Kitchen Display Systems (KDS), IoT-enabled temperature monitoring, and a modular design that enables parallel processing of multiple order streams while maintaining consistent quality across its offerings.

With this expansion, Salad Days is setting a new benchmark in India's healthy foods category.



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The Belgian Waffle Co. Crosses 700 Outlets

The Belgian Waffle Co. has reached a significant milestone by surpassing 700 outlets across India. Its rapidly growing network, comprising both company-owned and franchise-operated stores, highlights the brand's strong momentum and widespread consumer acceptance.

From its very first waffle counter to a nationwide presence of over 700 stores, the company credits its success to a dedicated team, committed franchise partners, and a shared focus on delivering consistent, high-quality experiences.

"We are grateful to our incredible team and franchise partners whose support has been integral to our expansion," the company said in a statement. "Here's to spreading more smiles, one waffle at a time."

With outlets spanning major metros and fast-growing Tier II and Tier III cities, The Belgian Waffle Co. is now preparing for further pan-India growth. Founded by husband-wife duo Shrey and Alisha



Aggarwal, the brand is known for its freshly made, customisable waffles, along with a diverse menu of waffle sandwiches, sundaes and beverages.

Over the years, the company has cultivated a strong following, particularly among younger urban consumers and continues to expand at an average rate of 10–12 new stores per month—around 140 outlets annually.

Magnolia Bakery Enters NCR With First Gurugram Store

Magnolia Bakery, New York's iconic dessert destination, has opened its first outlet in the National Capital Region, launching in Gurugram. Famous worldwide for its classic American treats, especially the beloved Banana Pudding, the bakery has been delighting customers since its debut on Bleecker Street in NYC's



West Village in 1996. With its cosy, inviting interiors and a menu featuring freshly made cakes, cupcakes, ice creams and signature puddings, Magnolia Bakery has earned a global following.

Magnolia Bakery, founded in 1996 on Bleecker Street in New York City's West Village, became a household name through its range of freshly baked, made-from-scratch products, including cakes, cupcakes, puddings, cookies and ice creams. The brand is recognised for its vintage café interiors, warm customer experience and focus on preserving artisanal baking traditions.

Brought to India by Spago Foods in 2019, the Gurugram launch marks a significant milestone as the brand's entry into North India and signals plans for broader expansion. Magnolia Bakery now has 11 stores across Bengaluru, Hyderabad, Mumbai and Gurugram.

To cater to local preferences, the brand has also introduced a dedicated selection of eggless desserts for the Indian market.

Dough & Joe Brings European-Style Pizza and Coffee Culture to Bandra

Bandra has welcomed a new culinary hotspot with the opening of Dough & Joe, a café centred around artisanal pizza and specialty coffee, designed to bring a relaxed, European-style vibe to one of Mumbai's liveliest neighbourhoods. Situated on Hill Road, the café encourages patrons to slow down and savour uncomplicated, thoughtfully prepared food. Its name reflects its core focus areas, Dough for the slow-fermented, handcrafted pizzas and Joe for the coffee culture at the heart of the menu, capturing its spirit of community, warmth and mindful craftsmanship.

Founded by husband-wife duo Priyanka and Khushal Kotak, Dough & Joe draws inspiration from their two-year-old son, Vansh, whose budding curiosity about food sparked what began as a casual kitchen-table idea. That idea has now evolved into a 2,400 sq. ft. neighbourhood

café built for leisurely conversations, cosy date nights and simple yet flavourful dishes.

The interiors designed by Natasha and Parzan of Studio 6158, blend vintage Italian charm with modern Mumbai sensibilities. "Our brief was straightforward: create a space that feels personal. Every element, from the Vespa to the mugs to the textures, is part of a story, not just décor," Natasha explains.

The menu features slow-fermented pizzas, small-batch pastas and comforting appetisers, complemented by a specialty coffee programme crafted to rival the city's best. Standout offerings include the thecha prawns pizza, Bombay kheema pizza, ghee roast ravioli, along with signature beverages like Joe's special Vietnamese, Nutella iced latte, cream orange soda and butterfly lychee matcha.





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SBCA: Empowering Bakers Through Science and Hands-On Training

The School of Bakery & Culinary Arts has emerged as one of India's most focused centres for scientific baking education. Founded by food technologist Sushil Setia, the institute brings a structured, method-driven approach to the craft, merging ingredient science with practical training. His philosophy is simple, yet powerful: quality baking education should be accessible to anyone with passion.

SBCA runs its centres across Gurgaon, Jaipur, Chandigarh and Pune, offering programs that range from short specialty workshops to intensive multi-month diplomas. Every curriculum is designed



around ingredient chemistry, process precision and hands-on execution, giving students clarity on both technique and underlying science.

More than 2000 students have completed SBCA's programs, and many have gone on to start their own bakeries, home brands and entrepreneurial ventures. The institute stands out for its end-to-end support system, guiding learners through training, business planning, setup and post-launch mentoring. This extended handholding has created a strong community of independent bakers who continue to rely on the institute long after completing their course.

SBCA operates with a team of over 20 educators and specialists, reflecting a culture built on humility, consistency, and shared purpose. The institute also runs "The Chocolate Wing," its dedicated chocolate education division, and is now expanding with an Advanced Cakes Department for specialised cake training.

With a strong scientific foundation, a high success ratio, and a mission rooted in opportunity for all, SBCA has become a key contributor to India's growing baking ecosystem. Under Sushil Setia's leadership, the institute continues to shape skilled professionals and first-generation entrepreneurs who define the future of the industry.

POPES' Southwest Cantina Debuts in Gurugram

POPES' Southwest Cantina opens its doors at M3M Broadway, Sector 71 - bringing a fresh, craft-driven take on Mexican and American Southwest dining to Gurugram.

Founded by seasoned restaurateur Swadeep Popli, POPES' blends authentic Mexican cues with Southwestern influences to introduce a space that hums with the rhythm of a true Mexican cantina- colourful yet grounded, lively yet intimate. Design, music, food, and energy come together to create an atmosphere that feels both global and familiar. The interiors blend rustic roadhouse charm with warm Mexican



elements of earthy tones, handcrafted details and subtle neon accents.

The menu celebrates Mexican basics while embracing American Southwest comfort. Expect slow-cooked

meats, fresh house-made salsas, hand-pressed tortillas, smoky grills, bold spices, hearty burgers, wings and classic New York-New Jersey pizzas. While Tequila and mezcal take centre stage at the bar, the cocktails lean into clean, bold American craft-bar builds- meant for relaxed evenings.

Speaking about the launch, Popli said "With Popes', we wanted to create a cantina that feels soulful, vibrant and rooted in craft. Our aim was to blend the authenticity of Mexican basics with the comfort of the American Southwest to build a warm, energetic space where people can connect, relax and enjoy flavours that are genuine and full of character."

Three O' Clock Café Makes A Grand Debut in Gurugram

Three O' Clock Café made a grand debut in Gurugram with three outlets opening on the same day, at AIPL Joy Central, Elan Epic Mall and AIPL Business Club, introducing the city's café lovers to authentic Vietnamese flavours and coffee culture.

The showstopper of the cafe is its signature Vietnamese coffee



experience, featuring traditional brewed coffee, creamy egg coffee, coconut coffee and cold brews. All prepared using premium beans sourced

from Vietnam's finest estates. Beyond coffee, the café offers a range of artisanal teas, fresh bakes, bánh mì sandwiches, baos and indulgent desserts to complement the beverage line-up. With its warm interiors, pastel hues and an inviting ambience, Three O' Clock Café is a perfect space for casual catch-ups, work-from-café sessions or peaceful solo breaks.

"We are excited to bring an authentic slice of Vietnam's coffee heritage to Gurugram," said Phi Van Nguyen, Chairwoman at Vietnam Franchising & Licensing Network & Co-Founder, Three o'clock. "Three O' Clock Café is more than just a place to grab coffee, it's an invitation to pause, connect and savour the moment, the way people do every day at 3 PM in Vietnam." She added.




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Rise of Artisanal & Sourdough Breads

Bread has been a staple food item from times immemorial. Simple unleavened flatbreads are believed to have been made by Natufian hunter-gatherers in Jordan as early as 14,500 B.C. .This staple has undergone a tremendous transition over the centuries. Today, the conventional, leavened bread, commonly available in bread stores, is considered to be a staple for the layman. However, for the health conscious there is the option of sourdough artisan breads which are slowly becoming popular in the country. As the awareness of maintaining proper health increases, particularly among the young population, the demand for artisan bread is expected to rise over the years. **Ashok Malkani** examines the different aspects of artisan sourdough breads and its future.

Bread is one of the most popular staple foods in India. Changing lifestyles and urbanisation have been responsible for the growing market for bread. The demand for bread in India, which according to TechSci Research, was valued at \$ 2.36 Billion in 2024 was expected to reach \$ 4.37 Billion by 2030 with a CAGR of 10.8% during the forecast period (2025-2030).

But, as mentioned, the changing lifestyles and the growing desire for tasting new and healthy varieties of food, has seen a growing shift, particularly among the younger generation, to opt for sourdough and artisanal breads, which are considered to be healthier than conventional bread due to a lower glycemic index, improved digestibility from fermentation that breaks down phytates and a greater nutrient content.

Bread has been undergoing changes since its inception. The history of Indian bread can be traced back to Harappan traditions of simple flatbreads like chapati and roti, using local grains like wheat, millets and rice, with regional variations like the hard Rajasthani baati and South Indian lentil-based crepes.

One would be surprised to learn that there is no history of ovens or baking traditions in India. So, how did bread find its way into the country? Portuguese, who ruled a few parts of India for some time, were the ones who introduced the concept of bread in the country. They found it difficult to find items like an oven or yeast to make their bread here. So, a Portuguese baker created a spongy wonder that eventually came to be known as pao or pav. He used whole wheat instead of maida and replaced yeast with a few drops of toddy. He made an improvised version of an oven which had a hot surface. As time went on, the Portuguese began baking varieties of bread apart from the classic old pao.

Currently, besides the conventional bread made of maida, there is whole wheat bread (made using flour derived from the entire wheat kernel, which includes the bran, endosperm and germ). This composition provides more dietary fibre, vitamins, minerals and nutrients compared to white bread, which is made from refined flour (with most of the bran and germ removed) and multi grain bread (made with two or more different types of grains, such as wheat, barley, oats, rye or millet, and can also include various seeds like

flaxseed, pumpkin or sunflower seeds). Unlike white bread, multigrain bread often has a heartier texture and nutty flavour. This could be healthy if it's made primarily from whole grains, offering benefits like high fibre, better blood sugar control and heart health. However, the term "multigrain" can be misleading; some varieties are mostly refined grains stripped of nutrients, similar to white bread.

Today, people are becoming extremely health conscious and consumption of bakery products like conventional bread or pastry is becoming taboo. In this connection it may be mentioned that Ota Reiss, in his book, "Baking and Cooking with Reissovými" has stated that when a pastry picked from a bio shop was analysed there were several technical baking mistakes. Breads in the supermarket, it is believed, are also susceptible to several such errors. Sometimes they are made from old oxidised flour, artificial yeast



and far too much salt. According to Medical News Today, a web-based outlet for medical information, the highly processed flour and additives in white, packaged bread can make it unhealthy. Consuming too much white bread can contribute to obesity, heart disease and diabetes. As mentioned earlier, whole wheat bread or multi grain breads too are not very healthy either. But bread has been consumed down the years by young and old.

The present generation has, it is believed, found a solution to continue consuming bread – but in a new format!

Today sourdough and artisanal breads are becoming popular not only with the millennials (or generation Y) and Gen Z but also with older people who are becoming more health

conscious.

Mahendra Gowda, Executive Pastry Chef, Hilton and Hilton Garden Inn Bengaluru Embassy Manyata Business Park, avers, "Artisanal breads and sourdough breads are very popular and their demand is consistently rising. Sourdough, in particular, remains one of the fastest-growing trends in the bakery industry."

Health consciousness has led to rising demand for sourdough and artisanal breads. According to IMARC group, The India artisanal bread market reached \$ 70.0 million in 2024 and is expected to reach \$ 100 million by 2033, exhibiting a growth rate (CAGR) of 4.32% during 2025-2033. Urbanisation, rising disposable incomes and exposure to global food trends are enhancing premium artisanal purchases. The increasing health awareness among consumers is significantly supporting the India artisanal bread market growth.

Sunil Rai, Executive Sous Chef, Sheraton Grand Bangalore Hotel at Brigade Gateway states, "There is a vast difference in the preparation of ordinary and sourdough breads, which are fermented slowly through natural fermentation using wild yeast and lactic acid bacteria instead of commercial yeast. This fermentation process gives sourdough its signature tangy flavour, chewy texture and a crisp crust."

He adds, "Artisanal breads and sourdough breads are handcrafted and offer superior taste, texture and authenticity compared to mass-produced options. Sourdough is favoured for its distinctive tangy flavour, natural fermentation and potential health benefits such as easier digestibility. They are popular for the following reasons:

Superior Taste and Texture: Traditional baking methods and slow fermentation create richer flavours, better crusts and a more satisfying texture.

Health Benefits: Natural fermentation improves digestibility, lowers the glycemic index and enhances nutrient absorption.

Food Culture Trends: The rise in gourmet dining, café culture and interest in artisanal foods has boosted demand.

Mahendra Gowda, Executive Pastry Chef, Hilton and Hilton Garden Inn Bengaluru Embassy Manyata Business Park, declares, "Artisanal breads and sourdough breads are

very popular and their demand is consistently rising. Sourdough, in particular, remains one of the fastest-growing trends in the bakery industry. The popularity stems from a combination of factors including health consciousness, unique sensory appeal and a desire for authenticity. Some of the factors are:

Health Benefits: Consumers perceive these breads as a healthier alternative to mass-produced bread due to the natural fermentation process, which can improve digestibility, lower the glycaemic index and enhance nutrient absorption.

Authenticity and Quality: Artisanal methods using natural, often locally sourced, ingredients without artificial additives or preservatives appeal to consumers seeking high-quality, authentic products.

Unique Flavour and Texture: The slow fermentation creates complex, tangy flavours and a distinctive chewy texture with a crisp crust that is highly valued by consumers.

Lifestyle and Trends: The rise of home baking communities (especially during the pandemic), social media influence and a general shift towards “clean-label” and sustainable eating have all contributed to their increased visibility and desirability.

Karam Dogra, Executive Chef, Sheraton Grand Palace Indore, states, “Artisanal and sourdough breads are very popular. People love them for their deep flavour, natural fermentation and rustic texture. They’ve become staples in modern bakeries and restaurant menus alike.”

He continues, “They taste better, with deeper flavour and a beautiful crust you can’t get from fast-rise industrial dough. The long fermentation makes them easier to digest, uses simple natural ingredients and gives a texture people love. There’s also the appeal of real craftsmanship—slow, hands-on bread-making.”

According to Market Research Future, India Sourdough market which was estimated at \$ 191.03 million in 2023 is expected to grow from \$ 250 million in 2024 to \$ 750 million by 2035. The India Sourdough Market CAGR (growth rate) is expected to be around 10.503% during the forecast period (2025 - 2035).

The MRF further states that India Sourdough Market is experiencing several key market drivers that contribute to its



Chef Sunil Rai

growth. Increasing consumer awareness of health and nutrition has led to a rising demand for artisanal and healthier bread options. Sourdough, known for its rich flavour and probiotic benefits, aligns with the growing trend of consumers seeking natural and organic food products. Furthermore, the rise of artisanal bakeries and local sourdough production is fostering a sense of community and supporting local economies, as seen in various urban centres across India.

Mahendra Gowda states, “The market for artisanal and sourdough products is a significant and growing segment of the global bakery industry.”

Market Size & Growth: The global sourdough market was valued at approximately USD 5.9 billion in 2025 and is expected to grow at a compound annual growth rate (CAGR) of around 6.8% through 2035. The broader artisanal bakery market was valued at over USD 89 billion in 2024 and is also projected to grow steadily.

Key Regions: Europe currently holds the largest market share due to its long-standing



Chef Karam Dogra

baking traditions, while North America is a significant and dynamic market with high consumer demand. The Asia-Pacific region is the fastest-growing market, driven by urbanisation and an interest in Western-style, premium baked goods.

Market Segments: The primary application remains bread and buns, but the market is diversifying into other products like sourdough pizza crusts, crackers and pastries.

Karan Dogra informs, “Artisanal & sourdough bread is hot right now. People love it for its flavour, texture and gut-friendly fermentation. The market is growing fast, especially in urban, health-conscious areas. Consumers will pay premium prices for authentic, hand-crafted loaves. These breads offer opportunities as well as challenges for bakers.”

Opportunities: small-batch bakeries, sourdough kits and gourmet cafes.

Challenges: longer fermentation, higher costs and shelf-life management.

Sunil Rai avers, “The market for artisanal and sourdough breads is expanding steadily as consumers increasingly seek premium, natural and health-focused bakery products. Demand is strongest in urban and metropolitan areas, where cafés, gourmet bakeries, hotels and restaurants regularly feature these breads on their menus. The growth of online ordering, specialty retail outlets and direct-to-consumer bakery models has also made these breads more accessible.”

History

The history of sourdough bread, which is creating waves today, can be traced back to Ancient Egypt, thus making it one of the oldest forms of leavened bread (bread that contains a raising agent). Being such an ancient invention, there is uncertainty about how it was originally made. It is believed that it was a happy accident. With its roots in natural fermentation methods of ancient civilisations, particularly in sourdough, artisan bread is believed to have emerged in ancient Egypt, where airborne wild yeasts and bacteria in the air and environment naturally fermented flour and water to create a leavened dough. As this technique spread, cultures across continents began to adapt sourdough to local grains and flavours.

One can say that the modern artisan

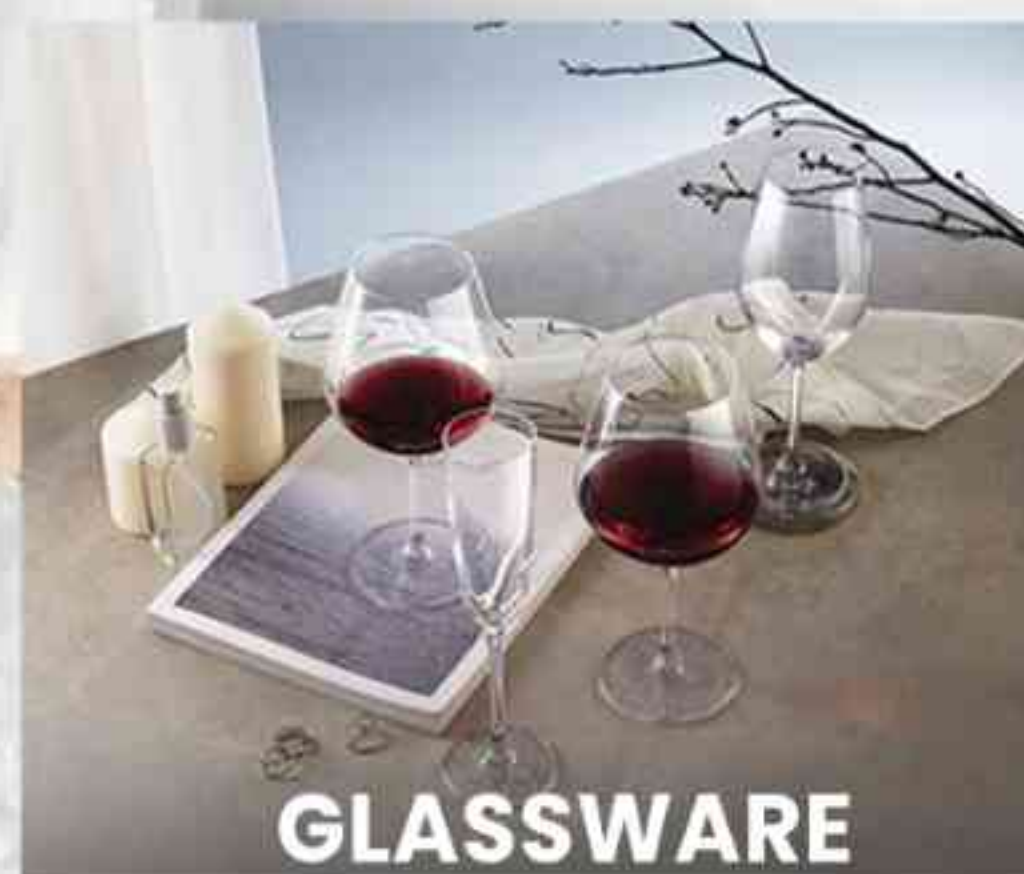
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movement began in the late 20th century with the revival of traditional slow-fermentation, natural-leavening techniques which had been abandoned due to the rise of industrial, mass-produced yeast and bread in the 19th and 20th centuries.

Types of Artisanal Bread

A layman may ask why is sourdough bread and artisanal bread being clubbed together? The answer is: Sourdough bread is a type of artisanal bread. The other types of artisanal breads are: Ciabatta, Focaccia, Brioche, Baguette and Bagel.

Ciabatta originated in Italy. The term ciabatta means “slipper” in Italian and owes its name to its elongated, square shape reminiscent of a shoe. This artisan bread has gained popularity worldwide. Compared to other artisan breads, ciabatta loaves tend to be more moist and spongy.

Focaccia is another Italian artisan bread and bears similarities to pizza. Typically, it is baked as a flat slab. Sliced into squares, it is served at room temperature.

Brioche originated in France and comes in a myriad of forms and styles.

Baguette is often referred to as “French bread” and is recognised by its elongated slender shape and dense crispy texture.

Bagel, though it is mass produced, some bagels, which are handmade and meticulously crafted, are considered as artisan.

Health Benefits

Today, after the pandemic, a layman is more worried about his health. Artisanal bread, which is considered to be healthy, is therefore being preferred by the health conscious. This bread is generally healthier than store-bought bread as it generally uses whole-grain ingredients and a natural fermentation process. It also lacks artificial ingredients. Artisanal breads use antioxidant products, fibre and whole grains, which help to reduce the risk for diabetes, digestive issues and fluctuating blood sugars.

In short, the factors contributing to health benefits could be summed thus:

Simple ingredients: It comprises simple ingredients. It usually contains only flour, water, salt and a natural starter (sourdough) or yeast. It does not contain artificial additives and preservatives found in many



Chef Mahendra Gowda

commercial breads.

Usage of whole grains: Most artisan breads use whole grains and organic flours, which are richer in fibre, vitamins, minerals and antioxidants as compared to the refined flour used in regular bread.

Easy to digest: one of the most significant health advantages of artisan bread lies in its extended fermentation process which serves as a form of pre-digestion. This long fermentation process breaks down gluten and phytates, making the bread easier to digest and nutrients easier to absorb. The long fermentation process also produces beneficial organic acids, which can help improve gut health and create an environment that supports healthy digestion

Lowers Glycemic Index: Research has shown that artisan bread, particularly sourdough varieties, has lower glycemic Index (GI) which includes benefits like better blood sugar management, sustained energy and improved satiety.

To maximise the health benefits of artisan or sourdough bread, consumers should opt for loaves made with whole grains and minimal natural ingredients. They should also read the label and avoid products with long lists of added preservatives or sweeteners.

Sunil Rai declares, “The health benefits could be summed up as:

Improved Digestibility: The long fermentation process helps break down gluten and phytic acid, making the bread gentler on the digestive system.

Lower Glycemic Index: Sourdough breads release sugars more slowly, helping with better blood sugar control.

Enhanced Nutrient Absorption: Fermentation increases the bioavailability of minerals like iron, magnesium and zinc.

Better Gut Health: Naturally fermented sourdough contains beneficial bacteria that can support a healthy gut microbiome.

Clean-Label Ingredients: Artisanal breads are typically free from preservatives, additives, and artificial enhancers, aligning with modern clean-eating preferences.”

Karam Dogra affirms, “As a chef I assert that artisanal and sourdough breads are easier to digest, richer in flavour and made with simple, high-quality ingredients. The slow fermentation boosts nutrients, lowers blood sugar spikes and supports gut health—basically, they’re tastier and kinder to your body than mass-produced breads.”

Mahendra Gowda states, “Sourdough and artisanal breads offer several perceived and scientifically studied health advantages.

Improved Digestibility: The long fermentation process partially breaks down gluten and certain carbohydrates (FODMAPs) that can cause discomfort for some individuals with sensitivities (though it is not gluten-free and not suitable for those with celiac disease).

Enhanced Nutrient Availability: Fermentation breaks down phytic acid, an enzyme inhibitor found in grains, which allows the body to absorb minerals like iron, zinc and magnesium more easily.

Lower Glycaemic Index (GI): Sourdough bread has a lower GI than conventional white bread, leading to a slower, more stable release of glucose into the bloodstream, which is beneficial for blood sugar management.

Gut Health Support: The fibre in the bread acts as a prebiotic, feeding beneficial gut bacteria and supporting a healthy microbiome.

Comparison

The consumer is often confused about the differences between ordinary conventional bread and artisanal sourdough bread. So, how does one compare the two, is an oft repeated query.

In this connection it may be mentioned that artisanal bread is handcrafted in small batches. For this bread only traditional techniques and natural ingredients are used. Conventional bread, on the other hand, is mass-produced using machine automation, refined flours and may include preservatives and dough conditioners to enhance shelf life and produce a uniform, soft texture, which, as explained earlier, is avoided in artisan bread.

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Artisan Bread vs. Sourdough at a Glance

Feature	Artisanal Bread	Conventional Bread
Production	Made in small batches by skilled bakers who hand-mix, hand-knead, and handshape each loaf.	Mass-produced in large, automated factories with machines that mix and shape the dough.
Ingredients	Typically made with a short list of high-quality, natural ingredients like flour, water, salt, and a leavening agent (commercial yeast or a sourdough starter).	Often contains a long list of additives, preservatives, dough conditioners, and added sugars to speed up production and increase shelf life.
Process	Uses traditional methods with a longer, slower fermentation period, often lasting hours or even days. This allows for complex flavour development.	Uses rapid, industrial processes to minimize production time. Some methods, like the Chorleywood process, involve intense mechanical mixing to speed up fermentation.
Flavour and Aroma	Possesses a more complex, richer flavour and aroma due to the long fermentation. A sourdough starter adds a distinct tangy taste.	Tends to have a more bland or one-dimensional flavor profile, as the fast-tracked process doesn't allow time for deep flavours to develop.
Texture	Features a rustic, chewy interior (crumb) with irregular air pockets and a thick, crusty exterior.	Has a soft, uniform, and fine-grained texture with a softer crust, designed for consistent slices.
Shelf Life	A shorter shelf life, lasting only a few days before it stales. It contains no preservatives to extend freshness.	A longer shelf life, often lasting a week or more, due to the use of preservatives.
Health and Nutrition	Can be easier to digest, especially sourdough, as the long fermentation process breaks down gluten and phytic acid. It often contains more whole grains.	Often made with refined flour and numerous additives. Can sometimes be enriched with added vitamins and minerals.
Cost	Typically more expensive due to higher-quality ingredients, labour-intensive processes, and smaller-scale production that lacks economies of scale.	Generally more affordable and widely available because it is efficiently mass-produced using cheaper ingredients.

Distinctive Taste

Besides its health benefits, the sourdough artisan brand also has a distinctive taste. Its complex tangy flavour is the result of a slow fermentation process involving wild yeast and lactic acid bacteria. The key flavour characteristics of artisan bread are:

Tanginess: which is due to the lactic and acetic acids produced by the lactic acid bacteria during fermentation. The lactic acid creates mild yogurt-like tang while acetic acid gives it a sharper vinegar-like taste. Breads which are fermented at cooler temperatures or for longer periods tend to have a higher ratio of acetic acid, resulting in a more pronounced sourness

Aroma: A freshly baked artisan bread has

a slightly smoky and yeasty aroma. A thick, crisp and chewy crust, which is signature of artisan sourdough, when baked can develop a toasted, slightly caramelised flavour that complements the tangy interior.

Sweetness: Though it is not a sweet bread, there is a mild sweetness due to conversion of carbohydrates into simple sugars during the long fermentation.

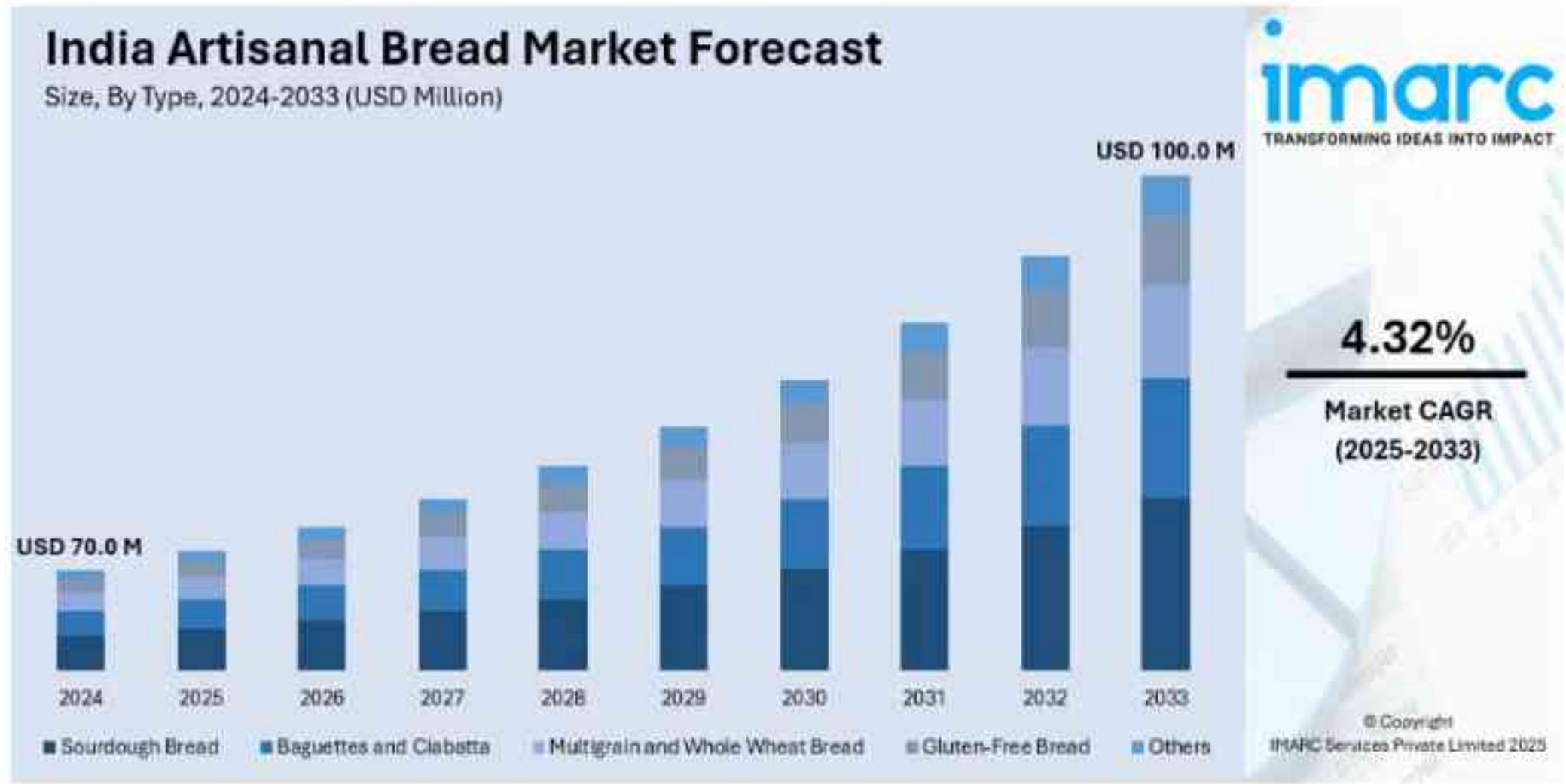
Baking Artisan Is Arty

Artisan bread is superior in taste, texture, appearance and aroma to its mass-produced counterpart. It may be mentioned that there is, at present, no regulation to the usage of the term “artisan” but there is definitely an expectation of what it should represent.

For making artisan bread normally Chorleywood Bread Process is employed. This is a high-speed, mechanical bread-making method developed in the 1960s. In contrast to conventional bread, artisan loaves are generally made by hand, using longer and more traditional processes. Flour, water, salt and yeast are the key ingredients of most artisan breads. Lack of chemical additives in its ingredients’ list is a sign that it is truly artisan. Sourdough breads often don’t even include yeast as they are made with a starter, which acts as a leavening agent. A sourdough starter is a simple combination of flour and water. Using rye flour gives the starter a jump kick. The night before you plan on baking, feed the starter so it is ready to work.

Pour off about half of the starter and feed it with equal parts flour and water. Whisk it well until it is lump free, then let it rest in a warm spot until it doubles in size and has bubbles on the surface. This can range from 2 to 12 hours, depending on the surrounding temperature.

Mix the starter with water, salt and flour. You can use a combination of all-purpose flour (for texture), bread flour (for strength and rise) and a bit of whole-wheat flour (for flavour). Let the dough rest (autolyse). This jump-starts gluten development and makes



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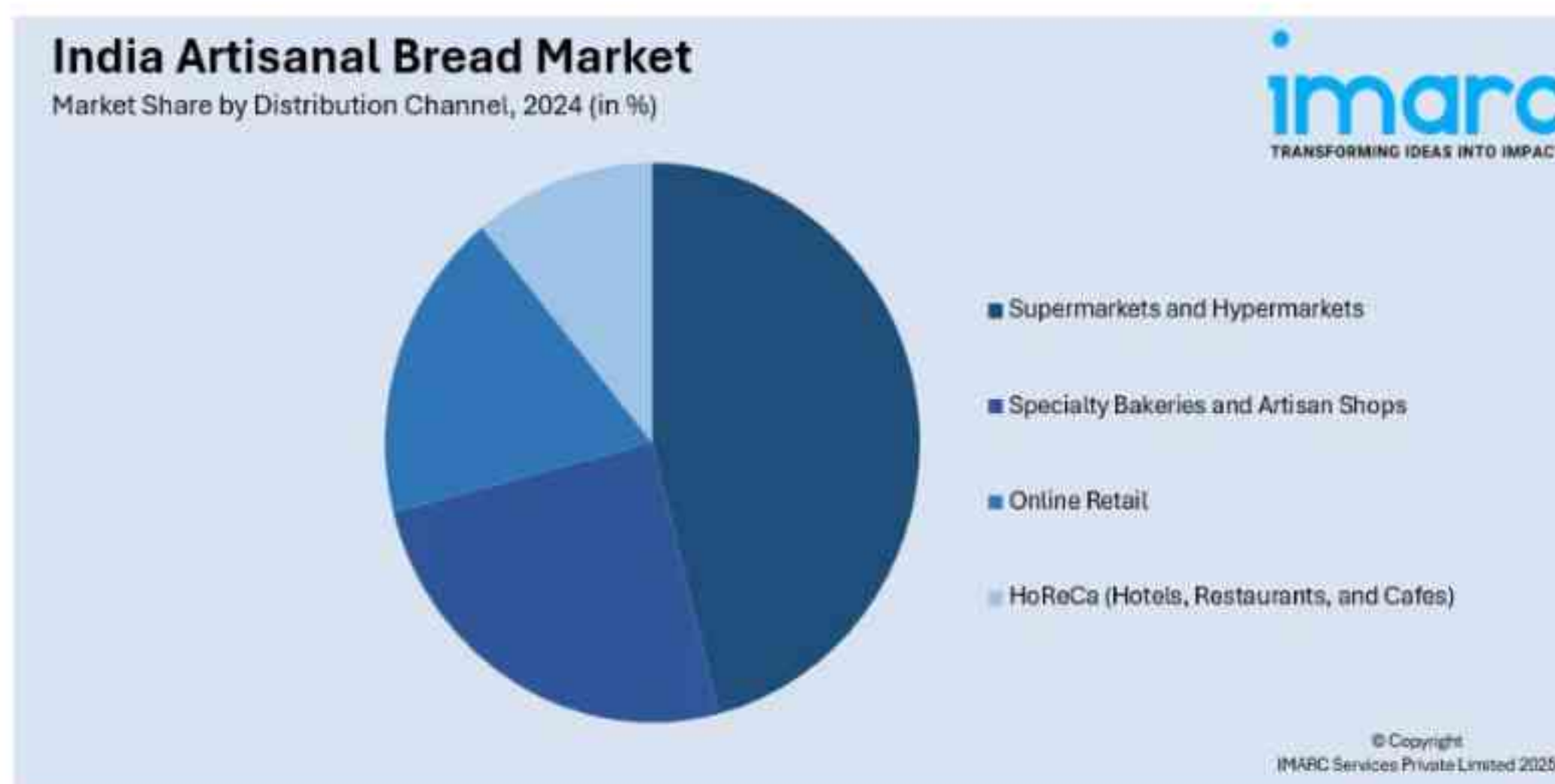
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Let your dough rest (autolyse). This jump-starts gluten development and makes the bread much easier to handle. Plus, strong gluten means great tasting (and textured) bread.

Fold the dough over on itself a few times. Place the dough on a flour-free surface. Choosing a starting point, fold the dough towards the centre. Give it the desired shape. Let the dough rise. This can be done by leaving it in a warm spot for 3 to 12 hours. The temperature controls the rate at which the dough ferments. It's ready when the dough has doubled its size. Right before baking, gently dump the dough onto a piece of parchment paper and dust with flour. Score the surface decoratively with a sharp knife.

Right before baking, use a serrated or paring knife to cut a few slits in the top of your dough. This allows steam to escape and the dough to expand.

Future

Popularity of artisan sourdough bread is growing rapidly across the country not only due to increasing health awareness but also a growing appreciation for artisanal products. Though artisan bread is not traditionally a staple, sourdough is now featured on restaurant menus. Some of the keys for the popularity and growing demand for artisan sourdough bread are health and wellness, evolving consumer tastes, café culture, online platforms and cloud kitchens (which allows bakeries to expand their reach and cater to a wider customer base) and fusion flavours.

Today, urban populations, particularly

millennials and Gen Z's are shifting from white bread and opting for artisanal bread made from whole grains, multi grains, sourdough and organic ingredients. This is prompting the bakeries and specialty stores to introduce gluten-free, high-fibre and protein-enriched variants to cater to dietary preferences. Also, the influence of global food trends and exposure to international cuisines is popularising sourdough, rye and sprouted grain breads.

Mahendra Gowda states, "The future for artisanal and sourdough breads looks strong, with continued growth expected. The reasons for this are:

Innovation and Diversification: Bakers are experimenting with new formats and flavours, such as incorporating ancient grains, seeds, fruits and herbs. There is also growth in new product categories like sourdough snacks, bagels and even pastries.

Health and Sustainability Focus: Trends toward "clean-label" products, organic ingredients and sustainable sourcing (e.g., regenerative agriculture) will continue to drive the market.

Convenience: To address the challenge of a short shelf life, there's an increase in convenient options like par-baked, frozen and pre-sliced sourdough products for both retail and foodservice.

Technology and E-commerce: Online platforms and smart baking tools are expanding accessibility for consumers and helping bakeries reach broader audiences.

Sunil Rai says, "The future of artisanal and sourdough breads appears strong, driven by growing consumer interest in high-quality, natural and health-conscious food options. As people continue to value authenticity, craftsmanship and clean-label products,

demand for these breads is expected to rise further."

Karam Dogra is optimistic about the future of artisanal and sourdough breads. He opines, "Artisanal and sourdough breads are set to grow in demand. Consumers increasingly value flavor, texture and natural fermentation for both health and taste. Expect continued premiumisation, innovation in formats (loaves, pizza, buns) and integration of sustainable, locally sourced ingredients. The challenge will be scaling without losing quality, but well-crafted sourdough will remain a hallmark of craftsmanship and authenticity in modern bakeries."

According to IMARC, expansion of specialty bakeries and online delivery platforms is creating a positive impact on the India artisanal bread market outlook. Within the quick-commerce market, independent bakeries, café chains and gourmet stores are gaining popularity by offering handcrafted, fresh and unique bread varieties such as focaccia, ciabatta and brioche.

The expansion of specialty bakeries and online delivery platforms is creating a positive India artisanal bread market outlook. The e-commerce and direct-to-consumer (D2C) models are improving accessibility, allowing artisanal bakeries to reach a wider audience through online marketplaces, subscription services and Instagram-based sales.

Today, with health-consciousness being the prime consideration, consumers are gravitating towards healthier bakery products leading to an increasing demand for artisan bread which is formulated with natural ingredients, whole grains, reduced fat and sugar content.

According to Statista, revenue in bread market amounts to \$63.79 billion in 2025 and is expected to grow annually by 6.94% (CAGR 2025-2030)

Market Analysis Report states that the global artisanal bakery products market size was valued at \$ 95.13 billion in 2022 and is projected to reach \$ 148.38 billion by 2030, growing at a CAGR of 5.7% from 2023 to 2030.

With increasing health awareness about the benefits of artisan bread in India the artisan bakery industry is expected to see a significant increase in demand in the coming years. ■



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Importance of Packaging

Packaging plays an important role, not only promoting the sales of the product, but also in establishing the brand. Packaging, today, has acquired an extremely essential place in the marketing world. Bakery products, whose quality can suffer due to various climatic conditions needs not only attractive packaging, to attract customers, but also different packaging materials to protect them against differing climatic conditions. **Ashok Malkani** takes a look at various aspects of the bakery industry, and what are the future trends that would enable the industry to promote its brands.

Bakery business is not just producing bread and cakes or selling them. There are much more elements involved for a baker. One of the most important things for achieving success in the profession is packaging your product. Packaging is what initially catches the eye of the customer. It acts as a powerful first impression, conveying brand identity through visual elements like colour, fonts and imagery. Packaging, one may add, significantly aids brand development by acting as the first physical brand touchpoint, communicating brand values.

As people become health conscious, bakery products – which are considered as healthy food items – are becoming popular and the demand for these products is

increasing internationally. The result is that the bakery products are gaining ground. Besides the baked products like bread, bagel, toasts, etc. even confectionery items are finding a higher market. Today, bakery and confectionery industry (with products ranging from mouthwatering pastries to delectable chocolates) – is gaining ground in the food market.

The significance of branding in this sweet realm has, therefore, acquired a substantially important role in the promotion of sales and marketing of the product.

A unique brand identity is the cornerstone of the success of your products. Some of the important elements of the brand are your logo and packaging. An attractive packaging of the product is the first thing noticed by

the customers.

Packaging, it may be mentioned, has been an important element in sales promotion since decades. The origin of packaging can be traced back to the earlier days of manufacturing. Today, packaging has become a part of marketing policy. This is because packaging creates the difference between similar kinds of products available next to each other on shelves.

Impact of Packaging

Packaging helps a product stand out and connects with the customer as it provides information about the contents. This can differentiate a brand and make it stand out in a competitive market. A consistently well executed packaging strategy can help in

building brand impression and loyalty. An added advantage of packaging is that it also safeguards the contents from getting damaged.

Packaging also creates an impact on a crowded shelf. An eye-catching packaging grabs consumer attention and can lead to impulse purchases. A strategically designed package with striking colours or unique shapes stands out in the competitive market.

A package with transparent windows or strategic cutouts will allow the customers to see the freshness and quality of baked goods before they buy them. This helps in building confidence of the customers in the product that they are about-to-buy.

Packaging thus plays an important role in the marketing of the product. It impacts and influences the customer subconsciously through several psychological triggers. Some of them are:

Creating a Favourable First Impression:

An outstanding, colourful packaging creates a strong, positive first impression. A sleek, minimalist design might suggest innovation and luxury, while a handmade, textured package could signal authenticity. Consistent branding on packaging helps customers recognise and remember the brand.

Establishing Emotional Connection:

Colours, imagery and typography are used to evoke specific feelings and memories that create a deeper bond with the brand.

Providing Information:

Transparent and honest packaging that clearly labels ingredients and nutritional information



can build consumer trust and differentiate a brand from competitors that rely on confusing or misleading claims.

Creating Brand Image: By consistently using your brand logo – as well as similar colour palette and other design elements – on your packaging helps customers instantly recognise the brand. A familiar and consistent visual identity not only enables customers to distinguish your brand from a distance but also builds trust and makes future purchase decisions easier.

Brand Promotion

The Indian bakery industry which has seen several changes in the consumers over the

years – like rising health consciousness, demand for convenience food and e-commerce expansion – is projected to reach \$ 31.5 billion by 2033. According to experts packaging has played an important role in the dynamic progress of the industry. Yes, according to them, packaging is a critical marketing tool that does far more than just protect the product. It communicates brand values and influences consumer perception and purchasing decisions.

The keyways packaging aids brand promotion for Indian bakeries are:

- It helps promote sales with its vibrant colours, attractive graphics and clear typography. This creates a powerful first impression which can trigger impulse purchases.
- The high-quality well-designed packaging boxes for cakes can help build trust and position the bakery ahead of others.
- Creative and well-executed packaging designs can help the brand foster an emotional connection with consumers, making them feel they are buying more than just a baked good.
- Quality packaging assures customers of a quality product inside, strengthening trust and credibility
- A consistent, unique packaging design featuring the bakery's logo, colours and typography makes the brand instantly recognisable to consumers. For example, Amul's iconic red and white packaging has





helped build its timeless brand identity in India.

- Consistent branding elements like logos, colour schemes and fonts across all products and marketing materials create a strong, recognisable image. This improves brand recall.

- For a market with high health consciousness, packaging that is secure, sealed and compliant with food safety standards (like FSSAI regulations) can improve the brand image.

- Fragile items like pastries and cupcakes require careful packaging to prevent damage during transit. Using appropriate, durable packaging demonstrates care for the product and customer satisfaction.

- A customer carrying a branded bakery bag or box serves as a mobile advertisement for the business, expanding the brand visibility beyond the storefront, at no extra cost.

- Packaging can be customised with themed designs for special Indian festivals and holidays like Diwali or Holi, creating excitement and making the brand popular.

- Themed designs create excitement and make products feel unique and festive, driving seasonal sales.

- Convenient packaging with resealable pouches, sturdy handles for cakes, or easy-to-open boxes enhances the functionality, improving customer experience and encouraging repeat purchases.

- Packaging can also align with values like sustainability by using biodegradable or recyclable materials which resonates with environmentally conscious consumers. This can attract environmental loyalists and boost brand's reputation.

Packaging, in the Indian market has undergone several changes. Many smaller bakeries have started using customised paper bags, kraft paper boxes with windows, or eco-friendly wraps to align with their sustainable, local image. Many bakeries have started using premium and gourmet products like gold embossing or decorative ribbons to convey a luxury experience for gifting of items like cakes and desserts.

Packaging design plays a crucial role in brand recognition and differentiation. By tapping into consumer psychology it influences his purchasing decisions. A design with retro graphics and vintage fonts evokes feelings of prestige and exclusivity and help in fostering deep connections with the consumers

Influence of Packaging on Brand Elevation

One of the main reasons for quality packaging is that consumers relate the reliability and quality of the brand with the reliability and quality of packaging.

With growing demand and diversification in the bakery industry, the role of packaging in the product quality has become increasingly

important to ensure freshness, safety, and consumer satisfaction. If your packaging falls apart, is hard to open, or doesn't stay together when you need it to, the consumer will directly relate this to the quality of the product inside.

Today, different bakery products have different kinds of packaging to help the products retain their freshness. Products like biscuits—soft biscuits, hard biscuits, cookies, crackers, fancy biscuits, cream wafer biscuits and more are fragile in nature and typically characterised by low moisture content (<6%), low water activity and hygroscopicity. These properties contribute to a longer shelf life but make the products highly sensitive to moisture ingress.

There are several challenges involved in maintaining the shelf life of bakery products. Some of them are loss of crispiness (This is more relevant in biscuits which has an initial moisture).

Moist Bakery Products

It may be mentioned that breads and cakes, other two important bakery products, besides biscuits, have relatively short life due to their high moisture content (>12%), soft texture, and moderate to high water activity levels (0.65-0.85). These characteristics make them highly susceptible to oxidation, enzymatic reactions and microbial spoilage. Bread, which has a short shelf life does not require protection against oxygen. The main concern for bread is staling and a general loss of freshness, staling usually begins within 3–4 days of production and occurs due to the migration of water from the starch to the protein components in the crumb, causing the starch to dry out and lose its soft texture. Therefore, the primary function of bread packaging is to preserve product quality until the onset of staling.

Traditionally, bread was packaged in waxed paper wrappers. However, the need for more cost-effective overwrapping materials led to the adoption of polyethylene films. Today, most bread is packed using plastic films such as LDPE, LLDPE-LDPE blends, and polypropylene (PP).

As far as cakes, pastries and doughnuts are concerned, they are particularly susceptible to mould growth, making it essential to use packaging materials that

Bakery Packaging by Product Type

Food application	Packaging materials
Fresh bread, sandwich	Waxed paperNitrocellulose-coated cellophane (MS)Low-density polyethylene (PE-LD)
Bread bags, sandwich bags, frozen food bags, crusty bread, pies, bread crumbs, biscuits	Linear Low-Density PolyethyleneCellulose/Polyethylene/CellulosePolyethylene/Polypropylene Paper/Polyvinylidene Chloride/PolyethylenePaper/Polyethylene/Polyvinylidene Chloride (PAPP/PE/PVDC)Oriented Polypropylene/ Oriented polypropylene (OPP/OPP)Oriented polypropylene/Paper/Aluminium foil (OPP/PAP/Al)Oriented polypropylene/Aluminium foil/ Hotmelt (OPP/Al/Hotmelt)Coextruded oriented polypropylene/ Coextruded oriented Polypropylene (OPPcoex/ OPPcoex)Coextruded oriented polypropylene/ Coextruded metallised oriented polypropylene (OPPcoex/OPPcoexmet) Polyvinylidene chloride coated cellophane (MXXT)
Cakes, biscuits, Crisps, snack foods, biscuits	Aluminium foil/PaperPolyvinylidene chloride coated polypropylene/ Polyvinylidene chloride coated polypropylene (PVDC-PP/PVDC-PP)
Cereal meals Baked products	Paper/Polyethylene Polyethylene terephthalate /Polyethylene (PET/PE)Polyamide (Nylon)/ Low
MAP – Baked products	Polypropylene/ Ethylene vinyl acetate (PP/EVAC) Metallized polyethylene terephthalate /Polyethylene (PETmet/ PE)Polypropylene/Low density polyethylene/Ethylene vinyl Acetate (PP/PE-LD/EVAC) Oriented poly (ethylene terephthalate)/ Polyvinylidene chloride/ Polyethylene- Polyvinyl chloride/Polyethylene (OPET/PVDC/PE-PVC/PE) Oriented metalized poly(ethylene terephthalate)/Polyethylene (OPETmet/PE)Oriented polyethylene terephthalate/ Polyvinylidene chloride/ Polyethylene(OPET/PVDC/PE)Polyamide/ Polyethylene (PA/PE)

do not promote microbial activity. Commonly used materials include Polypropylene (PP), Cast Polypropylene (CPP) and Polyvinyl Chloride (PVC), all of which offer good moisture resistance and help maintain product hygiene and shelf life.

Packaging Essentials

Some of the essentials for bakery packaging are:

- Low water vapour permeability.
- Limited oxygen ingress/egress.
- Aroma retention.
- Resistance to fat/oil seepage.
- Good printability and visual appeal.
- Mechanical protection to prevent breakage (e.g., end-fold style packs or gas-flushed pillow packs).
- Freedom from residual solvents, inks, adhesives and coatings that may cause tainting or off-flavours.
- Space for product information (ingredients, nutritional data, price, etc.) serve as an effective marketing too.

Besides maintaining the quality of the biscuits packaging also helps in attracting customers. Therefore, it has also to be eye-catching.

Some of the packaging material used for cereal-based food packaging is mentioned in the table.

Packaging and Branding

While the role of packaging in bakery industry

is critical for maintaining the products’ freshness, texture and safety there is also need for attractive packaging. This ensures that your product stands out. Packaging and brand go hand in hand, but they are different as far as marketing is concerned.

Attractive Packaging

Creative bakery packaging serves is a powerful marketing tool that enhances brand identity.

Branding is an important element as far as popularity and progress of the bakery is concerned. A strong brand can attract new customers, retain existing ones and create a unique market presence.

Building brand loyalty for bakeries is

important for bakeries as it makes the customer more likely to insist on buying products of that particular bakery.

For brand loyalty, packaging is an essential marketing tool. It should effectively showcase the brand’s personality through colours, logos, and unique designs. Eye-catching graphics can draw customers in, making them more likely to purchase a product.

A few key points for customers’ brand loyalty are:

Brand Consistency: Packaging should align with the overall brand theme.

Storytelling: This can be done by including short narratives or QR codes on packages.

Visual Appeal: For this the packaging should be colourful and use images that evoke cravings and excitement about the product.

Creating Attractive Packaging has 4 Basic Elements: Colours, visuals, typography and format.

Colours: These are the main elements in bringing attention to your product. They have a psychological effect of attracting the customers’ eye. It is found that packages normally does not match the brand colour. This, it is believed by experts, may not perform in favour of the brands. Colours, which are visible from a distance, usually play an important role in attracting the customer to your brand and your delicacy.

Visuals: Normally help in connecting with the brand by creating a higher recollection



Packaging and Branding Aspect

Aspect	Branding	Packaging
Definition	The overall identity and perception of a company	The design and structure of a product's container or wrapping
Purpose	Builds long-term recognition, trust and loyalty	Protects, markets and enhances product appeal
Elements	Logo, colours, typography, messaging, brand values	Materials, structure, design, labeling, usability
Application	Used across all marketing channels (website, ads, social media, products)	Specifically applied to the product's physical appearance
Focus	Establishes emotional connection and brand identity	Drives purchase decisions through visual and functional appeal
Longevity	A long-term strategy that defines the business	May change with product updates, trends or customer preferences

or recall value. The graphical presentations can enable the customer to find out what the product is without needing to read it.

Typography: This can significantly influence the appeal of bakery packaging by conveying the brand's personality, suggesting the product's quality and guiding the customer's eye. It shows your brand value. Each typeface involves a diverse set of overtones and, thus, will develop a specific representation of your identity and what you exemplify as a brand. A thoughtful typographic design can attract attention on crowded shelves and create an emotional connection with consumers.

Format: The physical construction and features of the packaging should be such that they not only protect the product but also enhances its appeal. To create attractive bakery packaging, the format must integrate structural and graphic design elements that protect the product while enticing customers and reinforcing the brand. For bakery products often the packaging has transparent windows or strategic die-cuts to allow customers to see the product.

Proper packaging is essential for protecting delicate baked goods from damage and preserving their quality throughout the supply chain.

The packaging must help in maintaining freshness and quality, extend the shelf life ensure food safety by protecting it from contamination from foreign odours, microbes and pests and also protect the item during transport. Sturdy boxes, inserts and cavity trays protect fragile items like cakes, pastries and macarons from breakage during transport.

For Indian consumers who love the blend

of visual appeal with meaningful details, packaging is not just about aesthetics its about connecting to something deeper like values or design or even nostalgia. Research shows that 70% of shoppers choose their products based on packaging design and appeal.

Trends in Packaging

Static packaging designs become boring and there is a constant change in packaging techniques. Nowadays, packaging design mixes innovation with emotion. Brands are using sustainable materials and smart features. A colourful and attractive package naturally holds the attention of the customers.

Trends are now shifting to sustainable packaging. Bakery packaging in 2025 has shifted to eco-friendly materials, with biodegradable, compostable and recyclable options gaining traction. Other key trends include minimalist and transparent designs, offering product visibility and a focus on product appeal.

The future trend is likely to include a rise in flexible and single-serve packaging for convenience, alongside personalisation and customisation to enhance customer experience and brand recognition.

Sustainable and Eco friendliness materials would be preferred. These include biodegradable & compostable materials, recyclable materials and Plant-Based Alternatives.

The demand for eco-friendly packaging is shifting from a preference to an expectation. There is a likely futuristic trend for edible packaging. The innovative biodegradable packaging would include

films made from milk protein or seaweed eliminating waste entirely for some products.

The design and branding would be minimalist & transparent, having digital printing (allowing for unique product offerings and brand engagement) and hand-drawn aesthetics.

Design is now meeting higher standards in the packaging and customer procedure. Reusable attributes are constantly emphasising brand users. Product and package design has now become an essential marketing part as the time spent on checking store shelves can make or break the decision process for a customer.

Trends in Brand Promotion

Several changes in brand promotion of bakery products are also likely in the future.

Digital innovations would be digital engagement which would have high-quality images and engaging videos on platforms like Instagram and TikTok showcasing products and telling the brand's story. Behind-the-scenes content and videos of decorating tutorials would build an emotional connection with the audience.

Paid ads on social media and search engines are likely to be used for geo-targeting and demographic data to effectively reach potential customers in specific neighbourhoods.

In-person or virtual baking classes are likely to be conducted to build a stronger community and position the brand as an authority in the field.

Artificial intelligence (AI) is likely to be used to create personalised recommendations, run highly targeted ad campaigns and analyse consumer data to predict market shifts. ■



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Bakery Insights: 2025 and Beyond

By Sharmila Chand

Macarons showed up infused with chai, brownies with cardamom and tiramisu with matcha. From innovative techniques to interesting ingredients, the year 2025 was all about elevating the baking game. While bread was the canvas for bakery chef's artistic expression, cake turned out to be a limited edition couture. While Old School flavours made a comeback with a twist, plant based baking took centre stage.

The baking industry embraced interesting offbeat trends.

Here, we delve into the trending scenario with an insight shared by bakery chefs and experts in the industry.

Chef Bhaskar Chakraborty, Executive Pastry Chef, JW Marriott Kolkata

Top Offbeat Bakery Trends of 2025

Botanical & Fermented Flavour Profiles

2025 saw a clear shift towards unconventional, botanical-forward flavours – from yuzu blossoms and indigenous herbs to fermented elements like koji and miso.

At JW Marriott Kolkata, we brought this trend to life through creations like the Miso Caramel Éclair, Kombucha-Infused Cheesecake Verrine and a Yuzu-Basil Tart, which were received with tremendous curiosity and appreciation.

Hyper-Local Grains & Regenerative Ingredients

Beyond millets, guests sought lesser-known local grains and sustainably sourced ingredients—finger millet, red amaranth

flour, black rice and stone-ground jaggery. Hence our well curated items like black rice financier, jaggery pecan tart and a ragi & dark chocolate entremet, celebrated Bengal's traditional flavours while elevating them to a contemporary pâtisserie format.

Textural Maximalism

Instead of minimal, ultra-clean desserts, 2025 embraced layered textures—crunch, chew, gel, crisp—all in a single bite. A dessert

became an experience.

Our seven-texture chocolate gateau, along with plated desserts like crispy almond mousse bar with cocoa nib tuile, reflected this trend, creating a sensory narrative on the plate.

Wellness Desserts

Consumers wanted desserts with a purpose: gut-friendly, low-sugar, protein-forward or mood-enhancing—yet luxurious.

To keep pace with the trend, we innovated with no-refined-sugar citrus loaf, probiotic yogurt panna cotta and high-protein almond flour cookies, balancing wellness with pleasure."

Mohd. Muneeb, Pastry Chef, Grand Hyatt Gurgaon

The Rise of Hyper-Specific Functional Grains

2025 saw consumers develop a deeper curiosity about grains rooted in tradition, nutrition and regional heritage.

Ancient grains like buckwheat found renewed appreciation - not simply as healthier substitutes, but as ingredients with character, identity and functional purpose.

In the winter months, I personally enjoy starting my day with a ragi sourdough, it's warming, nourishing and exceptionally gut-friendly - a simple reminder that traditional grains hold immense value when reinterpreted thoughtfully.

A Shift Towards a Balanced Palate

The palate of the modern consumer, especially Gen Z, is evolving. Pastry no longer needs to be only about sugar; depth and balance is the buzzword.



"The industry's future lies in balancing tradition with contemporary innovation, elevating bakery from everyday staple to premium culinary experience worth celebrating"

Chef Amol Salunke, Pastry Chef, Sheraton Grand Pune Bund Garden Hotel



“Looking ahead, as the industry continues to evolve, trend will be shaped overwhelmingly by personalised choices, also keeping in mind individual dietary needs without compromising

texture, flavour or experience”

Mohd. Muneeb, Pastry Chef, Grand Hyatt Gurgaon

This sparked an exploration of umami-led baking- incorporating fermentation, miso, kimchi and vegetable purées to build complexity. In our kitchens, we introduced a gluten-friendly, high-fiber, low-GI sorghum muffin, naturally sweetened with dates. It’s indulgence without the heaviness.

Chef Amol Salunke, Pastry Chef, Sheraton Grand Pune Bund Garden Hotel

“This year we embraced three standout bakery trends. First, savoury-sweet fusion, desserts incorporating unexpected spices and herbs, like our paan-flavoured barfi and infused brownies, challenging traditional sweetness boundaries. Second, hyperlocal ingredients, celebrating regional flavours through bakery, exemplified by our ragi halwa with almonds and anarse, bringing traditional Maharashtrian ingredients into contemporary formats. Third, functional baking, health-conscious treats without compromising indulgence, including our gluten-free options and desserts using natural sweeteners like dates and jaggery. Fourth, deconstructed classics, reimagining traditional desserts, such as our *kaju katli* mille-feuille and *rasmalai* tiramisu, where familiar flavours meet French pastry techniques. These trends reflect evolving palates seeking innovation, authenticity and wellness simultaneously, transforming bakery from simple sweet treats into culinary experiences promoting tradition while embracing contemporary creativity and health consciousness.”

Chef Shahid Hossain, Executive Chef, Taj Cidade de Goa

“2025 saw a few interesting, offbeat trends. Savoury-sweet crossovers wherein the bakers experimented beyond salted caramel, introducing desserts with chilli oil drizzles, miso custard and smoked pepper ganache. We created a miso maple croissant and a serrano chilli éclair that became instant hits from our breakfast buffets. Another such trend that caught on was botanical baking, where florals and herbs moved from garnish to centre stage. Our lavender pistachio



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teacake and rosemary honey sourdough responded to guests' growing appetite for clean, aromatic flavours. This became a huge favourite for wedding cakes. Textural play was another such feature that stood out. Our quad-texture tiramisu bar—with espresso crumble, mascarpone mousse, soaked sponge and a crackling cocoa shell captured this beautifully."

Trends Foreseen for 2026!

Chef Bhaskar Chakraborty, Executive Pastry Chef, JW Marriott Kolkata

Next-Gen Plant-Based Pâtisserie

Moving beyond almond milk and coconut cream, we expect advanced, chef-driven plant-based mediums like sunflower cream, faba meringue 2.0, and ferment-based fat systems to take centre stage.

Edible Design & 3D Artistic Bakery

3D printing, edible transfers and mould-free sculpting will influence artistic showpieces and cakes – enhancing personalisation and luxury experiences.

Zero-Waste, Root-to-Flower Baking

Kitchen sustainability will be more technique-driven. Expect peels, pulps, spent grains and cocoa husks to be used deliberately to create new products.



"Going ahead, the bakery industry would lean towards precision and personalisation along with a push for hyper-local ingredients"

Chef Shahid Hossain, Executive Chef, Taj Cidade de Goa



pâtisserie."

Chef Bhaskar Chakraborty, Executive Pastry Chef, JW Marriott Kolkata

Revival of Lost Indian Pâtisserie Heritage

Chefs will rediscover regional sweet traditions and reinterpret them in modern pastry formats – from bhaapa-based creams to chhana mousseline to forgotten grains.

Chef Amol Salunke, Pastry Chef, Sheraton Grand Pune Bund Garden Hotel

"Looking ahead, Gut-health focused baking will dominate, fermented doughs, probiotic ingredients and digestive-friendly preparations gaining prominence. Regional nostalgia will be reimaged, flourishing traditional Indian sweets presented through modern bakery techniques."

The Expanding Bakery Market in 2026

Chef Bhaskar Chakraborty sums up, 'The bakery industry is no longer driven only by indulgence – it is now shaped by awareness, authenticity and emotional connection. Consumers are informed and unafraid to demand transparency. For chefs, this creates a powerful opportunity: to innovate responsibly while still surprising the palate.

I foresee the industry growing rapidly in the premium artisanal space, where craftsmanship, storytelling and ingredient integrity matter as much as taste."

Chef Amol Salunke agrees when he adds, "The expanding market reflects India's growing appreciation for artisanal quality, authentic techniques, and innovative flavour profiles."

"At JW Marriott Kolkata, we are excited contributing to the momentum of nurturing talent, celebrating local flavours and pushing boundaries with thoughtful innovation. Going forward, I believe collaboration will define progress — chefs, farmers, chocolatiers and fermenters working together to shape the next chapter of Indian

To Conclude

India's bakery landscape is at a significant crossroad where global technologies meet regional ingredients and nostalgic nuances. Our country's rich diversity is a treasure trove of inspiration from indigenous grains to heirloom recipes.

The coming year's growth will not be driven by scale alone. Quality, innovative offerings, a definite narrative, craftsmanship and health quotient will set the benchmark of progress.

Key Bakery Trends And What Next !

2025 saw a clear shift towards Unconventional Flavours, Hyper-Local Grains & Regenerative Ingredients.

The year embraced layered textures—crunch, chew, gel, crisp—all in a single bite. A dessert became an immersive experience.

The future belongs to bakeries offering personalization, accommodating dietary needs without compromising on taste, and creating Instagram-worthy yet genuinely delicious products.

Interactive bakery experiences such as live baking stations, chef collaborations, and storytelling through desserts will transform passive consumption into engaging culinary journeys.

Flavour Fusion will be buzzing. While nostalgic and classic flavours are here to stay, consumers seek unusual, bold, offbeat combinations to create personalised memorable experiences.

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Cheese: Crafting Flavour and Profit

By Harsha Masand

Cheese has become one of the most commercially strategic and culturally resonant ingredients shaping India's bakery sector. Once considered an indulgent add-on, cheese is now a structural component of product planning, cost engineering, supply-chain optimisation and menu differentiation. As the bakery industry matures expanding through national café chains, boutique patisseries, hotel bakeries and cloud-first formats—cheese offers a unique blend of sensory indulgence and operational stability. It gives consumers the richness they desire and gives businesses the ability to craft signature experiences without overwhelming production systems.

This shift has been accelerated by India's evolving supply chain and the industry's increasing reliance on

data-led production, defined SOPs, and modern baking science. The country's artisanal cheese ecosystem has strengthened dramatically, enabling bakeries to move beyond imported blocks and adopt regionally produced, flavour-forward cheeses that are stable, predictable and cost-efficient. Combined

with advancements in temperature control, humidity monitoring, process documentation and sustainable sourcing practices, cheese now sits at the intersection of flavour innovation and business intelligence making it one of the most influential forces driving bakery evolution today. The paradigm shift comes from the influence of reshaping the cheese industry into one that evolves from our own region and the desire to appreciate the flavours of Indian artisanal cheese.



Asma Sayed & Ayesha Sayed

Where Provenance Shapes Flavour and the Bakery Supply Chain Evolves

India's bakery sector is benefiting enormously from the rise of the domestic artisanal cheese movement. The country's rapidly strengthening dairy

micro-economies stretching from the Himalayan foothills to boutique farms in the South—have allowed bakeries to reduce dependence on imports and instead build flavour identities grounded in Indian Territory. As Asma Sayed and Ayesha Sayed of Bombay Fromagerie put it, “Real cheese is alive with texture and nuance,” a reminder that the ingredient carries the story of the land and the craftsmanship behind it.

This provenance-focused approach is reshaping the supply chain. With Indian producers offering stable fat ratios, predictable moisture levels and reliable batch consistency, bakery brands from boutique patisseries to café chains can scale their menus without compromising quality. Domestic cream cheese, ricotta, mascarpone, feta and soft fresh cheeses now travel shorter distances, maintain better cold-chain integrity and arrive with greater freshness compared to earlier years. The result is a supply ecosystem that combines cost efficiency with flavour fidelity.

More importantly, this revolution has



Supriya Konduskar

given bakeries the freedom to create a taste of their own. Instead of merely replicating Western profiles, chefs are developing cheese-led flavours that resonate with the Indian palate balancing richness with sweetness and savoury depth in accordance with global formats and regional influences. The confidence in local sourcing has reduced volatility, improved predictability and empowered

R&D teams to innovate with greater agility.

The Cheesecake Renaissance: Technique, Discipline and a Rising Consumer Wave

While cheese influences countless bakery categories, nowhere is the transformation more visible than in the development of modern baking techniques. The Indian bakery kitchen has become more scientific, more disciplined and more respectful of process than ever before. Gentle mixing to prevent over-aeration, low-and-slow baking to protect structure, controlled hydration and humidity for even rise and mandatory resting periods to deepen flavour all of these have moved from optional steps to fundamental expectations.

This technical uplift coincides with a consumer wave that consistently demands refinement. Guests today want indulgence but expect clarity: labelled eggless variants, reduced-sugar options, textures ranging from dense to airy, and formats suited for dine-in as well as delivery. Innovation is no longer about adding a new flavour; it is about designing an experience that is stable, scalable and sensorially elevated.

The processes adapted have a lot to demonstrate. Temperature-control logs, batch tagging, precise moulding, humidity monitoring and SOP-based workflows have become standard across professional kitchens. These processes allow bakeries to introduce new products without destabilising operations. As Supriya Konduskar of La Chérie rightly observes, “New flavours must fit smoothly into our kitchen process without compromising consistency.” This philosophy is what currently drives the Indian bakery industry forward: creativity supported by discipline, experimentation supported by science.

The result is not just better cheesecakes or pastries; it is an industry-wide perspective. From understanding texture, structure and the behaviour of cheese under heat, cold, fermentation and rest, technique has become the quiet backbone of flavour.



When Creativity Meets Commerce: Building Menu Value Through Cheese

Cheese has assumed a central role in bakery menus not just because it tastes good, but because it behaves well. It elevates value without requiring excessive labour. The enhancement of visual appeal offering premium cues justifying higher pricing methods exemplify the existing production cycles. As Chef Manish Khanna of Brownie Point reflects, "Creativity drives us, but business sense keeps us grounded," and cheese sits exactly at this intersection.

For bakeries evaluating profitability, cheese-based offerings consistently perform well due to their ability to stretch across formats from viennoiserie fillings and savoury danishes to glazes, bakes, signature breads, modern cakes and hybrid desserts. The ingredient's versatility makes it easy to engineer multiple SKUs from a single base batch, helping streamline inventory and reduce wastage.

Cost-to-profit ratios today incorporate more than just ingredient cost. Bakeries analyse yield per batch, portion sizes, packaging economics, delivery behaviour, storage stability and shelf-life. Cheese-led products often outperform others because they combine indulgence with repeatability. Cheese has become a powerful equation in a competitive market.

Emotional value amplifies commercial value. Cheese-driven products photograph beautifully, perform strongly on social media and anchor celebrations, making them high-repeat items. Whether in a luxury pastry boutique or a fast-growing café franchise, cheese helps build signature offerings that reinforce brand identity. In a crowded menu landscape, it becomes the north star of menu innovation, consumer loyalty and exceptional craftsmanship.

Conscious Craft and Responsible Indulgence: The New Sustainability Lens

As sustainability becomes a defining priority for India's hospitality and bakery sectors, cheese finds itself at the centre



Chef Manish Khanna

of a new kind of consciousness. Domestic sourcing inherently reduces carbon footprint and strengthens regional dairy communities. Bakeries are increasingly collaborating with local cheesemakers, investing in transparent supply chains and building menus that reflect responsible choices. As Chef Ravi Kant of The LaLiT Suri Hospitality Group notes, "Sustainable sourcing allows us to create bakery menus that are flavourful, responsible and aligned with our commitment to conscious hospitality."

Beyond sourcing, sustainability influences operational behaviour. FSC-certified packaging, recyclable containers, compostable dessert bases and mindful portion sizes now form part



Chef Ravi Kant

of the bakery identity. FIFO discipline, ingredient optimisation and repurposing cheese trims into savoury pastries or spreads align waste reduction with creativity. Sustainability today is not just an environmental responsibility it is an economic strategy that reduces loss and strengthens consumer trust.

Consumers, too, are more aware and more demanding. They look for clarity in labelling, honesty in sourcing, minimal additives and local pride in flavours. Cheese enables bakeries to meet these expectations while still delivering indulgence. It acts as the connector between mindful sourcing and culinary gratification.

Speaking on similar lines, cheese will continue shaping the future of Indian bakeries through its ability to unify technique, sustainability and flavour. As supply chains mature, innovations deepen, and consumer behaviour becomes more experience-driven, cheese will remain at the centre of bakery storytelling—quietly powerful, endlessly adaptable and commercially indispensable.

Conclusion:

Cheese has become one of the bakery industry's most strategic assets—an ingredient that reflects India's evolving taste, maturing supply chain and accelerating need for operational excellence. It empowers businesses to design menus that are indulgent yet predictable, creative yet scalable and premium yet grounded in strong unit economics. Through a combination of local sourcing, technique-driven production, and sustainable practices, cheese is redefining how bakeries plan, innovate and compete.

As the Indian bakery landscape grows more sophisticated, cheese will continue shaping its next chapter. It will anchor new formats, drive sustainable partnerships, inspire flavour-forward innovation, and help brands create products that resonate emotionally and commercially. In a market defined by experience-driven consumption and process-driven growth, cheese stands as the ingredient that unites craft, science and strategy. ■



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A Batter Way to Celebrate

Festive seasons invite bakers to move beyond confections and into storytelling, the dash of cinnamon with its woody earthy aroma and the scent of slow-brewed *chai* that the cardamom hints at, every aroma evokes memory and every creation becomes a bridge between heritage and innovation. Baking's not just about showing off your skills, it's about sharing something that warms people up, long after the last cookie crumb disappears.

By Nikita Madan

Festivals have always been the heartbeat of culinary creativity. You see all these classic treats suddenly getting a makeover like, who knew *nankhatai* could become a cool new cookie or *gujiya* could end up as a fancy cheesecake? Across the festive calendar, bakers reinterpret classics and invent modern showstoppers that capture both nostalgia and novelty in every bite. As the year turns toward Christmas, ovens come alive with stollen bread, panettone, ginger cookies, yule logs, mince pies etc, traditional bakes that continue to evolve through regional twists, flavour infusions and refined presentations. Halloween? Total playground for dessert lovers. Everything's either shaped like a monster, covered in chocolate or tastes like pumpkin spice, showcasing the fun and visual side of baking artistry. Today's bakery professionals are not just preserving customs, they are reimagining them. Creations like *Rasmalai Tres*

Leches, Baked *Puran Poli* Rolls, *Gulkand* Opera Cake, *Mawa* Cake with cardamom frosting etc. prove that festivals are a yielding ground for innovation. That's the kind of creativity that makes every celebration feel fresh and exciting.

According to Chef Kinjal Rathod, Chef de Partie CDP at The Leela, Gandhinagar, Gujarat, "Ingredients like cashews, *ghee*, cardamom and saffron adapt beautifully into modern desserts like bonbons,

cheesecakes and fusion tarts." Whereas on the other hand, Chef Sachin Rathor, Executive Pastry Chef, Radisson Blu Plaza, Delhi says, "In my experience, the best ingredients for creative reinterpretation are those with strong, familiar flavour identities that can still adapt to new techniques, textures, like spices & aromatics, jaggery, honey, & molasses, coconut (in all forms), citrus fruits (especially orange, lemon, yuzu), nuts & dried fruits and *ghee* & clarified butter."

At the same time, festivals represent some of the most significant business opportunities in the bakery calendar. Seasonal bakes like *Gulab Jamun* Macarons for Diwali, Yule Logs (*Bûche de Noël*) for Christmas, Rice Paper *Modak* Rolls for *Ganesh Chaturthi*, Baklava or Ma'amoul shortbread cookies for *Eid*, Hot Cross Buns or Paska for Easter, Sufganiyot for Hanukkah, Pineapple Tarts or Mochi for the Lunar New Year, Mooncakes for the mid-autumn festival or pies like Pumpkin,



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Festivals are the perfect time to test new flavours and concepts.

Chef Sachin Rathor, Executive Pastry Chef, Radisson Blu Plaza, Delhi

Apple or Pecan for the Halloween attract premium attention, encouraging higher sales and offering avenues for upselling complementary products. Chef Kinjal says, "Festivals are the best time to experiment! Customers are open to trying something new, so I test ideas like *mithai*-inspired chocolates or spiced cupcakes. I design limited-edition items using available festive ingredients, keeping creativity high but wastage low like using leftover *Kaju Katli* filling for bonbon centres. I created *Gulab Jamun* Cheesecake by combining the richness of a creamy cheesecake base with the warmth of traditional *gulab jamun*. The biscuit crust adds crunch, the smooth cheesecake brings modern dessert vibes,

and the *gulab jamun* on top gives it that perfect Indian festive sweetness."

Chef Nazir Ahmed, Senior Pastry Chef, The Park Hotel, Delhi stated, "Our spiced plum cakes, yule logs and handcrafted cookies are the best-sellers, they evoke nostalgia while offering rich, comforting flavours that resonate with the festive mood."

According to Chef Sachin, "Festivals are the perfect time to test new flavours and concepts because customer enthusiasm, emotional engagement and openness to indulgence are all at their peak. Here's how bakeries and patisseries (including mine) typically leverage festive seasons as a creative testbed like Introducing limited-edition flavours, pairing tradition with experimentation, using sales and feedback as flavour insights, cross-cultural or fusion experiments, collaboration & co-creation, storytelling as market research and post-festival evaluation."

Limited-edition offerings create excitement, drive footfall and position the bakery as an innovator in the market, allowing professionals to test new flavours and techniques without the long-term commitment of permanent menu items. He says, "Balancing traditional flavours with modern twists during festive seasons is all about honouring heritage while adding creative flair. Start with the core tradition, modernise the presentation, incorporate contemporary techniques, play with ingredients mindfully, highlight seasonal & local produce, keep the soul intact and



I love blending Indian traditions with modern dessert styles like *Kaju Katli* Bon-Bons.

Chef Kinjal Rathod, Chef de Partie CDP at The Leela, Gandhinagar, Gujarat

balance familiarity & surprise." Chef Nazir continues, "We innovate within a set cost framework, repurposing base ingredients creatively and optimising production so that new ideas are both exciting and commercially viable."

Traditional Bakes

At the heart of every festival lies a story told through flavours and aromas, except these stories are edible and smell amazing. Classic festive bakes such as *Allahabadi* Cake, Kormolas, Christmas Pudding, Nian Gao, Picarones, Bebinca, Plum Cake, Rugelach, Simnel Cake etc. are more than just desserts, they are cultural touchstones.

For bakery professionals, understanding the power of nostalgia is the key. People aren't just after sugar, they want to taste home, or at least pretend for a little while. These classic bakes? They're more than recipes. They're like emotional glue, sticking people to their roots. Chef Kinjal says, "Fusion treats like *Kaju Katli* Bonbons and *Gulab Jamun* Cheesecake Cups because they give a familiar festive taste in a trendy, easy-to-eat form." Whereas Chef Nazir remarks, "We keep the essence of classic Christmas flavours like cinnamon, plum and spiced orange but present them with modern touches such as layered entremets, glazes or textural contrasts to





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make them feel fresh yet familiar.”

Stick with the original, respect tradition and you can play around with new ideas without totally losing the plot. At the end of the day, you want your festive treats to hit people right where it counts, in their hearts, not just their taste buds.

Modern Twists on Classic Flavours

Tradition gives festive baking its heart, but innovation keeps things interesting. These days, bakeries love to take those old-school flavours and turn them into something eye-catching and fresh. Take *Rasmalai* Tres Leches, for example, here's a dessert that blends the creamy goodness of Indian *rasmalai* with the lush, soaked layers of Latin American Tres Leches Cake. The result? A mashup that feels both familiar and totally unexpected. Or look at Biscoff *Laddu* tiny, decadent bites that reimagine a classic Indian sweet, just right for a fancy gift box or a high-end bakery display.

There's plenty more where that came from. Think *Phirni Brûlée* topped with a crackling golden caramelised sugar on top, Beetroot *Halwa* Trifle layered with cardamom flavoured whipped cream, *Masala Chai* Tiramisu with chai soaked sponge and velvety mascarpone cheese, Pineapple Mooncakes with delicate golden pastry filled with a delicious pineapple paste. Chef Sachin states that, “When



we start to think of the fusion of Indian with western desserts. It should be Indian flavours and western methods. After that we try to do two or three combinations of the dishes and do the taste panel with the chefs team. After that we go back to the old traditions of making sweets and do it with the modern techniques. And finally we curate the final dish.

Festive favourites often reveal what



We plan production early, curate limited-edition menus, and focus on giftable products.

Chef Nazir Ahmed, Senior Pastry Chef, The Park Hotel, Delhi

customers value most nostalgia, indulgence and a touch of novelty top-performing festive bakes and why they consistently win hearts like classic fruitcakes (with a twist), decorated cookies & biscuits, cupcakes & mini desserts, chocolate-based bakes, culturally rooted festive specials, savoury festive pastries and gift hampers and sampler boxes.”

For professional bakers, these modern twists serve multiple purposes. They attract attention in a crowded market, allow for experimentation with new flavour profiles and provide opportunities to showcase artistry and technical skill.

Festive Strategy

Marketing steps in and turns up the volume. Seasonal specials, one-off bakes and smart social media posts build buzz and get people through the door. When you put out show-stoppers like *Gulkand Shrikand* Tarts or a picture-perfect Yule Log, folks pay attention. Suddenly, your



bakery isn't just a shop, it's the go-to spot for old favourites and bold new flavours. These festive creations do double duty, they bring in sales and spark creativity, all while reminding people your bakery stands for quality and fresh ideas. Chef Sachin acknowledges, “Festive seasons have a huge influence on a bakery's business strategy, shaping everything from menu development to marketing and operations. Here's how they typically impact and guide decision-making: product innovation and limited editions, branding and storytelling, strategic pricing and bundling, operational planning and staffing, customer engagement and loyalty and community and collaboration.”

He continues, “Balancing creative experimentation with profitability during peak festive seasons is about strategic innovation ensuring creativity drives excitement and sales, not unnecessary costs or risks. anchor creativity around bestsellers, forecast & control ingredient costs, limited batches & pre-orders, set clear profit margins for seasonal lines, streamline operations, use data to guide creativity, bundle & upsell and keep the core brand identity intact.” Chef Nazir says, “Festivals drive both volume and creativity. We plan production early, curate limited-edition menus and focus on giftable products and hampers to maximise reach and sales.”

Conclusion

Festivals give bakers a real chance to show what they can do, not just with skill, but with personality and flair. Every festive bake tells a story. Maybe it's the deep roots of a classic *Colomba di Pasqua*, the sweet nostalgia of *Achappam*, or the wild twist of a Saffron Panna Cotta. These moments let bakers mix art with business, turning holiday treats into something people crave, talk about and come back for. Festivals aren't just about the holiday rush. They're a playground for creativity, a space to experiment, and a place where the old meets the new. When bakers honour tradition but aren't afraid to try something different, their festive treats stay memorable, boost business and connect with what people want right now. ■

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Macaron Magic

The glorious hues and flavours of these sandwich cookies fascinate gourmet palates

By Gita Hari

In the world of confectionery, macarons – the French bite-sized treats – are evolving to be the next big thing! No sweetmeat is as vibrant, scrumptious and glorious, as the macarons. Be the subtle pastel shades or bright hues, the creamy-sweet in multi-flavours, sandwiched between dainty and delicately baked shells, make this Parisian dessert a favourite among the discerning and refined tastes. Basically, the meringue shells are neutral in taste and practically any filling is yummy and it can also be customised to suit individual palate – chocolate ganache with vanilla, coffee, lemon, strawberry, raspberry. Bakers keep innovating with fillings but the popular ones are peanut buttercream and jam, velvety dark or white chocolate ganache or salted caramel.

Aniket Parulekar, an Independent pastry chef from Mumbai, illuminates,

“Smooth, even shell tops, rippled fringes referred to as the “crown,” or “foot” and plane bottoms distinguish French meringues from the others. Texture-wise, they are light, somewhat crumbly, moist and chewy. Macarons that are perfectly



Chef Avijit Ghosh



Pic Courtesy: SMOOR

baked is supposed to possess a distinctive deliciousness and luscious feature.”

Over the last few years, there have been promising trends around this delicacy, and this has also been noticed in India. While pastries and chocolates have long been staples, macarons are quickly emerging as one of the fastest-growing premium dessert categories worldwide. The demand is being driven by people seeking something elegant, giftable, and slightly more experiential. In India, the macaron space is still young but expanding rapidly – valued at over ₹41 crore in 2020 and growing each year. Today’s well-travelled Indians look for experiences. Even while gifting, they seek a sweet-something which is classy, urbane, light and delicious. Macarons – the Parisian treats seem to tick all the boxes and the fancy of consumers.

Innovative Flavoursome Fillings

You can have as many fillings as you can think of. Well-known Mumbai-based chocolatier and baker Pallavi Ved – Founder, Velvet Fine Chocolates, is constantly experimenting with an array of flavours. The new ones for macarons from Pallavi’s repertoire are, “Indie flavours such as *Masala Chai*, *Gulkand* rose, *Mango Lassi*, *Thandai*, *Kesar Badam*, *Meetha Paan*, *Filter Coffee*. Macarons are gaining popularity as an alternative to chocolates and pastries, because of their novelty, artisanal value and taste. They are also a great gifting option.”

“Macarons perfectly complement our chocolates and pastries; they embody a refined balance that people love to savour and share. The indulgent range includes Coconut, Caramelised Almond & Hazelnut Praline, Chocolate, Mango, Passionfruit, Pistachio, Rose, Salted Caramel, Strawberry and Vanilla. It’s a collection designed to feel

perfect for every mood and every occasion,” avers Avijit Ghosh, Head Pastry Chef, SMOOR, a luxury chocolate brand.

Floral infusions with classic French flavours were created to celebrate the *Diwali* spirit by Eureka Araujo, Co-founder & Creative Director, Sivako, who reveals, “Our collection included Hibiscus & Litchi, Lavender & Blueberry, Chrysanthemum & Honey. Cherry Blossom & Matcha was soft and earthy, a blend of Japanese inspiration with French technique,”

Gluten-free, Eggless and Dietary-inclusive Options

Authentic French macarons are unsurprisingly gluten-free, as their principal elements are almond flour, egg whites and sugar. Nut-free shells can be made out of all-purpose flour, oat flour, sunflower seed flour, peanut flour. However, this may warrant changes to the recipes or to the techniques when baking macarons with almond flour substitutes. “We create eggless meringues using aquafaba or potato whip.



Pic Courtesy: Velvet Fine Chocolates

The latter makes them less chewy, though it works fine for plant-based consumers,” feels Pallavi.

As they are created with almond flour, they’re naturally gluten-free as well. Macarons are notoriously temperamental. According to Eureka Araujo, “We make eggless macarons using potato protein

and xanthan gum. The potato protein helps trap air in the batter, giving the shells that beautiful lift, while xanthan gum provides structure and stability. It took us a lot of trials to get the texture just right.”

Shelf-life

Macarons do have a good shelf-life. They

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Chef Eureka Araujo

last for a week in room temperature and until 6 weeks of refrigeration. Pallavi Ved throws light on it, saying, "Macarons can be kept in airtight containers in ambient temperature to avoid drying out. They need refrigeration in airtight containers if their fillings are dairy-based. They need to be kept out for 10 minutes before eating as they tend to become hard in the fridge. But ensure macarons are always served at room temperature." Refrigeration helps the flavours integrate and allows the stuffing to season the shells, resulting in a smooth, delicate texture.

Price-high

Macarons are artisanal treats. Premium quality ingredients involving accurate, prolonged, and laborious methods are necessitated to achieve the desired results. Remarkable deftness and training are required to get the hang of hand-piping shells and getting the perfect texture is a task to accomplish. Chef Aniket Parulekar says, "Every batch of

macarons is an arduous and labourious procedure which calls for mastery in mixing, hand-piping smooth shells, and allowing them to rest prior to baking. Initially, I have had minor mistakes ruin a complete lot." The shells can crack or fall short of small, unbroken "feet" if the batter is over or under-mixed, or not baked properly. Which implies that a lot of toil and ingredients are misspent. High-grade ingredients that are costlier than average baking materials like almond flour, butter, fine chocolates and fresh fruits are used. Besides these, any artisanal, handcrafted dessert which involves ingenuity and ample time to create is bound to carry a price tag.

They photograph beautifully, fit into any festive or corporate hamper, and instantly add colour and sophistication. Eureka mentions, "There's also a personal touch to them as they are delicate, handmade, and can be customised with colours, flavours or even printed designs. When you gift macarons, it feels like you are giving something crafted with care, not just bought off a shelf."

Future of macarons in India

Pallavi Ved, Founder - Velvet Fine Chocolates, offers some pro-tips to bake a great batch of macarons.

To get a smooth shell, make sure there are no lumps in the almond flour and powdered sugar by sifting them several times.

Use aged and room temperature egg whites for firmness.

Whip the egg whites to stiff, lustrous crowns. The concoction should retain its structure and shape when the whisk is raised.

Subject to humidity, let the piped macaron shells sit at room temperature for half-an-hour or more until a parched, slick film forms on top. This encourages the development of the signature scruffy base.

An accurate, unwavering temperature while baking, must be ensured. Turn around and switch the sides of the pan midway through.



Pallavi Ved

The future looks exceptionally bright. Indian consumers are embracing global dessert trends faster than ever before, and macarons align perfectly with this shift towards premium, experiential indulgence. With rising disposable incomes, growing online accessibility, and an appetite for unique desserts, the macaron segment is poised for strong growth.

The future looks bright and colourful! Macarons have come a long way from being a luxury import to something that's proudly made by local pâtissiers. People are now more adventurous with flavours and textures from traditional French profiles to Indian-inspired ones like saffron, pistachio, rose, or filter coffee. "We are also seeing a rise in demand for eggless versions, as people look for inclusive desserts. Macarons will continue to evolve in India while retaining their French charm, but with a uniquely Indian heart," observes Chef Eureka Araujo, adding further, "Macarons are a bite-sized celebration. You can't really go wrong this French classic: elegant, cute, photogenic and delicious." What makes them so loved is their balance, crisp on the outside, soft and chewy inside and filled with flavour.

"A truly distinctive feature we have introduced is the ability to print directly on the macarons themselves. We customise flavours to suit Indian palates, such as *Kesar Pista* or *Gulab Jamun*, making them ideal for festive celebrations and weddings," mentions Chef Avijit. ■



Pic Courtesy: SMOOR



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“Bake with Your Heart, Respect Your Ingredients and Retain Your Sense of Wonder”

Mohd. Muneeb, Pastry Chef, Grand Hyatt Gurgaon

By Sharmila Chand



With two decades of hands-on experience in bakery and confectionery, Mohd. Muneeb is a seasoned pastry professional known for his refined craftsmanship, precision and deep understanding of global pastry techniques. His expertise spans Italian and French desserts, large-scale banquet production, artistic showpieces and high-volume luxury operations.

Currently serving as a Pastry Chef at Grand Hyatt Gurgaon, where he brings his depth of skill, creative discipline, and leadership to elevate the hotel's pastry and dessert offerings. Before joining Hyatt, Muneeb held senior roles across celebrated hospitality brands, including The Raintree Hotel Anna Salai and The Oberoi New Delhi, where he was recognised with a dedicated service award. His diverse journey - from boutique bakeries to top-tier luxury hotels - has shaped his ability to create elevated pastry experiences.

Muneeb has a strong competition pedigree, earning multiple gold, silver and bronze medals at AAHAR Chennai under the South Indian Culinary Association (SICA) across various categories.

A diploma holder in Bakery & Confectionery from the Delhi Institute of Hotel Management, he is also known for training and mentoring young pastry talent, managing large-scale banquets with ease and driving innovation within his team.

In an exclusive interview, he tells us how bakery has governed his upbringing and more

How did you become a Pastry Chef?

My journey is deeply rooted in my legacy and passion. My father, grandfather and great-grandfather were all professional pastry chefs, and baking has been an integral part of my upbringing. I grew up surrounded by the aromas of fresh bread and pastries and witnessing the discipline of the craft. It never felt like a default choice; it was a natural extension of my heritage and an inevitable professional path.

Your working philosophy?

My approach is grounded in three core principles: respect for ingredients, commitment to craft and bake with your heart. I believe flavours should be subtle yet expressive, textures complement one another and every creation should evoke familiarity and memory.

Your favourite tool?

My offset spatula remains my most valued tool. It offers precision and control, allowing me to smooth, shape and finish with accuracy. Its versatility makes it indispensable in everyday pastry work.

What do you like most about your job?

Baking is my only passion. I appreciate the unique blend of science and art it demands - precision in measurement and creativity in presentation.

Above all, I value the happiness and satisfaction guests express upon experiencing my creations.

Your strength as a bakery chef?

My strength lies in my discipline and the depth of knowledge inherited through four generations of pastry professionals. With 22 years of experience, I'm able to innovate confidently while staying grounded in classical technique.

What are your dreams?

Professionally, I aim to continue elevating the standards of pastry in India. Personally, I aspire to establish a pastry school to mentor young chefs and to write a comprehensive book chronicling my family's four-generation culinary journey.

Favourite ingredient?

High-quality single-origin Valrhona chocolate is my preferred ingredient. Its depth, complexity and aroma make it exceptionally versatile.

How do you define yourself?

I see myself as a custodian of a legacy

- a craftsman committed to preserving a four-generation tradition while continually innovating within the modern pastry landscape.

Your favourite bakery item to prepare?

The classic croissant remains my favourite. The lamination process is structured and meditative, and achieving the perfect layers is deeply satisfying.

Any interesting kitchen story?

Early in my career, while preparing an important cake for a celebrity event, I accidentally fell into a deep freezer along with the cake. After composing myself, I sought assistance from my team, and together we recreated the cake within an hour. It was a valuable reminder of the power of teamwork and the importance of staying calm under pressure.

Advice for young bakers?

Master the fundamentals before chasing trends.

Be humble, patient and receptive to mentorship.

Respect every ingredient - from a single egg to a gram of flour. The integrity of these elements defines the quality of the final product.



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PASTALINE DOUGH SHEETER –
PRECISION & VERSATILITY
FOR PASTRY, PASTA & MORE!



PERFECT FONDANT

Widely preferred by pastry chefs and cake makers, the Maxi Sfogly machine guarantees smooth, uniform fondant every time. With few, easy and quick steps, get the most perfect fondant you've ever made! Improve the consistency of your cakes and pastries with Pastaline!



GUM PASTE DECORATIONS

To create stunning decorations from chocolate, marzipan, and gum paste, a professional machine is necessary for rolling out the highest quality paste! With a Pastaline dough sheeter, you can achieve precise thickness, smooth textures, and consistent results every time.



PERFECT CROISSANTS

Have you ever dreamed of baking idyllic, soft and buttery croissants at home, but had difficulty using a professional dough sheeter? Use Maxi Sfogly, select the thickness, insert dough into the sheeter, turn on the start the motors or start the motors to obtain perfect croissants. To obtain perfect dough thickness for croissant.



EXTRA-THIN PASTRY

The Maxi Sfogly has rollers with easily adjustable width, allowing precise control over the thickness of doughs, rolled fondant, and 0.10 mm (ideal for marzipan), and 0.5 mm accommodating as a wide range of needs.

Versatile Options – Available in electric and manual versions, with roller widths of 30cm, 45cm, and 60cm to suit different production needs.

Take your pastry game to the next level with the Pastaline Dough Sheeter – where precision meets creativity!



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Modular deck oven available in single, double, and triple deck configurations

Each deck model offers 2-tray, 3-tray, and 4-tray per deck options

Digital Control panel

Express – Heat function

Stepless top and bottom heat controls

Timer with manual shut-off Alarm

Automatic timer with Alarm

Brushed stainless-steel exterior

Double halogen lighting per chamber

Indicators for thermostat, express heat and service

Strong, well-borne door with ergonomic handle and big window

Stream and Stone options Available.



Essential modular deck ovens for

pastry



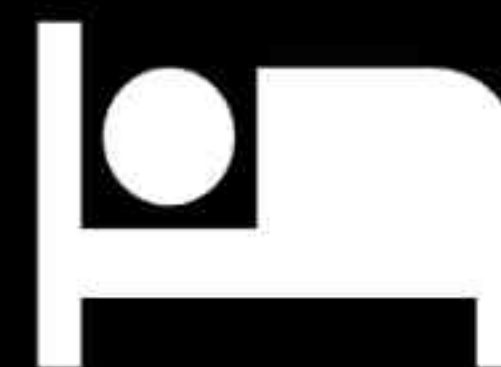
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