

August'18

Hospitality Lexis

RNI-MPENG/2018/74957

INR 100 Vol 07 Year 01

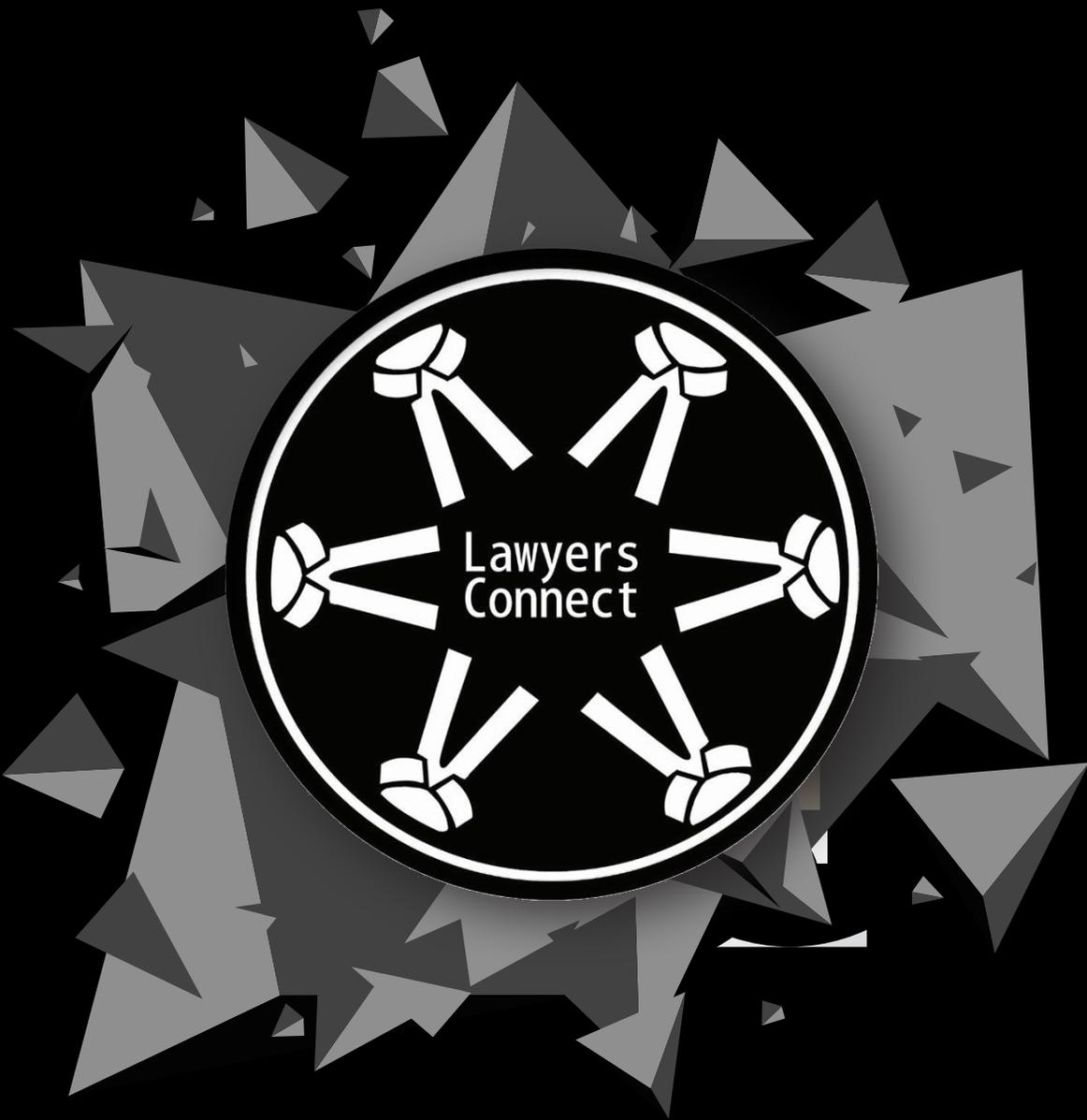


Padma Shri Sanjeev Kapoor
Exclusive interview

Marriott
World's Largest
Hotel Brand

WOW! Momo
Niloy
Chakraborty

GAME OF GUSTATORY



VISIT : www.LawyersConnect.info



Date : 28th APRIL, 2018

Venue : Pune

Register at : lawyersconnectfair.info Call: +91-92948 26616

Chairperson's Note



This edition has been sprinkled with the aura and wisdom of most celebrated chef of India, Padma Shri Sanjeev Kapoor by having an exclusive interview with him. “Hardships often prepare for an extraordinary destiny”, after our CMO, Nikita's conversation with Niloy Chakraborty, Business Head at Wow Momo Foods Pvt Ltd, these words seem to match his real-life story. A quick rapid fire round with Youth icon Chef Anahita Dhondhay had unraveled many facts of the life and kitchen.

We have extracted the success stories of the visionaries. In the Hotel sector, we have decoded the brand story of the world's largest hotel chain Marriot, their loyalty programs, acquisitions and the wide brand chart. Moving to the food business we have analyzed the milestones of the most awarded, equipped and hygienic ice cream company in India, Vadilal Ice creams. Spices are the flavor of Indian Cuisine, MTR an international brand founded by an electrical engineer which is changing the way India eats and it is one of the most acclaimed brands from home cooked packed food across the globe. Life glimpse of the founder of Make My Trip, Deep Kalra who has revolutionized the travel sector of India.

Analyzing the Restaurant growth stories of Indian Grown restaurant brands who have marked their presence on the global market, from being India's pioneer of live grills to being an IPO at an estimation of Rs 700 Cr Barbeque Nation. Lite Bite Foods from being an IPO with an initial growth rate faster than McDonald's in India. On the other hand, the evolutionary brand Massive Restaurants which is re-inventing Indian Food in the most unique and progressive way and is being loved not only in India but on the global palate also. Speciality group of Restaurants specializing in the unraveling of authentic cuisine on a global scale with a turnover of Rs196 Cr. (*FY2017)

One of my favorites from the magazine is our Humans of Hospitality section where we focus on the heroes to inspire our readers. In this edition, we have covered the story of Sheroes Hangout Cafe which is an example of how the acid attack victims have beautifully come out as stars from the scars they have suffered. This restaurant is now one of the most acclaimed tourist spots in Agra, after Taj Mahal.

Imagination is the creator of vision, to be a visionary one needs to keep an eye on the future with a sense of past in every passing moment of the present. The mission of our August edition is to enlighten the pioneers and aspirants of this industry with the emerging and revolutionary change that is going to take place in the culinary world very soon. Our cover story, "Game of gustatory" is about 3D food printing Technology that has reached to level where the mini food manufacturing plant has shrunk to the size of an oven.

HospiBuz marked its presence at the Fast Food & Cafe Convention, which was an experience of getting insights into the QSR industry trends and updates in the industry. Knowledge exchange, collaborations, and networking were the key elements. We have put in full efforts to bring the best statements and coverage in words for our readers. The live updates and coverage were also managed by us on the day of the event over social media and our online platform HospiBuz.com

Keeping our readers a step ahead of the industry and keeping up with the latest trends and happenings of the industry.

Rekha Hora



HOSPIEMPIRE



Hospitality
Lexis



HIB
HOSPIBUZ



Hospilane

MENTOR AND ADVISORY
Balbir Hora

CHAIRPERSON
Rekha Hora

EDITOR
Komal Hora

LEGAL & MARKETING HEAD
Nikita Hora

CONTENT
Arunima Sharma

PRINT PRODUCTION ARTIST & GRAPHIC DESIGNER
Shubham Singh

E-REPORTING & DIGITAL MEDIA STRATEGIST
Siddharth Singh

MARKETING AND STRATEGY
S. Sunishtha

WEB GRAPHICS
Mamta

WEB HANDLE
Trapti
Sunita

PUBLIC RELATIONS
Shruti Dixit

DISTRIBUTION
Usha Salve



"It's still magic even if you know how it's done."
- Terry Pratchett

Taking along our readers on the magical journey of luscious food curated on the screen to the plate. The precision, accuracy and innovation of the concept of 3D food printing, that will provide wings to our culinary stars and the food brands. Our cover story brings a glimpse of the technology, current market and applications as well as the expected future impact.

With immense pleasure, I take great honor in thanking the brightest start of Gastronomy, Padma Shri Sanjeev Kapoor to grace our magazine with an exclusive interview.

Komal Hora
CEO
HospitEmpire

Owned Printed & Published by Komal Hora from E1-188, Arera Colony, Bhopal -462016(M.P.). Printed at Drashti Offset Pvt.Ltd. Sector -C, Mohalla Govindpura, Ward No. 58,Bhopal -462023(M.P.).

Editor - Komal Hora

www.hospibuz.com, www.hospitalitylexis.com,
hello@hospibuz.com, editor@hospitalitylexis.com

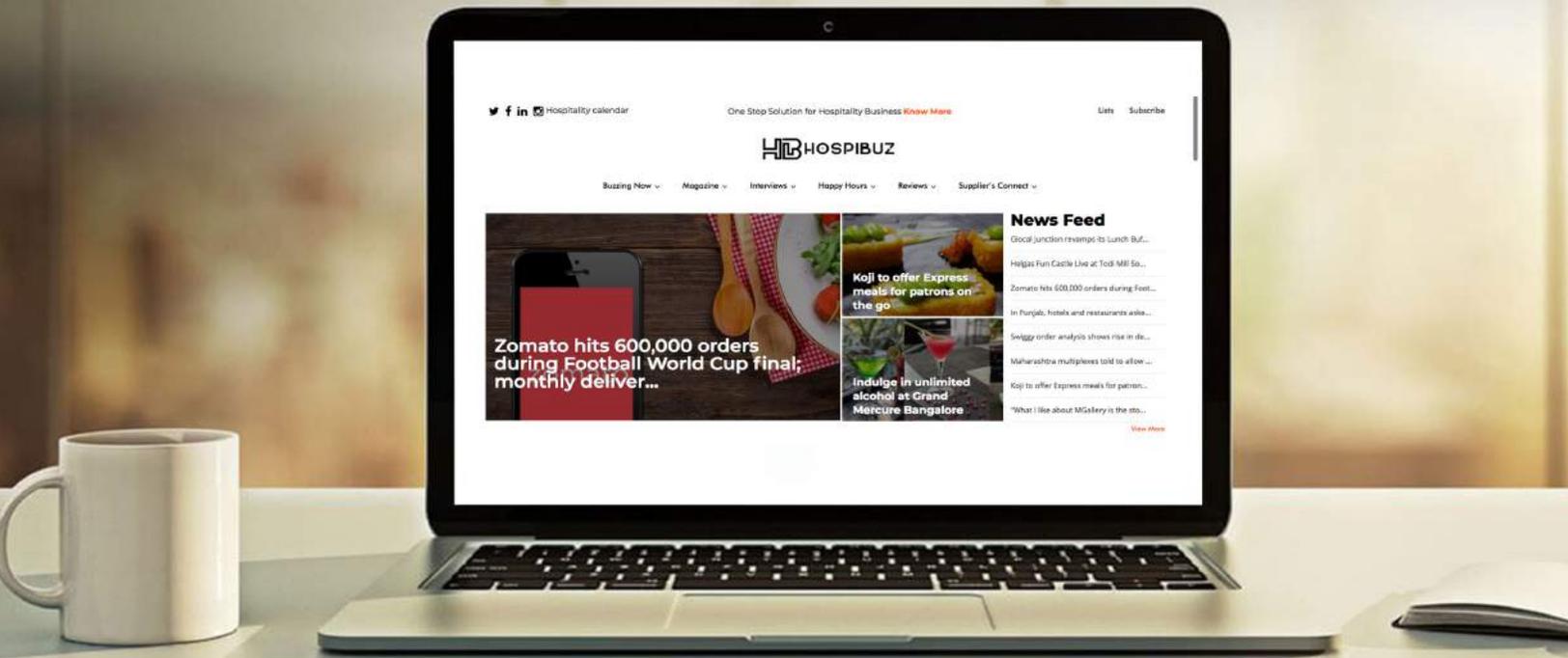
Mob.No. - +91 -9713831916

Tel. No. - 0755-4933916

In case of any jurisdiction will be at bhopal only.

Disclaimer: The publishers regret that they cannot accept liability for errors and omissions contained in this publication, however caused. The opinions and views contained in this publication are not necessarily those of publishers. Readers are advised to seek specialist advice before acting on information contained in this publication which is provided for general use and may not be appropriate for reader's particular circumstances. No part of this publication or any part of the contents thereof may be reproduced, stored in a retrieval system or transmitted in any form without the permission of the publishers is writing. An exemption is hereby granted for extracts used for the purpose of the fair review.

www. **hospibuz** .com



Across the Industry, to your Desk.

- NewsFeed
- Government and Association
- Updates
- Interviews
- Expert Opinions
- Events Calendar
- Trends
- Product Showcase
- HR & Educational Updates
- Property Reviews
- Awards & Success Stories



+91- 9713831916

Visit us!

www. **hospibuz** .com



hello@hospibuz.com



Upfront 9

Pure Love by Lalit Mumbai



India's first champagne & cavier Bar

Anurag Kati-er 13th Anniversary of Indigo



Bira honoured in UN

Football fever at le meridien, Dubai

Inauguration of jodhpur institute



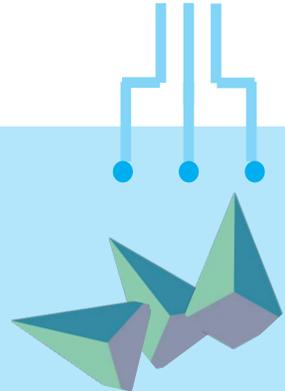
Product Showcase 51

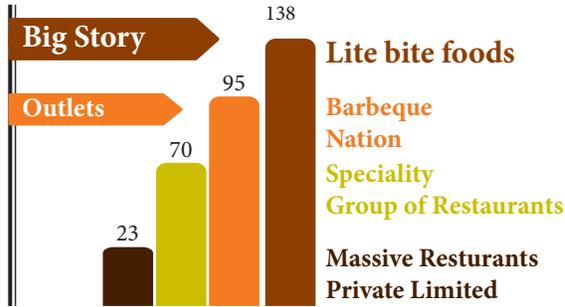
Travelogue 46

Cover Story 40



Game of Gustatory



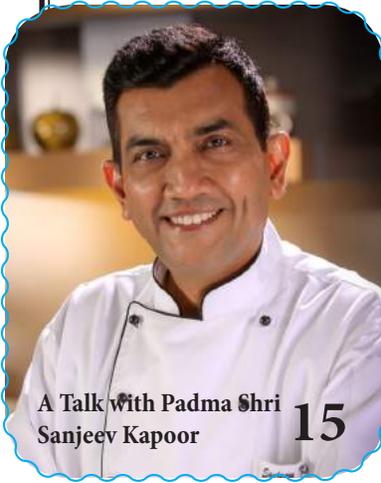


Rapid Fire

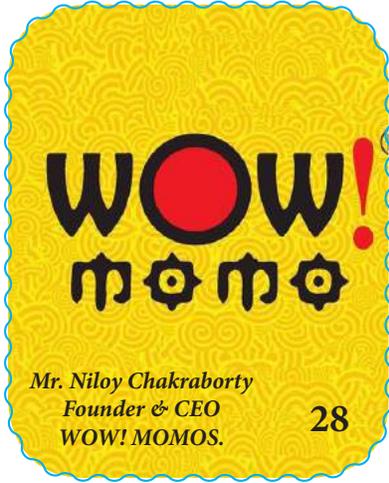


Anahita Dhondy

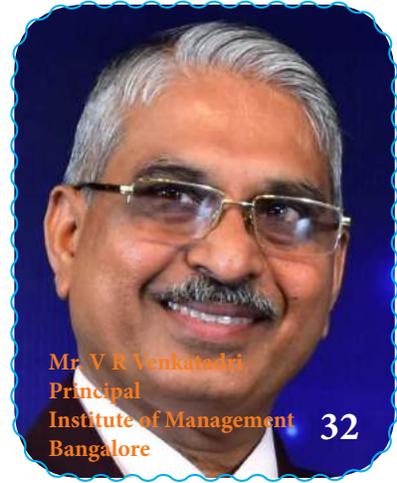
In Conversation with



A Talk With Padma Shri Sanjeev Kapoor **15**

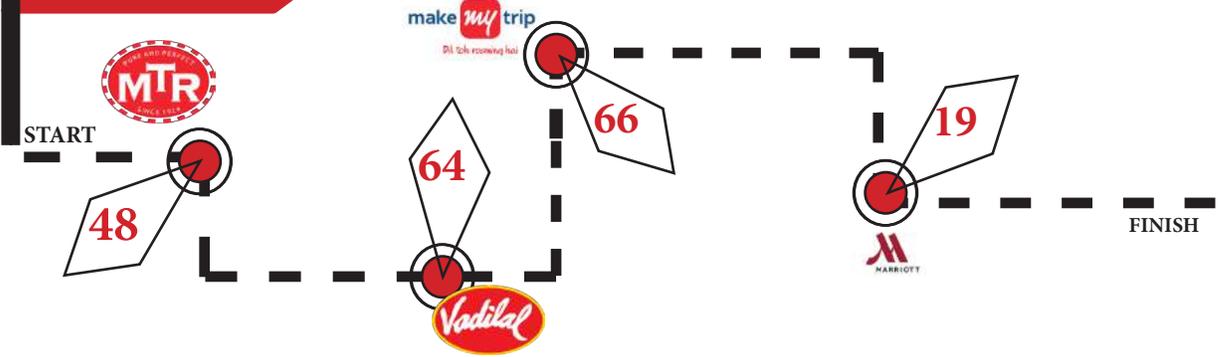


Mr. Niloy Chakraborty Founder & CEO WOW! MOMOS. **28**



Mr. V R Venkatadri Principal Institute of Management Bangalore **32**

Success Decoded



Select / Create Design

Eat and Enjoy

Use Stainless steel and/or pre-filled capsules

version 2.0

• • • • Load Capsules • • • • Print • • • • Cook if required



Awards



Conference



Exhibition

8th
NATIONAL CONGRESS
& AWARDS
ON BUSINESS OF
RESTAURANT
ONE ICONIC SHOW



Presents

**INDIAN
RESTAURANT
CONGRESS 2018**

8th national convention on business of restaurant

**INDIAN
RESTAURANT
AWARDS 2018**

8th national awards on business of restaurant

29-30 AUGUST, 2018

JW Marriott Hotel Aerocity, New Delhi

Organised by



Associate



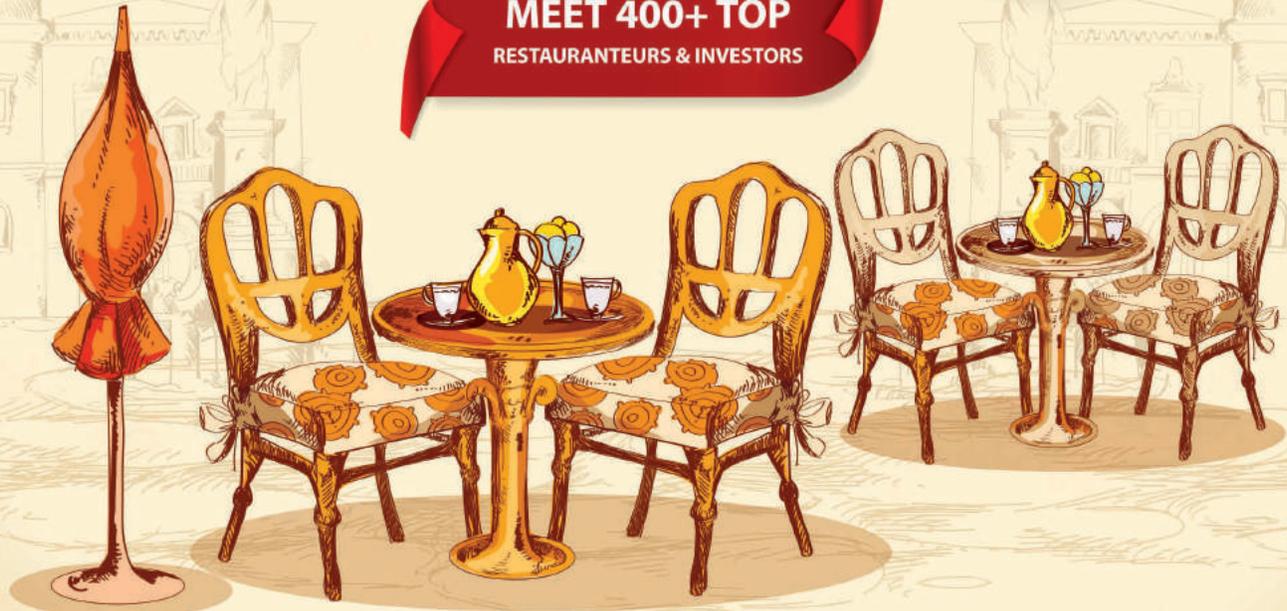
In Partnership



Knowledge Partner



**MEET 400+ TOP
RESTAURANTEURS & INVESTORS**



4 Conference Tracks:

- Innovation Summit
- Experience Summit
- Scale Summit
- Future of Industry Summit

Workshop: How to workshops on franchise & investment **Awards:** 50+ Award Categories

Roundtables: Discussion on trending issues **Pitch Stage:** Platform for restaurant owners to raise funds

Exhibition: Boutique exhibition for industry suppliers **Master Classes:** By industry leaders

Award Nomination

Abhinav: **09313034080**
awards@franchiseindia.net

Conference Registration

Sakshi: **08595350505**
fconference@franchiseindia.com

Sponsorship

Preetima: **08588898248**
bpreetima@franchiseindia.net

Exhibition

Shilpi: **09555943277**
gshilpi@franchiseindia.net

#PURELOVE BY



THE
LaLIT
MUMBAI

Hotel Lalit, Mumbai eyes on every single event marked on the calendar which brings joy and enthusiasm to its customers. They always create the aura of enjoyment and recreation into the ambiance so that their guest would

spend a lovely time staying in there. Though Father's Day is every day when the world was celebrating it on 13th June 2018 Hotel Lalit had different plans for its customers. The Hotel is celebrating the spirit of #purelove through Inclusivity and Diversity wherein the Fathers would bestow their love and care for their children through a video which was curated with a pledge. This emotional event was not only for the Guests but also for the employees of the organizations who were enjoying fatherhood. These videos cherished their families and especially children having their father's blessings on them. This shows that Hotel Lalit is not only concerned with the guests but they also acknowledge their Employees. The aura was revitalized with the fragrance of delicious cuisines as they welcomed the auspicious occasion of ID-UL-FITR with mouth-watering dishes and sweets where the families could sit together and dine their favorite menu. The month was about to end when the FIFA just kicked in. Lalit-lovers were overwhelmed with the new offers for the Football-lovers. Keeping in mind the taste and craze of their customers for FIFA so for the very first time they kept an opportunity where any customer who predicts the scoreline before the start of the game would get 50% off on the final bill waived off provided their score matches the score of the match at the end of the game. Wow! This is something very interesting. The Lalit Hotel allures its guest with their unique concepts and tries to provide the best comfort to them giving them a stress-free environment so that they could rejuvenate themselves.



'Super Se Upar' cakes by Pooja Dhingra

The world-class gourmet baker Pooja Dhingra, founder Le15 patisserie, recently had baked another piece of art for the Bollywood beauty, Shilpa Shetty. Dostana girl Shilpa Shetty Kundra turned 43 last month. Raj Kundra made her day more special by surprising her with Super se upper Cake prepared by renowned baker Pooja Dhingra. Baker

Dhingra her own named as patisserie she was 23. study hos- and business ment at Ce- Hospitality School zerland. This

the first time she had prepared a cake for any celebrity. List of names for which she prepared a cake includes names like Sonam Kapoor, Huma Qureshi and many others. Apart from films stars Pooja has also baked cake for Indian cricketer Zaheer Khan.



Pooja started business Le15 when She had pitality manage- sar-Ritz Manage- in Swit- was not



Chef Ajay Chopra is now Big Daddy Chef An acclaimed culinarian, Renowned Chef, T.V. Host and Judge of many television reality shows, Ajay Chopra has added one more feather in his cap as he is now "Big Daddy Chef". Yes, Chef chopra has started

his Youtube channel "Big Daddy Chef". In his First episode Chef Ajay has talked about the eating Habits of children and their picky nature while having food. He taught his viewers that how to Make food exciting and delicious while keeping it Healthy. Majority of children don't like salads, so instead of serving them same boring salad he just used a hack and prepared Salad chat by adding few simple ingredients which we can find mostly in every Indian Kitchen.

His second and third episodes got good response from the viewers. He is very much excited about his Big daddy Chef's Episodes. You can easily make it out that how excited he is by seeing His various tweets on Big Daddy Chef. Chef Ajay Chopra is all set to make your Sunday a Super & Healthy Sunday.





Seafood, Finest Champagne from Around the World at One Place

Trendsetter and innovative Zorawar Kalra is back with his latest launch River2Ocean. River2Ocean is Nation's first ever champagne and caviar bar in Mumbai (The idea first came in the mind of Dildeep Kalra, director Massive Restaurant and wife of Zorawar Kalra). It took them more than a year to find a perfect place for the restaurant. A Tokyo based architect Masafumi has designed this restaurant where 50% area is sitting plus bar and remaining 50% is an open kitchen where you can see the head chef and his 28 members cooking your upcoming course. It has a state of the art freezer which can keep the seafood stored at -80 degrees Celsius. This new restaurant is all about best seafood experience and is a treat for the seafood lover. It offers premium seafood Cuisine assembled from various part of the world including India, which will include 15

courses which are divided into five section cold bar, hawker's street, small plates, big plates and dessert, each division being paired with a different champagne. The restaurant has a cold dining room and promoters claim that it will have India's first champagne and caviar bar which will offer 17 different type of champagne; each champagne can also be served by the glass with the help of new technology. In this technology, if the bottle of champagne is opened it can be preserved for later consumption without deteriorating its quality. It has the largest collection of champagne and various delicious caviar like Beluga and Sevruga. After a long tiring day, all you need is to sit at the round bar counter which takes centre stage, sip on some finest champagne and fall into a relaxing mood.

Due to the variety of businesses, Indian hospitality industry is usually among the largest revenue producing industries of the country. The industry is growing at a healthy rate of 15-20 percent annually. Indian hospitality industry is going to cross one more milestone in upcoming few weeks, as Mumbai will witness the launch of the country's first wine-on-tap restaurant. Indians are already enjoying the concept of Beer cafes and fun of filling up the glasses from the tap, but flowing wine with a tap is going to be for the first time in India. Roopanshi Bhatt, co-owner of the Tea Villa café chain, is a wine lover. One day she dreamt of a restaurant with wine taps. Back in 2016, in an attempt to fill this vacuum, Bhatt and her tea house partner, Micky Panjwani, thought of launching a wine restaurant that would run along the lines of beer pubs in the city. Now they are only a few weeks away from launching country's first ever wine-on-tap restaurant, Wine villa. The menu of wine villa is designed by the winner of MasterChef Australia 2017, Diana Chan. Wine-on-tap restaurant will be catering its rich servings inside the newly refurbished Hotel Horizon in Juhu, Mumbai. The restaurant will have the signature dishes of Master Chef Australia Diana Chan with more than 100 varieties of wine. After the huge success of Beer café by Rahul Singh, it is worth waiting to customers reactions towards wine villa.

Wine Villa.

Here wine will flow free from the tap



Writing new rules of luxury dining in India

Indigo Deli is setting up new benchmarks in the field of Delicatessen since 2005. With super comfort and luxury Indigo never compromise with the taste. It originated from the house of deGustibus Hospitality, the pioneering company that gave shape to the iconic Indigo Restaurant in Mumbai and had re-written the rules of luxury dining in India in the early 2000's. With its appealing and calm interiors Indigo deli provides you the welcoming and comfy atmosphere with astonishing menu combination, especially American and European cuisines.



On 30th June 2018 Indigo Deli has witnessed its 13th grand and successful anniversary. On this grand occasion whole deGustibus Family has celebrated in their own way. Executive Director & CEO of the deGustibus group Mr. Anurag Katriar expresses his gratitude towards the million diners who made this Journey possible and beautiful through his Facebook account. Anurag has been part of the industry for over a quarter of a century. He has been with deGustibus Hospitality since 2004. Recently Mr. Katriar has also been appointed as the Chapter Head of NRAI's Mumbai Region. Chez Umez, one of the regular customer of Indigo deli says that, "Indigo Deli is best hang out place because of its interior you will feel the all new aura of dining. Place will never disappoint you on any parameters."



Ready to reveal the history and taste of Thailand.

Chef Ranveer Brar was the youngest executive chef at the age of 25 to have ever worked with a five-star hotel in India. He started his Journey from Gurudwara and today he is one of the most celebrated chefs of India. He believes in innovation and creativity. In 2016 he came up with a unique idea to start twitter videos for his viewers, Which will help viewers in exploring the new place, culture, and flavors. Ranveer enjoys the conversation on innovative recipe ideas and new ingredients with his followers on Twitter, and Ranveer on the road help him to take them along on his gastronomical adventures.

Ranveer is again ready for overtaking social media by storm with his new episodes of Twitter show #RanveerOnTheRoad. In his first season Ranveer had traveled through Australia then in the Second season he went to Seychelles and in third season he went to Turkey and explored about the hidden food story about gastronomy, and history, as it is about the heart and soul of the place and the people behind them. This time Chef Brar is all set to discover Local cuisine, and history of Thailand. Yes, this time Brar has chosen Thailand as the location for his 4th season of the twitter show Ranveer on the road. The bite-sized three-minute videos will enable his followers to discover and experience new cultures, traditions, and places as they see him exploring the seaside, farms, gardens and native Thailand kitchens.

Ranveer believes that Twitter is the place to see what's happening in the world and my platform of choice to share interesting recipes, food facts, and latest food escapades on a regular basis. Through these live videos, Ranveer will answer questions about the show and provide insights regarding the documenting of the food and travel series in Thailand.

It seems that Chef Brar is ready to take you all on his adventures journey of gastronomy in Thailand. You can take a clue that how amazing this trip is going to be by seeing a clip posted by Chef himself on his twitter account.



**imagined in
India,
Honoured In
United Nation**

Indian beer brand **Bira 91**, was launched in 2015 by Ankur Jain and since then Bira 91 has not looked back. In this very short journey of 2 years Bira has set another benchmark by receiving 2 honors “Brewery of the Month”, and Bira 91 IPA as the “Beer of the Month” at the United Nations. This is the second time when Indian



brand is being featured at the members-only, North Delegates Lounge. Bira 91 is originated from the country where the direct advertisement of alcohol is banned. The company gained popularity with mouth to mouth publicity and of course because of its world-class taste and quality

Enjoy this Football fever season with Le Méridien Dubai Hotel & Conference Centre

The long-awaited football world cup tournament after 4 years is here. The excitement among the football fans is at the peak, once the tournament kicks off from June 14 to July 15, 2018, and we have found the best place where you can enjoy FIFA WORLD CUP with your family and friends.

Le Meridien Dubai is the hot spot for enjoying the international tournament where you are promised unmatched entertainment which you and your friends will never forget. The big and spacious pizza style meridian village will be transformed into footy fan’s paradise with special zone “Footy Fan’s zone by the Dubliner’s”. This zone offers free entry for the fans, making Le Meridien the favourite spot to hang out and cheer for your favou-

rite team with family and friends. This Footy fan paradise is equipped with a gigantic screen and is fully air-conditioned which will provide dome experience to catch thrill and excitement of live stream-

tasty assorted burgers, fiery chicken wings, and tasty eats, along with frosty hops. Guests can also enjoy a bucket of 5 beers for just ADE 150 or can have their burgers with chilled beverages each priced at

ADE30, free pass around from delectable hotdog and small bites of shawarma. For just ADE 79 fans can enjoy their favourite beer with a burger. There will be exciting deals and a chance to take home a whole load of pizza.



Sizzling World Football is here! Le Meridien Dubai invites you, your family and friends to be part of the FOOTY FEVER and

ing. “Footy Fan’s zone by the Dubliner’s” will be serving a special sports menu for the world cup month. The menu includes

soak up the atmosphere of the world-class tournament with them!

Tourism Minister inaugurates the Jodhpur Institute of Hospitality Management

The Minister of State (I/C) for Tourism Shri. K.J. Alphons inaugurated the Institute of Hospitality Management in Jodhpur today. In his inaugural speech, the Minister highlighted that India is among the fastest growing Tourism economy in the world and in 2017, the Indian tourism receipts went up by 20.8% against a global growth rate of 7%. Shri. K. J. Alphons hoped that in three years we will be able to double the reve-



nue from foreign tourists.

Now you can have stress-free experience at the Mumbai airport.

Hotels like Sahara Star, Hyatt R agency, Taj Santacruz, ITC Maratha, Hilton

Mumbai International Airport and LaLiT will now deliver the extended check-in facility. This facility will save Passengers time as well as provide them a stress-free experience at the airport. This facility can be used by anyone who has the access to these hotels. This facility is initiated by the GVK Mumbai International Airport Limited, company which runs the administration of Chhatrapati Shivaji International Airport (CSIA)



JetAirways

Weekend come, weekend go, travelling is the only constant! Fridays are for unpacking, and packing again. #FridayMotivation
JetAirways

GodrejNaturesBaskets

Our food speaks volumes about our rich culture! This miniatute masterpiece depicts that wonderfully.
#CulinaryChroniclers

Keventers

Drinking Keventers milkshake won't make you a Messi but it will surely be a kick for your taste buds! #FifaWorldCup2018 #Messi

tajhotels Look out of the window and adore the beautiful Arabian sea view at
@Tajmahalmumbai
@the_gourmet_city_ #TajHotels
#TajMahalPalace #Mumbai #Repost

Social Buzz



Ritu Uday Kugaji

Now this comes as a Pleasant Surprise..... Winner in Monsoon Delight Contest. #cookpadindia



Cookpad India

Thanks to all who participated in our Monsoon Delights Contest. We got quite a few mouth-watering rainy day treats from this contest ;)

Hre are the winners:

- 1.ReetuUday Kugaji
2. Asifa Kouser



Nando's

Connaught Place • Casual Dining

Nando's: What a great start of the weekend with my all time favorite Nandos(Heart*4)its paradise for non vegetarian.Although,their new menu also includes alot of vegetarian options.Nothing beats the peri-peri sauces.I ordered butterfly chicken which is boneless and little less messy to eat along with colesaw and wedges.Best combitnation ever!!!!

Starbucks: This is one pf the best places foar a midnight hot beverage.Be it a coffee or a soothing hot choclote.They are open late....never rush you and has a relaxing feel to the whole place..(gusee it must be very busy during the day). The coffees are good but have had better.Their hot choclote was tad to dark..but really refreshing.Love their sandwiches and snacks.Pastries are also satisfying.

Starbucks

Fort • Café

Mamagoto: Mamagoto is one of the dining place,it serves one of the best pad thai noodles. Love the pork spare ribs and also bacon wrapped prawns. Though some of the chinese and thai dishes here would be an acquired taste so may not suit everyone's palate.

Mamagoto

Khan Market • Casual Dining

zomato

What's Buzzing on *Hospibuz.com* ?

To know more visit hospibuz.com



Chef Vijaya Baskaran
Executive Chef
Le Meridien, Bangalore



Mr. Sohaib Kidwai
Director of Sales and Marketing
Hyatt, Pune



Chef K. Hafizullah
Baig-Marriott Hotel
Bangalore



Videos

Articles

Interview

- A story of **The Captain**
- Airbnb and Maharashtra** Tourism are coming together to boost tourism
- Relish chaats** in the heart of Goa with Hyatt Goa.

Appointments



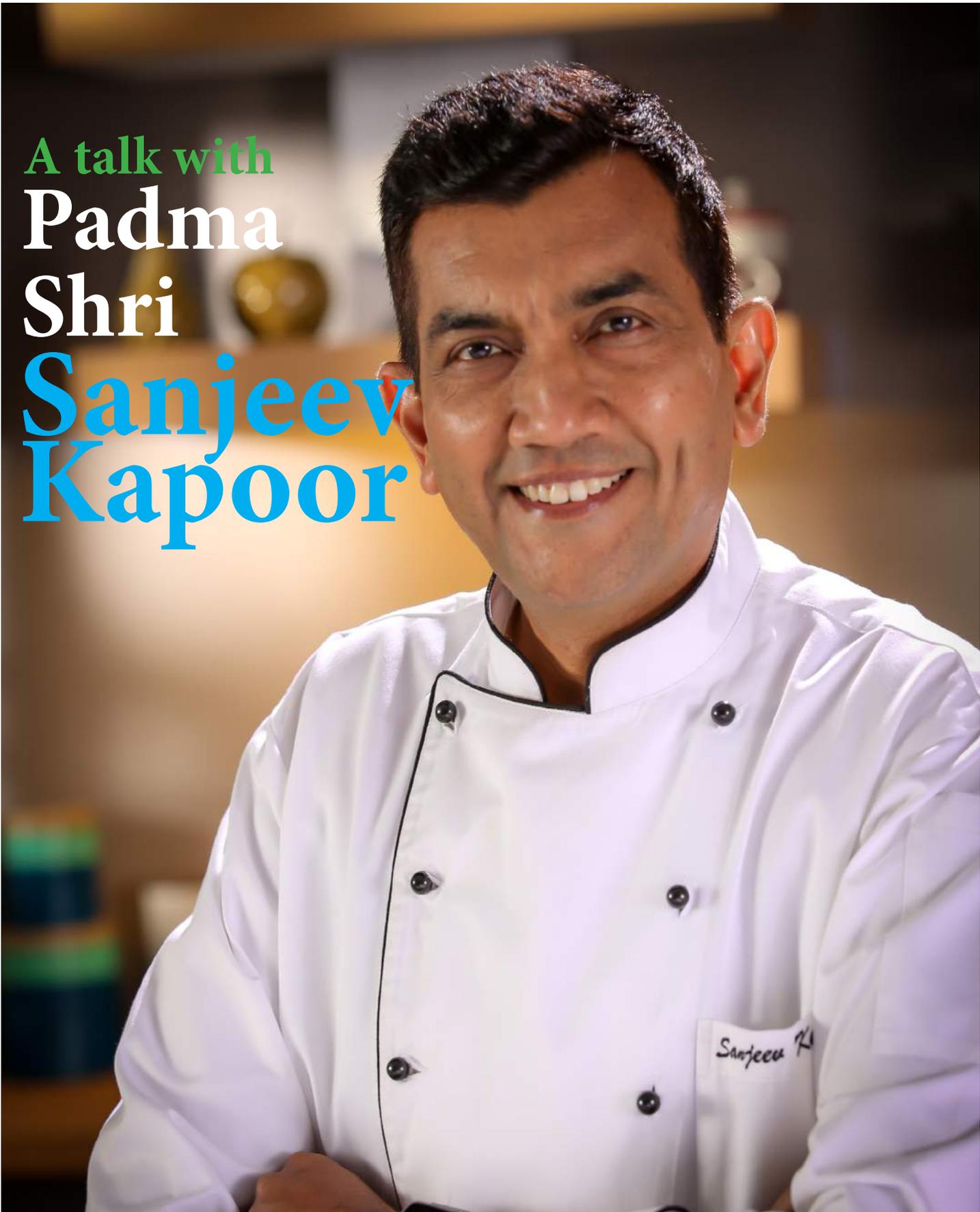
Mohit Gupta
joins Zomato as
CEO – Food Delivery



JW Marriott Maldives Ap-
points General Manager
Mr. Marc Gussing



Absolute Hotel Services
promoted **Suchitra Sirirak** to Gener-
al Manager of U Chiang Mai.



A talk with
Padma
Shri
Sanjeev
Kapoor

Padma Shri Awardee, *Sanjeev Kapoor* is recognized across India and the globe for his culinary wizardry, and excellent entrepreneurship. He is admired and recognized as a famous television presenter for the longest running Indian show *Khana Khazana*. His skills and craftsmanship of creating luscious taste using simple ingredients is universal. He had also been awarded STAR Parivaar Award for Favourite Judge for the year 2013, 2015. The list of this genius's accomplishments and awards is so long that it can't be sum-up in one page!

Be it the role of a Chef or an Entrepreneur, Kapoor has excellent hand in all. He has a perfect balance strike for his personal as well as professional life. In a quest to learn more about this Culinary Expert's life, and to pass the inspiration to our readers we had an exclusive interview with the genius chef and entrepreneur.

Lucky Charm?
My smile!

Toughest recipe ever curated?
Nothing is difficult when you enjoy what you are doing.

You have multiple restaurants brand in international presence, what is the difference in work culture of restaurants located outside India and in India? How different are the rules and regulations?

The first restaurant I started was Khazana in Dubai. Now we have about 70 operational restaurants in India and abroad with 50 in pipeline under the SK Restaurants brand. While the basic concept and philosophy of running a restaurant are the same – the treatment does change from place to place. We have a dedicated team of experts – be it chefs, finance, digital or legal – that take care of all the said requirements.

You are known to serve Indian Cuisines on Global Platter, according to you what is the reason behind the immense popularity of Indian Cuisines? What challenges did you face while bringing up Indian Food to foreign diners?

There is so much to discover when you are in a country as magical and varied as India, where the cuisine changes every 20 kilometers. It is one of the most versatile, balanced and healthy cuisines and the world have just started seeing the magic of traditional Indian food, much beyond curries. The biggest challenge I faced was to make people understand our food uses a lot of spices, but they add more than just spice or heat to the dish – they add texture, flavour, aroma, colour and magic to the dish. Indian food is perfectly balanced in terms of flavour and health. The myth is that Indian food is spicy – the truth is that it is flavourful!

We are overwhelmed to know that very soon you will be conducting workshop which would be powered by insider.in in Kolkata. Please tell us more about the workshop and what would be the most exciting part of the workshop?

Like every foodie – Kolkata is one of my favourite places to be in. At the event powered by insider.in I will be doing live cooking demonstrations of some of my favourite recipes. The energy at a live show is so palpable and I get a chance to interact with my audience on a one on one basis. Looking forward to this one!

World
Health Day was recently observed on April 7th. As Indians we are taught since a young age that 'ghar ka khana' is the only healthy khana, do you think Indians are turning towards healthier food options available outside their home?

The dining out experience in India is evolving by the minute. 20 years ago eating out was limited to a special occasion and celebration. Today, it is a part of your weekly routine. There is so much that is being offered, it is but natural for people to go out and want to experience it! The great thing is that there is no dearth of healthy food options when you decide to go out for a meal. Health is currently one of the biggest global trends and the restaurant industry is making the most of it. However, it is not enough to have healthy food, you need to inculcate healthy habits too. Even good old ghar ka khana could be unhealthy if you don't keep in mind things like quality of ingredients, cooking methods, hygiene, etc.

You
have prepared in-flight meals. What's the difference between an ordinary meal and an in-flight meal? And what special planning did you go with while preparing in-flight meals? How involved are you with the menu development and overall design?

Planning an in-flight menu is a different ball game when compared to a regular meal. There are so many things. First thing you need to keep in mind is that when you are at that height in a pressurised cabin, sensitivity changes – your taste buds are 30% less sensitive than they are on ground level. Other than that you need to take into consideration the fact that food will be served to the customers hours after it is prepared as opposed to an ordinary meal where everything is cooked from scratch before serving. Also, the kind of cuisine you put on an in-flight menu largely depends on the route and stopovers the flight has to take. It is one of the biggest challenges you face because you have to cater to a large cross section of customers without going overboard with the options because there is always a space and weight constraint in an inflight kitchen.

Earlier
this year you cooked for Prime Minister Narendra Modi on invitation from Crown Prince of UAE. What things did you keep in mind before setting menu for them? What was your favourite from that menu?

Can't tell you what the feeling is when you get a chance to cook for our beloved Prime Minister. That too, for the second time, the first being in 2015! Yes, it was all things nostalgic, happy and overwhelming this time as well when I had to fly to Abu Dhabi on an invitation from the Crown Prince of Abu Dhabi – His Highness Sheikh Mohamed bin Zayed Al Nahyan and Deputy Supreme Commander of the UAE Armed Forces. I love cooking for people who are open to experimenting with food and flavours, and our Prime Minister is just that. He believes in simple vegetarian food and also the fact that food is a great way to learn about each other's countries and cultures. So, this time as well, I, alongwith my team, went full-on with our creative instinct and created fancy yet simple food that fused Indian and Arab flavours. I also made sure that alongwith taste the food he ate gave him energy to sustain him through his busy schedules. So, the menu included dishes like Ful Medames (a dish made with fava beans similar to our Indian pav bhaji), a flatbread made with 9 ancient grains such as millets and rice, Saffron Rice infused with Indian spiced stock, Quinoa Cake, Moong Dal Bhajia presented on metallic spoons, no meat version of Harees, some exotic fusionised accompaniments and desserts like Aseeda (fused with rice cake) and Pumpkin Pudding.

Around mid 2017 your venture was valued around Rs. 1000 cr by your investors. Please tell us about your venture mission and target for 2018.

There is a lot happening in 2018. The work that I do is driven by passion and love, what happens of the monetary front is a result of it. 2017 was a great year for me and I hope 2018 is going to be bigger and better – in every aspect.

Favorite Masala? Chaat masala.

It is often witnessed that non-vegetarians laugh on vegetarians about only ordering potato & paneer while dining. In your opinion what more options does vegetarian have and what is your reaction on the same?

That is so untrue! There are endless options for vegetarians other than potato and paneer, especially in India! Ours is a predominantly vegetarian country and the number of delicious vegetarian dishes we have on offer is literally unlimited. Regional cuisines are full of vegetarian delights and the deeper you go the more you discover! Keep aside vegetables, we have a variety of ways just to prepare dals and pulses. Limiting yourself to eating paneer and potatoes is very unfair to a vegetarian palate.

To-go food when you visit any restaurant?

Depends upon the cuisine.

You being a Chef Extraordinaire, how different you feel 'cooking recipes on-screen' is from 'writing recipes on books'?

The crux behind every recipe I share with an audience is they should be able to make it at home with ease. Cookbooks must have a simple language which everybody can relate to. One also has to make sure the ingredients mentioned are easily available. Besides the themes that are decided based on the trends, what I make sure about my books is that all of them should have a balance of simple and slightly exotic recipes, which means the book will allow you to proceed from a simple everyday fare to something more special which you may want to cook for a special occasion. Cooking for camera is a different ball game – it has a fair share of things to keep in mind too like your connect with the audience. Understanding sound, camera, lighting, etc. is also important. I am a technologically sound person so it comes easy.

Also, all my shows were and are to date unscripted. I always spoke extempore! And the final factor is luck. God has been kind, people have accepted me and I have been able to continue with the same sincerity with which I did my first show. Whether it is a recipe book or show I try to share recipes exactly as the audience would want.

Three special recipes close to your heart?

Shaam Savera, Rajma Chawal, Nimbu Paani!

Favorite Kitchen Tool

Wonderchef's Hurom Slow Juicer.



MARRIOTT

MARRIOTT INTERNATIONAL INC is on the list of Fortune magazine's top 500 companies in the world. Bill Marriott is the Executive Chairman and Arne Sorenson serves as President and CEO. Presently it is counted as one of the most profitable corporations in the industry of hospitality and tourism with revenues exceeding 12 billion USD every year.

After acquiring Starwood Hotels & Resorts, Marriott International Inc has under its umbrella 30 brands, 1.1 million rooms and nearly \$20 billion in annual revenue. Hilton Worldwide, based in McLean is the second-largest hotelier, with 4,400 properties, 731,000 rooms and \$10.5 billion in annual revenue.



1927-56

It all began with an A&W root beer stand. Founder J. Willard Marriott and his wife, Alice, got their young business off the ground by quenching people's thirst during Washington D.C.'s hot, muggy summers. Good food and good service at a fair price became a guiding principle for Hot Shoppes restaurants--and for Marriott International as it grew.



1984

The first JW Marriott, named in honor of founder J. Willard Marriott, opens in downtown Washington, D.C



1995

Marriott brings a historic brand into its portfolio when it acquires a 49% interest in The Ritz-Carlton Hotel Company



2015

Starwood put itself up for sale in April 2015



1987

With the opening of the first Fairfield Inn and Marriott Suites hotels, Marriott becomes the first lodging company to offer a portfolio of brands



2012

Arne Sorenson became the first Chief Executive & President in the company's 85 year history not named Marriott



2016

Marriott International acquired Starwood Hotels & Resorts in a \$12.2 billion deal that created the world's largest hotel company. The group now owns more than 6,500 hotels worldwide, 30 distinctive chains and more than a million guest rooms.



1969

Marriott opens its first international hotel in Acapulco, Mexico



1972

Marriott partners with Sun Line, becoming the first lodging company to enter the cruise business. In the same year, J.W. Marriott, Jr. is named Chief Executive Officer of Marriott



1988

Marriott opens its 500th hotel in Warsaw, Poland, the first western-managed hotel in Eastern Europe



2013

Biography and Business Digest, 'Without Reservations' authored by Bill Marriott were published in 30 July 2013.



2017

Marriott moved up the Forbes Global 2000 list to #467 from up #777 in 2016

Future Plans

Marriott expects to open more than 50 new hotels in India and raise inventory to more than 30,000 rooms over the next few years due to the growing demand for mid-market hotels, he added. At the end of 2019, the Marriott International hotel chain will open its first hotel in Finland in connection with Tampere Hall. The hotel to be built in Tampere is part of the Courtyard by Marriott hotel brand, which is directed at modern business travellers and families.



Marriott has 30 different brands, and to bring some order to this long list, Marriott has structured them under two main heads - Luxury, Premium and Select based on the price category and by Classic and Distinctive based on style. The brands fall under four broad umbrellas: Luxury, Premium, Select and Longer Stays. Luxury is the most high-end section. Longer Stays is at the more residential end and offers amenities and services that mirror the comfort of home.

Landmark Acquisitions & Mergers

The most important mergers and acquisitions to take place in the company's history started in the mid 90s when in April 1995, Marriott International went on to acquire Ritz-Carlton Hotel Company LLC's with a 49% stake. With 200 million USD spent in making the deal it ended up

splurging an additional 331 million USD in purchasing The Ritz-Carlton located in Atlanta. History repeated recently, when Starwood Hotels & Resorts Worldwide, Inc., was acquired by Marriott International Inc creating the world's largest and best hotel company.

Loyalty Programme

Both Marriott and Starwood have large loyalty rewards programs — with 54 million members and 21 million members, respectively. The merger of loyalties programs of both the group was a central, strategic rationale for the transaction. Members of Starwood and Marriott's two loyalty pro-

grams can link their accounts together. Gold elite members in one program can get gold status in the other. Platinum elite members can get platinum in the other. Marriott silver members can see Starwood's lowest category, Preferred Plus. Each Starwood point is worth three Marriott Rewards points.





7th
Edition

iitce INDIA INTERNATIONAL
TEA & COFFEE EXPO

A Hub For Tea , Coffee & Allied Industries

22

23

24

November 2018

- *B2B Trade Fair*
- *Competition*
- *Conference*
- *Awards*
- *Skill Building Workshop*
- *Business Matching*



Khudiram Anushilan Kendra Near Netaji Indoor Stadium
Kolkata, India



To Book Your Stand Contact

+91 9819389637 | info@teacoffeeexpo.in
anjani@teacoffeeexpo.in | www.teacoffeeexpo.in

Organized by



From Desi to Videshi





CEO - Sameer Bhasin

Founder - Sajid Dhanani

MD - Kayum Dhanani

The Master Griller

The pioneers of live-grills and saucy appetizers in India, Barbeque Nation Restaurants have travelled a long way to achieve what they have today. The casual dining chain Barbeque Nation has received markets regulator Sebi's approval to raise an estimated Rs 700 crore through initial public offering (IPO). The company had filed its draft papers with Sebi in August 2017 and obtained "observations" from the regulator on January 5, 2018, as reported in media. The restaurant was born on 20th Jan 2006 in Mumbai. The whole idea of grilling was started at with the use of 90% cooked kebabs which used to cook on mini-grills at the table. That was a hit. The idea was brought from Indore to Mumbai in 2006, with the city's first Barbeque Nation at Pali Hill, in Bandra. In 2016, BBQN's first international outlet of this casual dining restaurant was launched in Dubai, UAE.

Founded

Mumbai on 20th Jan 2006

Property worth

582.50 million (till 31.12.2017)
Target for 2020 is 1000cr revenue

Total number of outlets

India – 88 (in website) 102 (DNA reports)

International – 1 (Dubai, UAE)

Brand – 1



2012

25th outlet was opened in Vadapalni, Chennai



2015

50th outlet was opened in Mysuru



2006

First Outlet was opened in Pali Hills, Mumbai.



2016

75th outlet was opened in Jaipur, as well as first international outlet of this casual dining restaurant was launched in Dubai, UAE



2017

Kayum Dhanani, Managing Director of Barbeque Nation was awarded as the Entrepreneur of the Year in the category 'Hospitality Food, Service and Tourism' by APEA

Facts

 Barbeque Nation initiated "Kulfi Nation" in 2014 which give guests an opportunity to choose from 800 different flavours of kulfi from 8 basic flavours.

 Having pioneered the 'do-it-yourself live on-the-table-grill' in India, Barbeque Nation has brought different barbecue dishes and techniques from various global cuisines. For instance, popular dishes like Cajun spiced potatoes and grilled prawns have flavours inspired from Africa and the West.

 Barbeque Nation's initial public offering (IPO) is in process and is looking at raising Rs 160 crore, a part of which will be utilised for further expansion.

The restaurant is expecting to raise 300 restaurants by 2020.

The chain—it operates on economies of scale, which is difficult to replicate—has found a way to scale and replicate standards across insert number cities by offering customers an 'independent' dining experience with their 'do-it-yourself live on-the-table-grill' concept. The restaurant has witnessed strong growth of over 29 per cent year-on-year (YoY) over the last four years. (2014 - 17) Post creating a successful enterprise in India, the brand began operations overseas in 2016, with the launch of an outlet in Dubai, followed by two more in the emirate. From the launch of our first outlet in 2006, to the 100th in 2018, Barbeque Nation has come a long way in offering an unmatched dining experience to its guests. Tier-II cit-

ies, in particular, are developing as growth hubs for eating out. Increasing experimentation and spending capacity of consumers from these regions are making them a lucrative destination for the segment. While mega metros have the highest presence of CDR outlets at 44 per cent, mini metros enjoy a share of 34 per cent. The remainder is accounted for by Tier-I and II cities. The chain CDR segment grew at a compound annual growth rate (CAGR) of 19 per cent between fiscal 2013 and 2017. Furthermore, with social and digital media playing a key role in consumer engagement, it is slated to take centrestage in defining brands and their propositions in future.

Conclusion

As it turns out, a brief idea or rather an experiment has taken shape of a giant corporation called Barbeque Nation which remains growing day by day. BBQN's success trail is and will remain a big mark in the Indian hospitality industry. As a matter of fact, the success story of BBQN is evident of the fact that the average Indian consumer remains young at heart as it is willing to try new stimulating experiences, thus entrepreneurship is highly encouraged in the streets of India.



Lite Bite Foods

Founders – Amit Burman
Rohit Aggarwal
Sharad Sachdeva

Founded – 2002

Bon Vivant

Lite Bite Foods is one of the India's largest and most dynamic F&B retail companies with more than 138 operational outlets across the globe and India. The brand has considered raising funds through an initial public offer (IPO). It focuses on food and beverage services retailing space. Its area of service involves quick service restaurants, casual dining, express outlets, and food-courts in malls, office complexes, highways, metros, airports, and hospitals. The company has strategic alliances with PVR Cinemas and The Eat out group. Lite Bite Foods Private Limited was founded in 2002 and is based in New Delhi, India.

Total number of restaurants 138+ India – Delhi NCR, Karnal, Mumbai, Pune, Bengaluru, Chennai, Thane, Dehradun, Jammu, Hyderabad

International – Singapore, Washington DC, Abu Dhabi, Jeddah, Sri Lanka and Bangkok

Brands Owned 7 Managed Brands

Punjab Grill
Tappa
Asia Seven
Fresc Co
Hahn's-Kitchen
Punjab Grill Tappa
Zambar
Bottoms Up
Street Foods By Punjab Grill The
Artful Baker
Baker Street
Pino's
Savour
Institutional Catering
You Mee



2016

The firm is launched a new format of Punjab Grill aimed at younger consumers looking for 'healthier foods and smaller portion sizes



2018

Lite Bites Foods has been selected as the master concessionaire for Indore, Kannur, Kozhikode and Bhubaneswar airports, following intense bidding, rolled out by the airport authorities.

Facts

Within a space of four years, the number of brands in the Lite Bite portfolio has increased from one to 12 and the outlets have shot up from less than five to 62 by April 2012. "Even McDonald's took more than a decade to reach its first 50

While rentals in malls can make up to 20 percent of operating costs for food stalls and restaurants, for Lite Bite it is just 8 percent. That is not just because it buys retail space in bulk; the company also saves a lot of space in logistics.

A brand leader in F&B and retail category, Lite Bite Foods is an excellence to look for outstanding customer service and customer loyalty generation. The brand has also bagged master concession right for development of eateries in 5-tier 2-tier airports in India. For airports, Lite Bite operates on the franchise model, and has set up stores for KFC and Burger King, among others.

Conclusion



Founder & MD
Zorawar Kalra

Entrepreneurial Grandeur

Massive Restaurants was founded with a clear aim to develop India's premier brands of restaurants that could cover all the segments of Indian hospitality market. And all through its birth till date, Massive Restaurant has garnered massive evolution of Indian cuisine and succeeds in putting Indian food on the global palate permanently. Specialized to revolutionize & re-invent modern global cuisine in a Fusion avatar, Massive Restaurants launched its first modern Indian bistro Farzi Café at Dubai, UAE in the year 2016.

Founded – 2012

Total number of outlets
India - 21

International - 1 (Farzi Cafe - Dubai, UAE)



2012

Zorawar successfully exited from his maiden venture credited with introducing one of the most awarded regional cuisine restaurant concepts in India, launched Massive Restaurants Pvt. Ltd.



2016

Massive Restaurant's Modern Indian bistro Farzi Café was launched in Dubai, UAE.



2017

Mid-market private equity firm Gaja Capital invested Rs 160 crore in Massive Restaurants on account of which the total capital raised by Massive Restaurants stood at Rs 220 crore. This funds will mainly be used to fuel its international expansion and is already on track to launch eight restaurants across 14 countries in the next couple of quarters.

Brands Owned

Masala Library
Made in Punjab

Farzi Cafe
PA PA YA
Masalabar

Kode
BBQ'D
Mithai

Targets

To open 40 restaurants by 2018 under his different brands. The group is planning to open 20 Made in Punjab outlets, 15 Farzi Cafe outlets and 5 Masala Library outlets by end of 2018. The group is also expecting Rs 250-300 crore of top line by 2018, with an approx store EBITDA level of 22 per cent aggregated across stores.

FRANCHISE FACTS

- ▲ No. of stores (company-owned + franchise) - Six
- ▲ Investment required - 6 Crores (for Stores in India)
- ▲ Area required - 5000 sqft
- ▲ Expected RoI - 30%
- ▲ Expected break-even- Expected to break even from the opening of store
- ▲ Preferred cities & location - Metro 7 Tier I

Conclusion

Massive Restaurants has seen brighter times and thus tasted great success in the Indian market. They picked the premium dining route as their bet in the F&B space. With eyeing premium dining as an opportunity to scale up they have exceptionally excelled. Majority of the funds they are trying to raise now will be used to fuel their international expansion plans.



SPECIALITY
GROUP OF RESTAURANTS

Founder - Anjan Chatterjee

Founded – 1992

Keeping it real

With a motive and passion to serve rare flavours for people to cherish, Speciality Restaurants was found in 1992 by Anjan Chatterjee. Mainland China by Speciality remains the flagship line of restaurants contributing around 50% of the company's revenue. Mainland China restaurants contributed 53.27%, 57.03%, 60.28% and 61.13% to its total revenues from food and beverages in fiscal years 2009, 2010, 2011 and the nine months ended December 31, 2011, respectively. Now their focus, going forward, is for Chinese and other variants of Oriental cuisine. The restaurant specializes in unraveling authentic cuisines. It was started as a tiny restaurant created by a bunch of foodies for some more foodie friends.

Total number of restaurants

India - 64

International - 6 (Mainland China - Dhaka, Doha, Colombo, Tanzania; Sigree - Dhaka, Tanzania)



1992

Only Fish was started in Mumbai



2010

First international franchise restaurant was opened in Dhaka, Bangladesh



2011

Ranked among best 450 Restaurants in Asia by The Miele Guide



2012

Speciality Restaurant became the first and only public listed company in the stand-alone fine dining restaurant category in the country. In this year its share was oversubscribed by 2.5 times of the issue size. Its shares made a market debut at Rs 150 apiece, but as of November 13, 2015, it was trading at Rs 119.60, even though the company's price-to-earnings ratio remains a healthy 57.31.



2017

Progressive Oriental House, the brain child of Avik Chatterjee, son of restaurateur Anjan Chatterjee rolled out

Brands Owned

Mainland China
Asia Kitchen by Mainland China
Gong Modern Asian
POH
ariole
Asia Kitchen & Bar by Mainland China
Oh! Calcutta
Sigree Global Grill
Cafe Mezzuna
Sweet Bengal
Hoppipola
Sigree
Machaan
Haka
Flame & Grill
Mobifeast

Facts

Expansion Model

Speciality Restaurants Ltd. plans to enter the quick service restaurant (QSR) format. The company is eyeing acquisitions of brands valued between Rs 100 crore and Rs 150 crore or more. Speciality Restaurants' expansion over 2015-16 was mainly through the company-owned, company-operated (COCO) model, which offers operating margin of 29-30 per cent.



Speciality Restaurants entered the Indian capital markets in May 2012, being the only restaurant chain in India to achieve that.



In FY 2017 Speciality reported turnover of Rs 196 crore.

Conclusion

A company who shore up its revenue streams and profitability by keeping a close eye on international dining trends that are slowly catching up in India, and their transformation from fine dining to all day dining is a worth watch. Speciality Restaurants went public in May 2012 with its shares getting oversubscribed by 2.5 times of the issue size. Its shares made a market debut at Rs 150 apiece, but as of November 13, 2015, it was trading at Rs 119.60, even though the company's price-to-earnings ratio remains a healthy 57.31.



The struggle of sauces and spices to be tossed and served with love, the story of fried, baked, steamed, chocolate, pizza, paw and chaat momo will leave with a perspective of optimistic people, prospects of hard work and a definitely a FOMO to go and grab a plate served to you with a magic of emotions. Peep through the window of words by

**Mr. Niloy Chakraborty,
Founder & CEO WOW! MOMOS.**

Take us to the beginning of WOW! MOMO'S.

WOW! MOMOS marked its beginning first in our minds, as to do something of our own for others, all of us have done hotel management courses, so, we could have joined any firm with good pay. Been there done that.

When we took our journey, we were blessed that people could see that zeal to do something in eyes. Spencers in Kolkata offered us little space inside the store and there we had put up our first counter.

I feel very motivated when I go back and recall that all we had was 30,000 and a house, were in we utilized the ground floor as the kitchen. we managed to hire a cook from a Chinese restaurant to was a part-timer and this how we had begun.

How did you market your product in those days because spencer's is one of the stores which has a huge number of customers visiting, how did you manage to grab the attention?

Oh Yes! Spencer's has a huge number of visitors visiting per day, we took the advantage to that fact.

We had a steamer and a frying pan as our assets so after the cook would be done with the preparation of all the momos in the morning we use to take all of that in boxes and set up the counter. Fact that just a counter would not help us to sell was already in our minds, so we use to go to the people inside the mall with momos in the plate request them to taste and buy only if they liked it. This helped us in two ways. *Firstly, we ob-*

served the market's interest towards the product and second was the feedback to work upon. But by the grace god we were really good at our products, and, taste and buy strategy we were making almost 1800 a day which would be the carried forward for next day's purchase of vegetables and other raw materials.

So how well that feedback and observation worked out, was there anything you brought a change into?

Definitely, one thing which we realized was momos are something that is served with soup, even today you would notice that you get served with soups at maximum places but the point which we realized was Indians love the flavor and richness of coriander a lot. This gave us a food for thought and our USP. We started serving our momos with sauce or chutney to be accurate, especially coriander chutney which is the Tibetan style.

In Tibet back in time, when the males used to head for work, momos being their staple food it was difficult for the ladies to pack soups in the boxes and that is how the concept of eating momos with sauce came up and we choose to do that, and we made a total of 45,000 by the end of the month.

What was the next level or how did it expand?

I believe our there is no substitute for hard work and it never

fails to surprise you with success sooner or later.

WOW! MOMO got an offer to open a store in the food court of phoenix mall, Whitefield, which is a few kilometers away from Kolkata, so this was a big step for us in terms of investment and everything but the decision still can be marked as one of the landmarks in the journey of WOW! MOMOS .

We shared the food court with sbarro an Italian pizza brand which was at the top in terms of sales and our WOW! MOMO bet it and were highest in our sales with an income of 15 lakhs just after we completed our 1st month over there. Even today we make almost 25 lakhs per month from that store.

Did this confirm WOW! MOMS future collaborations with Phoenix?

It is more of a relationship rather than a collaboration, here-after wherever phoenix marked its presence in India, and we were in the search of places we were their first preference and they were our priority which has continued from then and I foresee the same. Right now we are in Phoenix Kurla, Pune, Chennai and recently we started serving in Lucknow Phoenix too.

Now when you have established your brand in the market, what efforts do you put in for increasing and maintaining brand retention?

Business comes with certain essentials to be followed for growing, and if you see today's market it would take no time for some product to knock and grab attention, even though product quality is really good you have to have those extras that are highlighting and attracting your brand other than just the product.

We never delay to understand, observe and follow the market, like all other brands we also give offers, in my memory the most recent one which gave a motivation to do such things more often was the offer we offered with a tie-up with Paytm, where if the customers paid their bill through Paytm we offered them goa flight tickets.

When we opened up Malad, Mumbai, we sold our momos at a rate of 15 rupees which makes a lot of difference, it is like another investment but that brings customers to at least come and try and we know it once they will taste our moms we can expect them to drop by regularly as loyal customers, so we have that confidence on the product.

We do provide many other offers during festivals and some celebrations, every time we open a new store the following Friday we give flat 50% off on our momos and we that very religiously by printing pamphlets and going across and giving it.

How did you expand the sales apart from the income through stores?

We have a master marketing team, we came up with an idea of tying up with corporate offices. *Our team visits the office and if the contract is signed we offer our momos on a customized rate to the employees because we know how they suffer to get good food and they are just left with Pizza and Burger which are not that good for health but momo is. So we call it MOMO Monday.*

What is your take on Franchising the brand?

What I believe is, when one is franchising their brand they are totally moving towards selling the brand and making money , but in our case, we are staying very grounded with our product and the emotional quotient it has, momos here not just our product they are very close to our hearts and this is the magic behind our momos, *we love what we make and serve it with same love.* So, when it comes to WOW! MOMO'S franchises, we have 7 franchise stores in Kochi, one in the Lulu mall is doing great ,the sales goes up to 1 lakh every day and making that much amount of money by selling momos is a huge thing so the amount of love we are receiving from our customers is priceless, and also in Kerala, we have our franchise stores. What makes us different is that we follow the FOCO model of franchising. The stores are owned by the owner but all the operations are under our supervisory and we pay equal attention towards them. So, basically it is profit sharing concept that we hold on to and in fact, the franchise stores in Kochi is owned by our close friend.

what is your look out towards maintaining hygiene in the stores and How do you follow FSSAI rules?

Hygiene should never be overlooked and we try to follow each and every guideline of FSSAI and on that take, we visited FSSAI lab with our Momos and understand about the product through the microscopic lens, as we send our momos to different stores it is very important for us to know that what is the shelf life of our momos. After getting a clear picture of the growth of bacteria with time we learned about how to handle our momos that it would stay for 2 days, the temperature we need to keep it in, preventions we should take and all those. We are following all the guidelines they suggested us.

What help do you expect from the government?

We recently received an award from Mr.Rajnath Singh, so this keeps us motivated to work more and more, but being a startup when we try to open in new cities most difficult task is handling the licensing and infrastructural issues. I believe there should a little more transparency in the process.

Supply chain and fleet management also must be a difficult task to take care of?

Yes certainly, we were actually in a confusion for a very long time about, in which category does our product fall ?,is our product a good or not?, shouldn't the transportation norms different for it from other goods? as these are perishable items and also we use to face a lot of problems because of the time fixed for transportation? ,and I *am not a person who manages these problems with bribes,then we attracted government's attention towards it and we got it resolved* ,We can now transport it even in the daytime.

The trend definitely sets a driving force behind the selling of a product so what new do you add to set a trend?

This fact has always been clear to us, as 15 years back no one would have ever thought about selling momos can be a business or it can be brand also.

We love to surprise our customers, and so we try to innovate and add something new to our menu every now and then.

Chocolate Momos, Momo pizza, MoBurger has actually hit the stores in terms of sales and demand in Delhi. This motivated us to introduce Momo Paw in Mumbai markets as Mumbaikars love vada pav.

Also, we have introduced something very innovative *BOW is WOW!* , best out of waste and we have made momo chaat out of the momos which were getting wasted because they were broken and we cannot serve it to the customers, and chaat is evergreen.

People generally prefer beverages with Momo so are planning to introduce something of your own?

Right now we serve carbonated as well as non-carbonated drinks as we have a tie-up with Pepsico and Paper boat both, and we

have Red bull too but recently *we introduced something of our own it's called Thunders. It is a carbonated drink, we serve Green apple, Orange and Virgin mojito and also Kala Khatta.* The reason why we are not planning to touch this part is that we don't want to confuse our customers and also it is giving us a good sale.

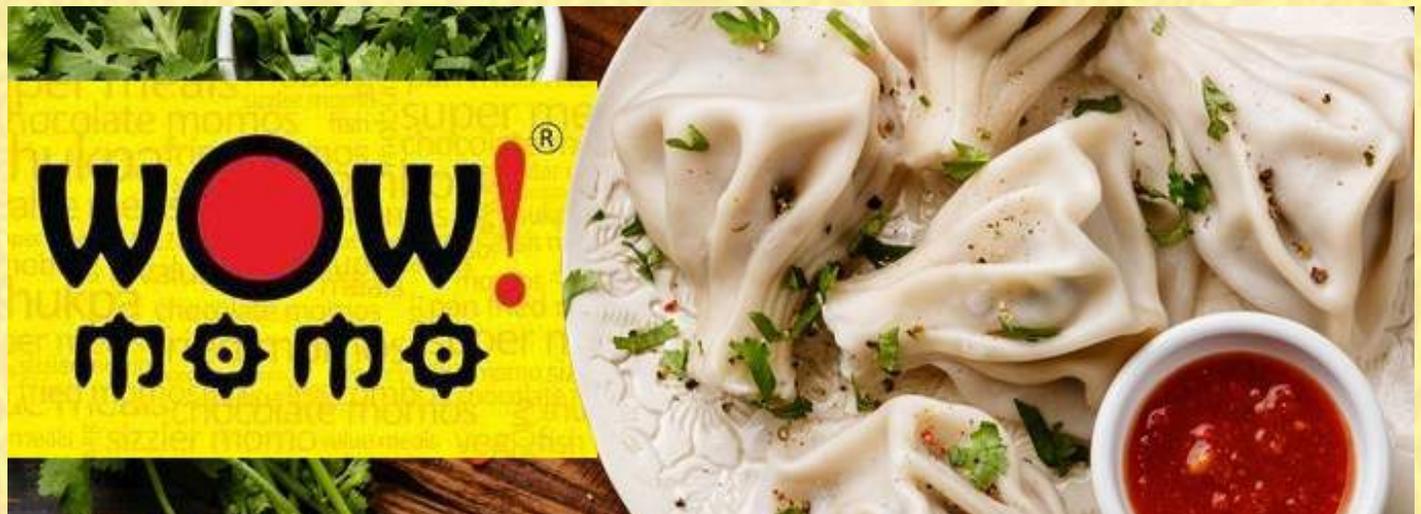
What are your Strategies towards the aim of opening 300+ stores by 2019?

We are a funded company and we have received our second funding from Lighthouse and we are heading very confidently towards the accomplishment of the target. *We have tied up with Big Bazar and all the Petrol pumps,* we have decided to open our Momo on wheels in front of every Big Bazar store and Petrol pump. We are looking forward to expanding in the cities like Ranchi, Patna, Jamshedpur and all other two-tier cities.

What is your mantra of success?

Every day in the morning when we get up we realize that we have 1800 people working for us and from one store to this place we have earned it all and there are so many families who depend on us for their livelihood this is what keeps us motivated, energetic to work more and more.

Another one is, to open 5-6 cancer hospitals by the time we are old that would really make us happy and give a feeling of fulfillment and this happened to us when one of our staffs father was admitted in the hospital to receive the treatment for cancer, and from then we save one rupee from every plate we sell and add one rupee against every plate from our side as a contribution towards the hospital, this another thing that motivates us.



Go get your dose of love!!

Hotel Kitchen Hygiene



Ajay Kumar Singh
(Head of Department)
Institute of Hotel Management,
Bhopal

HYGIENE is the most ignored activity that leads to several severe risky factors those are responsible for health hazard. It is due to this ignorance that cross-contamination takes place. Cross-contamination is the major factor responsible for food poisoning. Each year millions of illness can be attributed to contaminated food. Studies show that kitchen is the place where germs are most likely to be found as the pathogenic bacteria spread unconditionally if proper hygiene is not maintained in the working area, starting from farm to fork. Hence the correct method is advised to control the spread of germs or to minimise the risk of food poisoning.

Train staff for correct personal grooming, hand washing Procedure and use of gloves in working to minimise the spread of germs from one place to another. It is the responsibility of an organization to ensure proper handwashing facilities are provided, paper linen towel, well stocked liquid soap, waste bin. No-touch solution will help reduce the risk of germ spreading.

Washing of vegetables and fruits before processing for further use is always a wise decision. Separate chopping board must be utilized for individual task i.e. YELLOW – for cooked meat, RED-for raw meat, BLUE - for raw fish, GREEN - for salads & fruits, BROWN - for vegetables, and WHITE - for milk product & bakery. The average kitchen chopping board has more than 200 faecal bacteria on it than the damp kitchen duster, toilet sheet and washing up brushes which are heaven for bacteria. Disinfecting the work surface regularly also minimize the spread of germs. Sanitization of sinks properly, post preparation cleaning is must, even cleaning up of the work surface, wiping of equipment using the correct hygiene product can reduce the risk of cross-contamination dramatically. Let me share one incident here: one employee was handling a highly poisonous material, on the label it was mentioned clearly, wash your hand properly after handling this substance. The employee followed all the instructions washing hands several times. Even then he could not save his life. The reason was detected that the tap was touched by the employee with bare hands as the knob of the tap in the previous stage was also used by the same hand.

Surprisingly if the chef undercooks the food especially (game or poultry/ pork / mutton) then there is an increased risk of

harmful bacteria being ingested, which can cause food poisoning. It is suggested hot food must be served hot (65 degrees centigrade approx.) and cold food must be served cold (4 to 5 degrees centigrade approx.) Correct storage of food is as important as cooking. Even if the frozen food items are once thawed then it must not be stored back to the deep fridge as they could be a bomb of bacteria if the same foodstuff is back to room temperature. Leftovers must be avoided if necessary it must be covered with cling film and not to be left open. The storage temperature must be checked at regular intervals.

HACCP is also using a systematic and scientific approach to analyse, assess, identify and control bacteria in the food producing area. With this tool, food safety control is integrated into the design of process rather than relying on end-product testing. The garbage disposal is to be considered as extremely significant and must be separated in two different categories at the initial stage. Green bin - bio-degradable waste, Blue bin -non-degradable. It is suggested that the people those are engaged in food handling like chef, commie & steward are to be medically examined on a regular basis and are to be vaccinated twice in a year through a government or private agencies.



“There is an urgent need for the students to learn beyond academics”



Mr V R Venkatadri, the Principal of Institute of Hotel Management Bangalore

Mr V R Venkatadri, the Principal of the Institute of Management Bangalore holds over thirty four years of experience in the industry and academic. He is a member of various Academic, Examinations and Syllabus Committee Meeting of National Council for Hotel Management and Catering Technology (NCHMCT) Noida. He is also an Expert Committee Member at All India Council for Technical Education (AICTE) and a Member at Hotel Classification Committee. He is a certified hospitality educator and hospitality administrator. He has pursued Bachelor of Science in Hotel and Hospitality Administration. Institute of Hotel Management – 8Bangalore is recognized as on one of the finest ranking IHMs of India and had jointly set up by the Government of India and the Government of Karnataka. It is one of among the finest hotel institutes of India.

Institute of Hotel Management, Bangalore has successfully been ranked among the three best IHMs for consecutive years in India, so what do you owe this success to?

I know it does not rely on surveys and school submissions but there are other criteria as well. However it relies solely on research indicators and the ranking is heavily weighted toward institutions whose faculty or alumni have brought laurels to the institution. It does not measure "the quality of teaching or the quality of humanities." I owe this to all my faculty members, Students, Alumni and all stakeholders. Our slogan is "Together we work, together we Achieve and Together We Excel."

NCHMCT continues to affiliate private institutes into the National Council fold year on year to run its BSc programme in Hospitality & Hotel Administration. In your opinion is the ongoing affiliation right? What must be the possible objective of NCHMCT for doing so?

It's good to have hospitality institutes under one umbrella with a uniform curriculum rather than institutes following different curriculum. If different curriculum is followed among by the hospitality educational institutions, then at the time of higher education for students, one common admission test may be required to judge the level of knowledge of students during the admission process. Hence Standardization of curriculum and teaching will help students.

Can you tell us more about your Craftsmanship Certificate Courses, as in with what objective this certificate program was designed? Any new courses that IHM-B will include in their curriculum in the future?

The short one and a half year craft certificate program in the specialized trade in Food Production to equip students with the basic skills required in the kitchens. Successful students after training are guaranteed jobs in the hospitality industry immediately on completion mainly at entry level as cooks, commis, kitchen assistants, etc. Similarly, the short six months craft certificate program to equip students with basic skills required in the service of food and beverages. Successful students after training are guaranteed jobs in the hospitality industry immediately on completion mainly at entry level as waiters, bartenders, etc. With regard to commencing any new course, as IHMB is an affiliated institute of NCHM&CT, Noida, hence this question does not arise at all.

How important is it for a hotel industry student to learn beyond academics such as understanding regions and cultures and new places? In your opinion, does the extra-learning reward a student with professional opportunities?

Global integration and international mobility have increased rapidly in the recent past. As a consequence, new and exciting opportunities, worldwide, await hospitality students. This increases the need for the students to learn beyond academics.

Introduce us what makes the food laboratory perfect in any institute? To what extent do the students get help in learning with the kitchen training with the types of equipment available in the lab?

High-performance industry-standard and professional food production equipments makes it the ideal facility for a food laboratory. Culinary demonstration area with advanced food production equipments, audio-visual equipment with large screen television are need of this hour. We train students with our modern, industry-standard equipments, so that they can realize their aspirations of becoming a Chef. The students are allowed to practice, research and evaluation of novel food products, under the watchful eyes of our dedicated team of Chefs, beyond class hours.

It is considered that IHMs were established before IITs and IIMs in the country. How challenging is it to govern the apex hospitality institute of India? How does IHM Bangalore regulate its academic and practical techniques to maintain the standard?

Even after six decades, the Hospitality education is not the first choice of students. Though the job prospects are excellent, Hotel management in India is still a third or fourth choice of students. It is still not attracting Girls as expected. It is vital and onus on us to make it the first choice for the students. IHMB strategically aligns its programs and initiatives to focus on three main organizational priorities — curriculum, students development, and teaching as per the changing needs of the industry in an effort to provide relevant knowledge-based resources to the broad spectrum

What kind of improvement would you like to bring in the Indian hospitality sector? What trends do you see coming up in the hospitality sector?

Trend and improvement go hand in hand. We need to focus on millennials who travel a lot and are early adopters of technology. Hotels will want to please

them with easy check-in and gourmet dining experiences at reasonable prices. In return, satisfied millennials will actively promote their businesses on social media channels. At business meetings and conferences, travelers expect hotels and conference centers to have the high-quality hi-tech equipment and a knowledgeable, supporting staff. International travellers are increasing; hence hotels are expected to provide services tailored to everyone's need. Because of increased emphasis on health and well being, guests expect healthy food options, yoga space, and in-room exercise equipments. For present traveler eco-friendly practices are becoming a norm. Properties to focus on renewable energy, water conservation, and energy efficient practices.

Recently Chef Vikas Prasad was in news for joining The Westin Kolkata Rajarhat as the Executive Chef, he is a graduate in Hotel Management from IHM Bangalore. IHM-B has an excellent group of Alumni representing the institute worldwide, how does IHM-B manage to produce the best students at international standard together with entrepreneurial qualities?

Good scholars make the best leaders in educational institutions, and then potential scholar-leaders need to be trained early in their careers. It's all because of our dedicated team of Faculty members, Infrastructure available, and the learning experience the students gets aquire.

From Food Craft Institute in 1969 to Institute of Hotel Management how has been the journey so far for the institute? Please describe the hotel institute in one line.

Miles to go before I sleep!

FAST FOOD & CAFÉ CONVENTION

New Delhi, India

30th October

Powered By:



India's No. 1 Food Site

UPCOMING EVENTS

DUBAI
25TH
SEPTEMBER

BANGKOK
28TH - 30TH
NOVEMBER



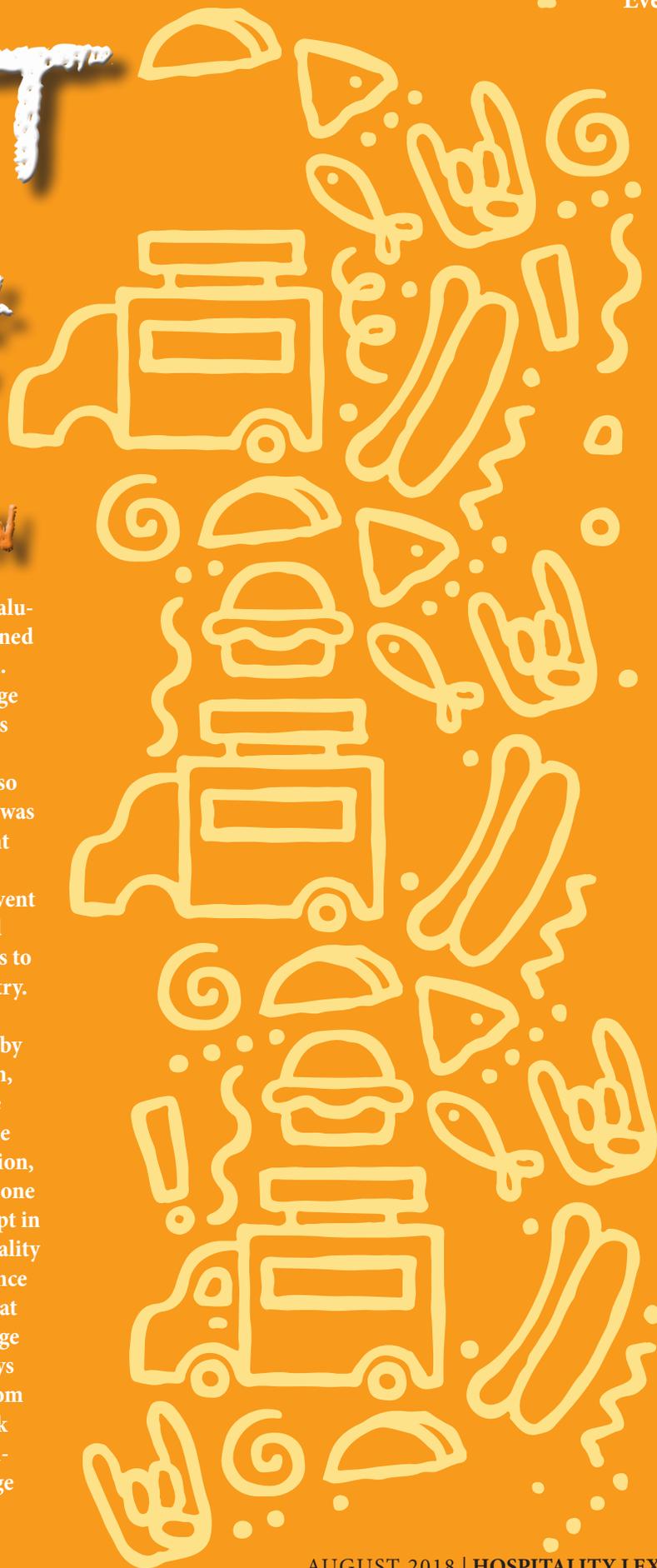
Knowledge Partner:

tasanaya!

FAST FOOD & CAFE CONVENTION

The fast food and cafe convention held in Bengaluru was India's first and only QSR & Cafe concerned event that was organized on 10th of this month. The conference was held in order to acknowledge and aware the participants of the current trends and happenings in the QSR industry, and share solutions for surfacing challenges. The event also showcased interactive panel discussions which was attended by big faces of QSR industry. The event offered a platform for promoting business relationship and networking in the industry. The event mapped the landscape of consumer trends, and factors that need to be on the radar of operators to best prepare for the future success of the industry.

The event started out with the opening remark by the chairman of Fast Food Cafe and Convention, Bangalore, Samir Kuckreja who introduced the esteemed speakers and the participants with the profitable growth of QSR and cafes. In his opinion, in order to succeed and survive in the industry one need to invent unique and differentiated concept in a sustainable location and offer consistently quality experiences to the customers. On digital influence over the industry, he mentioned in the event that social media and artificial intelligence has a huge role to play in the industry in the upcoming days - as the technology has eased out everything from ordering food from their home to easy feedback from the customers to bring out innovative concepts involving AI to give the brand a techy-edge thus enhancing overall productivity.



The first panel to set out on stage discussed on the topic ‘whether or not product innovation is the key to remain on the top?’ The panelists were QSR industry giants who reflected their first-hand experience working in the industry and tailor-made solutions for overcoming similar challenges they were faced with. The session held brought out intense and structured discussions on the on-going and off-going trends depending upon the consumer needs and demands in the QSR sector. The session held discussions on millennial groups that form the largest base target for the QSR chains in India and across the world. Commenting on the issue Sohrab Sitaram, CEO & Director at Keventers said, “For any QSR chain to spread and grow it is essential for them to bring out differentiated products and unique concepts, such as to leave their mark on their customers.

At the same time, the brands should realise that the innovation should be consistent enough so as not to fall into the ‘gimmick’ category. In the battle between invention vs. gimmick, a brand should always try to win the innovation side. For any brand to succeed the key is to ensure that their product innovation should be able to create value in their users.” He further said mentioned, “ This value in users help the brand to retain their customer retention. For example, in Keventers we served milkshakes in glass bottles. Why we chose glass bottle was to extend the purpose of packaging. People generally trash the beverage and drink served packed in plastic bottles. At Keventers, they can take the bottles home to preserve memories. In addition, we came up with the limited edition bottles for usage at several occasions. This helps to create a value base for our customers which is the most important to look after and a simple test in product innovation that we have passed.”

New QSR menu innovations should follow a structured approach to reduce the likelihood of failure due to issues such as poor consumer demand or implementation. These cautious steps at initial stages can help a brand to create a



Sohrab Sitaram, CEO & Director at Keventers

“Today’s millennial is an internet generation, wherein Instagram is the new market base.”



Nabhojit Ghosh, VP Culinary and R&D Swiggy

“Demographic eating habits are changing, restaurants should stay at par with the health and taste parameters.”



Ankur Gupta, Director & Co-founder at Brewberrys Hospitality

“Balance of taste and health is where all the idea of enhanced nutrition lies.”



Unnat Varma, Managing Director of Indian Subcontinent Pizza Hut

“Convenience is a trend that’s catching up lately, the very reason why restaurants should keep the customer satisfaction in top preference.”



strong foundation for themselves. Unnat Varma, Managing Director of Indian Subcontinent Pizza Hut mentioned the growing trend of ‘convenience’ that’s been catching lately in the customers. He said at the event that “Customers, especially millennials prefer convenience in the service be it the billing, payment, serving, order-from-home, or book-table-from-home service.

Providing ease to the customers assures their association with the brands in a long run.” He also added, “Our main target by large scale - the millennials and their needs should be any brand’s topmost priority in order to flourish.” At the same time, Taun Bhasin, Ex-President and CBO of Dunkin Donuts shedding light on the fact that alongside creating an innovative idea the mapping of an innovation should be done in a good manner. The idea here is to get the innovation plan in right hands for an even better implementation.” QSR innovation process integrates more sophisticated market research for a good time span to get better understanding and idea of reflecting an opinion on the same Vineet Manocha, the Vice President Culinary at Lite Bite Foods Pvt Ltd mentioned “Any brand should try to figure out what its customers want?” In his opinion, the product innovation should ensure the loyalty of customers.

According to Saurabh Kalra, Director - Restaurant Solutions Group, McDonald’s India, West & South

the global trends are running QSR sectors, there is a particular ongoing trend at every particular place for example, in United Kingdom people are more towards health and wellness, In India, it's more about authentic taste. This is the reason why innovations should be created according to the consumer trends and requirements."

QSR screen newly introduced food innovations approximately five times during the development process. Furthermore, today's QSR innovation process integrates more sophisticated market research technology and usually, a post-audit is carried out after the new food concept has been launched. Panel moderator Kumar Patra, President Business at Mobikoin mentioned in the event that building, implementing as well as post-audit is essential for any sketch to take a live form. A yearly lookout at consumer trends for the annual review is the key to success."

The second panel was discussed on 'The Supply Chain Conundrum' wherein it was discussed whether the surfacing concepts and consumer demands for freshness and reliability overtaking the traditional system. It was discussed on whether there is a fundamental shift in how the stakeholders who make the foodservice supply chain is approaching sourcing? Niloy Chakraborty, Business Head at Wow Momos mentioned in the event that to tackle the supply chain issues and maintain the hygiene and quality of our outlets we run a central kitchen in every city. "In the evolution of Wow! Momos the supply chain has played a vital role in the process. But often the efficiency breaks either to the traffic challenges or unavailability of vehicles to send products to multiple places."

Ajay Khanna, CEO Food Courts, Kwal's Hospitality and the moderator of the panel mentioned at the event "what's a success in the western market might not work in the Indian market." On the same note, Suju Datta, Senior General Manager (Quality Analysis) at Cafe Coffee Day said "The Drone technology that westerners are using would not necessarily work in the Indian market."

Smartpay Growth Story
 May 2018: Smartpay has witnessed 600x growth, acquiring 1200+ restaurants on board and costing INR 5,00,00,000 worth transactions.
 Oct 2016: It has witnessed 60x growth, acquiring 300+ restaurants on board within six months and INR 30,00,000 worth transaction attained.
 April 2016: Smartpay was launched, wherein transactions cross INR 50,000 in the first month.



Upcoming Events

HDS - Hospitality Development Summit
 5th September 2018, Mumbai

Fast Food & Cafe Convention
 25th September 2018, Dubai

Fast Food & Cafe Convention
 30th October 2018, Delhi

Fast Food & Cafe Convention - Asia
 28th - 30th October 2018, Bangkok

Oct 2016:

It has witnessed 60x growth, acquiring 300+ restaurants on board within six months and INR 30,00,000 worth transaction attained.

May 2018:

Smartpay has witnessed 600x growth, acquiring 1200+ restaurants on board and costing INR 5,00,00,000 worth transactions.

April 2016:

Smartpay was launched, wherein transactions cross INR 50,000 in the first month.

Third panel was concluded with the Break Out Session which was conducted by Sahil Jain, Co-founder at Dineout who spoke on 'Innovative Social Media Marketing'. Social Media Marketing holds a crucial position in rendering modern business. Irrespective of whether a brand is active on social media or not, people are talking, tweeting, posting and writing about restaurants and other outlets online. Those brands who have social media account have a long run for managing, marketing, and promoting their brand online. For many brands, the social media marketing forms the core of their business development and marketing plans. Sahil Jain, who was emphasizing the constructive role of technology and social media mentioned at the event "Today, millennials seek tech-edge in everything. This is something that sync well with their thought line and understanding. Dineout is the brainchild of such consumer demand and introduced India to the concept of Table Reservations. The concept was build in order to make the dining experience simpler, and even more rewarding by discovering new restaurants, getting amazing discounts and offers, paying restaurant bills online, earning Cashbacks and even buying event tickets." He mentioned the initiative Smartpay by Dineout is a one-stop payment solution which enables diners to pay their restaurant bill through their Dineout app via various modes, alongside availing cash back offers." The discussion gave a solution to retain customers with cutting-edge technology, and the reason to be in consistent push for positive models that can lead to constructive business.

The next break out session was lead by Shrey Aggarwal, founder of the Belgian Waffle Co. who spilled the beans on franchising. He brought into discussion an important topic of whether franchising is a realistic vision or not. He poised question about the true costing of franchising and shared his concerns over the ignorance of possibility of loss behind the possible earnings. Whether franchised or not, the brand should have a sole target of providing the customer with what promised with quality and hygiene. This

session was followed by the last panel discussion on 'Mindfulness: The new customer attitude!' The discussion highlighted an important and trending issue of health and wellness, enhanced nutrition and social conscience and its role in the QSR sector. The discussion circumnavigated on how the organic foods movement and greater public awareness around healthy eating impacting the industry. The panel raised an important issue whether taste and health run parallel to one-another or any of them is compromised for other. Anurag Katriar, Executive Director & CEO, deGustibus Hospitality thinks that food cannot be associated with health, that is food isn't and can't be solely responsible for the healthy living instead health has a straight-to-do with lifestyle of a being. So, it would be unjust for food as a sole entity to be categorized as healthy or not-healthy. "At one of our restaurants, the sale for one particular burger went up to 1800 in a day due to a 'Food Instagramming'." Today, social media lies in close association with millennials lifestyle. Thus, online presence hugely impacts the sales and growth in QSR industry. Rohit Malhotra, Business Head India Barcelos the man behind 'color food trend' in India mentioned at the event that "Customers are getting health conscious these days, so the idea is to present to them what they need. For example, sauce and grilled chicken help to boost the metabolism of a being. So the combination of health and taste can be served proportionately in order to keep the customer retention intact." For the Founder and Director of Drunken Monkey, Samrat Reddy said "healthy is boring, but at the same time labelling of healthy is very important." He further added, "Customers should feel healthy, happy, and refreshed after tasting the food or beverage." 70% sales are not a healthy one, he quoted. To make a dish tasty, keeping in the taste parameters intact is a challenging task for the restaurants and fast food industry, but the success lies in creating this balance. So the QSR sector should thrive to meet these demands.



Alok Pandey, COO at Fresh Menu
 "Alongside meeting the customer requirement the menu should also ensure the longevity of raw ingredients and food items."



Tarun Bhasin, Ex President and CBO of Dunkin Donuts
 "The idea is to get the innovation plan in right hands for an even better implementation."



Samrat Reddy, Founder and Director of Drunken Monkey
 "To make the menu look healthy it should have at least healthy ingredients that keeps the customers healthy, happy and refreshed."



Anurag Katriar, Executive Director & CEO at deGustibus Hospitality

“The idea of menu is to create choice.”



Rohit Malhotra

“People know their requirements, we at QSR can only engineer our menus to meet the trending customer demands.”



Saurabh Kalra, Director - Restaurant Solutions Groups, McDonald's India, West & South

“Food Innovations should be made based on customer needs”

In today's world of ultra-discerning customer, the looming shadow of social media and diverse touch points achieving a high rating on customer service is an achievement by itself. The ultimate goal of any restaurant should be supplying guest an appealing product, quickly and accurately in a clean environment with friendly face across the counter. Listening to customers, hiring 'happy people' and comprehensive training programs - all help in creating successful customer service programs. Alongside, there is an urgent need to go techy in the business as the sales growth lies in brilliant innovations with respect of menu, ambience, concept and more. Social media is a blossoming field, wherein many marketers think that there should be a better way to manage an organization's social media presence. Thus enters a new category of technology: Social Media Management. And while many organizations typically adopt and implement social media within a marketing function for the brand- and demand-related programs, the use of social media management technology has expanded to include sales, product, customer support and HR teams. As B-to-B organizations have increased their adoption of social media tactics, social media management technology providers have added to their functionality.

Game of Gustatory Version 2.0





Have you ever imagined of putting liquid form of food in any machine and getting the entire dish look the same way you have desired while preparing the receipt. In the order words, while preparing the receipt you know that you can get correct shape, design and texture of the dish by filling liquid into the machine. Doesn't it sound unbelievable and magical, it's like getting solution to all the problem. It's like giving wings to the imagination of the chefs and food lovers.

So here comes fantastic news, the magical and unbelievable instrument is the invention of 3 D printers or food printer. Usually when it comes to food and beverages industry there are very rare incidents where technology has great impact. However, it seems that 3 D / food printer will soon revolutionize the food manufacturing and cooking pattern in the hospitality world. The chef and food manufactured will be

amazed as with 3 D printer they will have no bad days as the dishes will taste and look the same as they were introduced and there will be no scope of mistake.

It is really hard to believe that the same printer which was till date used for printing on pages or on different material according to our requirement would also print our food. 3 D printer will work like any other printer instead cartridge one can use liquid form of food.

The process of preparing the food in 3 D printer is known as 'additive manufacturing', in which 3D deposition printers slowly deposit layers of material, one of top of the other, until a product is created. 3D binding printers can also be used, where the layers are later bound with adhesive. The 3D printers used for manufacturing and creating food utilize lasers, powdery materials and nozzles, amongst others, and

each day new doors are opening when it comes to food customization and delivering a potent mix of just the right nutrients. Currently, 3 D printer are been used in many countries for decoration and bakery works as food printer can be easily filled with chocolate, dough, cream and few other ingredients used in bakery. Numerous bakeries uses 3 D printers while sculptured cake and beautiful pieces for decoration of cakes, cup cakes and pasteries. In the confectionery world, CSM Bakery Solutions and 3D Systems Corporation have been working together on the development, sale and distribution of 3D printers, products and materials for the food industry. Currently, customized chocolate and cakes are the largest segments of the printed food market and are expected to see the most significant growth.

3 D printer is not only being used for the creativity of the food but is being used to increase food sustainability and nutritional



customizability. In Germany, the food printer is being used to create a food product called Smoothfoods, to serve the elderly residents who face difficulties in chewing. Smoothfoods is a concoction of mashed peas, carrot and broccoli. This tasty dish is then congealed with edible glue and served to elderly residents who face difficulties in chewing. This has been a huge hit, with over 1,000 such facilities in Germany adopting the technology.

The best part of food printer is about putting right percentage of nutrient each time the product is manufactured or prepared. As the 3D printers require a set of digital instruction to prepare the food with right amount of Protein, carbohydrate, Omega-3 fatty acids, vitamins and minerals. There is a company named AlgaVia based in San Francisco is utilizing food printer to develop a protein powder with impressive functional attributes such as being non-allergenic, gluten-free and have a high

source of dietary fiber. The best part is with the help of 3D printer one can make foods according to the taste and requirement of the individual and according to the supplements needed by each individual such as an athlete or a pregnant woman. Hospitality sector has been facing immense challenge to get rid of wastage. Food printer has the capability to reduce wastage by using the required amount of raw materials to make food. 3D food printing has deep impact on food production practices and also ensures better management of resources while reducing wastage of food products.

The Multinational Companies are so impressed with food printer that they have been constantly researching and developing the respective technology. Oreo has been using 3D printers to create cookies with customized cream patterns and

flavors. The brand has unveiled a 3D social cookie experience at SXSW, demonstrating that the phenomenon can absolutely draw a crowd.

Even Hershey has spent huge amount in the research and development of 3D printing. To explore more in the field of 3D chocolate printing Hershey had partnered with the world renowned culinary school and had funded two students to search on the respective technology. Thereafter, Hershey had used food printer in a commercial setting to create personalized messages on the chocolate bar at Hershey's Chocolate World Attraction in Hershey, Pennsylvania.

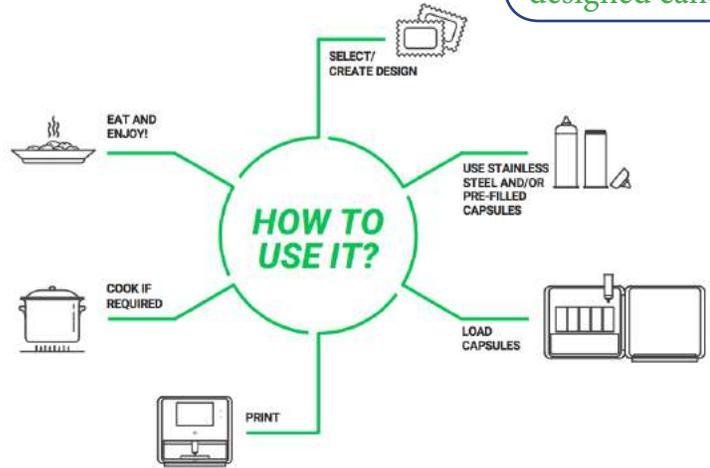
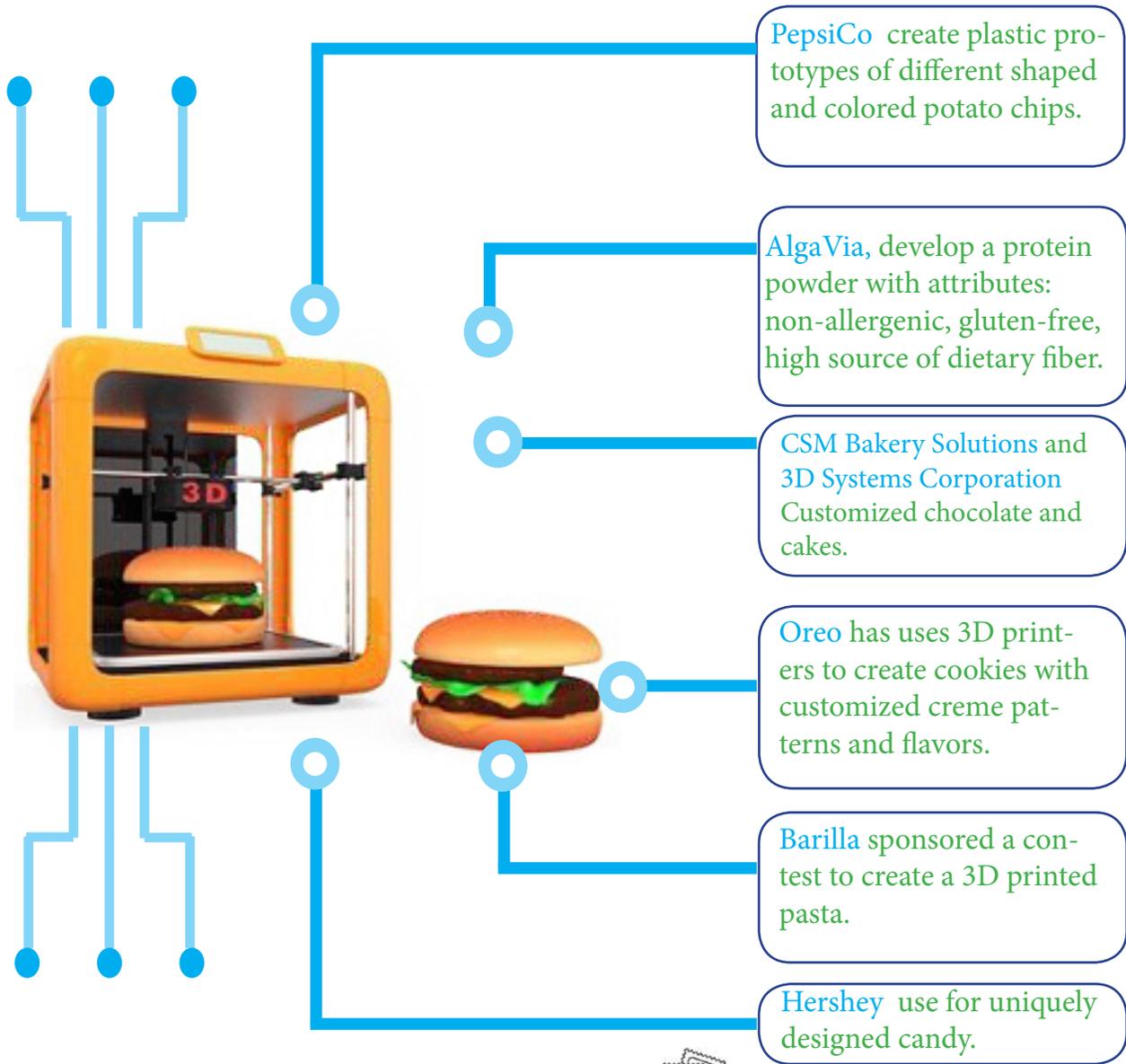
The food and beverages segment has been always questioned and blamed for deterring eating pattern of the current and upcoming generation. Since ages we have been hearing debates and discussion where the doctors and health consultant have been blaming multinational companies



or manufacturing processed food with unhealthy ingredients. PepsiCo, one of the largest manufacturing companies in processed food is using food printer to create Ruffles Deep Ridged potato chips. It is believed that Food Print is a great blessing for the Hospitality sector and food and beverage sector. With time 3D printers is now becoming more affordable for the average consumer, 3D food printing stands to gain a lot from this

newfound interest in the technology. Food printing manufacturers are already lauding the capability of 3D food printers to boost culinary creativity, nutritional and ingredient customizability, and food sustainability. The worldwide 3D printing industry is expected to grow from \$3.07B in revenue in 2013 to \$12.8B by 2018, and top \$21B in worldwide revenue by 2020. Food printer is a tremendous breakthrough in today's

food industry, with companies across the globe trying their hand at 3D printing food. Fortunately, 3D printing is no longer an idea, but a reality that is revolutionizing food innovation and production through better creativity, customizability, and sustainability.

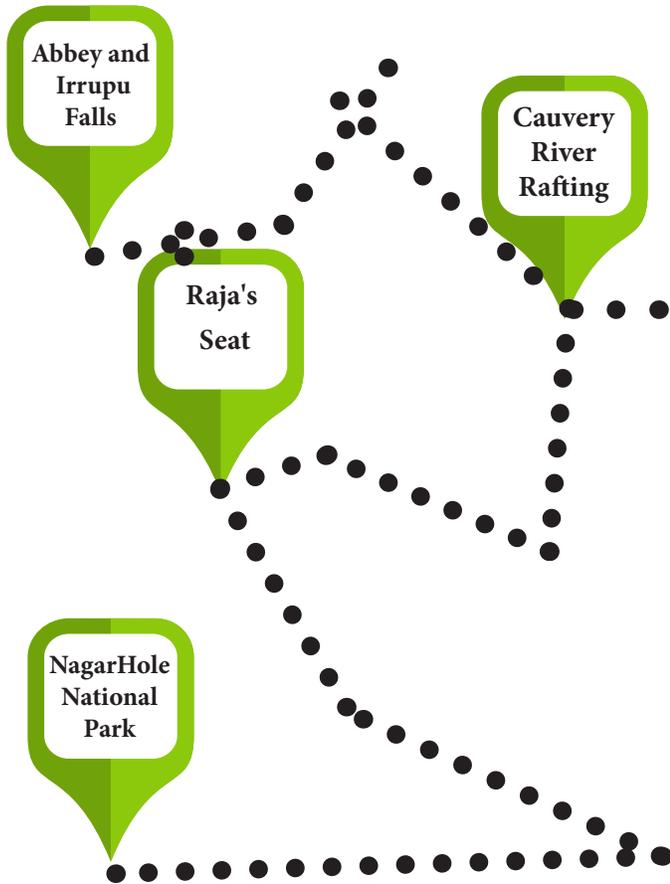


MONSOON MAGNET

Coorg is a destination which has something to offer to everyone.

Coorg lies at the southernmost tip of Karnataka. Also known as 'Scotland of India', because of its misty landscapes, travelers from all around the world visit here and enjoy the nature's beauty. Coorg is very well known for its coffee plantation, which covers the entire Coorg and you can feel the chilly breeze all around the year.

PLACES TO VISIT AT COORG



BEST PLACES TO STAY NEARBY

WINDFLOWER RESORT & SPA

The Windflower Resorts & Spa, spread over 25 acres of a lush green coffee estate, is surrounded by one of the world's 34 biodiversity hotspots.

TAJ MADIKERI RESORT & SPA

Whatever's on your itinerary – you'll find a great fit at Taj.

THE SERAI KABINI

Built seamlessly into the forests around, They reserve half of their land for the wild.

WHY COORG?

| | | | | | | | |
|---|---|---|--|--|--|---|--|
| 1926 <i>Ganapayya Maiya starts Brahmin coffee house in Bangalore.</i> | 1950 <i>He started mavalli tiffin room, which becomes a destination for lovers of authentic food.</i> | 1976 <i>MTR launched India's first packaged food Rava idli mix.</i> | 1983 <i>MTR products show up on the shelves of Bangalore's renowned chains, Nilgiri's and Vijaya's Bakery.</i> | 1984 <i>Time for expansion, MTR's packaged foods expands to Tamil nadu and Andhra Pradesh.</i> | 1991 <i>Starts production unit for its packaged foods.</i> | 1994 <i>Pickle time, MTR's Pickle hit the market.</i> | 1997 <i>Time for transformation as MTR food turns into a full powered and equipped enterprise.</i> |
|---|---|---|--|--|--|---|--|

TIMELINE

Mavalli's MTR is Ready-to-eat

MTR Foods Ltd. is one of India's leading Distributors of packaged foods. MTR has a huge list of products consists of a variety of vegetarian snacks and chips, ready-to-eat meals, and partially pre-cooked meals, majorly highlighting the cuisine of southern India. The company is among the few that sells packaged food nationwide. MTR reach is not only in India, it also exports a wide range of packaged foods globally in around 21 countries including USA, UK, Australia, and Japan amongst others. They have tie-ups with global names like Kroger grocery chain and British company Centura Foods. Maiya, an electrical engineer in 1924 he started Mavalli Tiffin Rooms from a single restaurant in Bangalore with the help of his family. Word "Tiffin" has taken from colonial rule in India and refers to a light meal or lunch.

In 1951 MTR introduced steam sterilization for maintaining its cleanliness and hygiene. Maiya continued to manufacture the mix and packaged foods but in 1976 whole scenario was changed with the effect of Emergency was forced in the nation, and MTR was forced into the FMCG business. In 1977 the company emerged as a brand MTR foods ltd. Other members of the family look after the restaurant. Initially MTR started selling its packaged food through their restaurant only. Later as people started loving it they moved to retailers and distributors of the city to carry their products.

Till the 1980s, MTR continued the distribution exclusively in Bangalore, selling at various department stores and major

groceries. In 1983, MTR moved out of Bangalore to other southern cities like Madras, Hyderabad, and Vijayawada. In that era, they introduced polyester bags for packaging of their foods, which was first of its kind in the country. These polyester handy upright bags greatly increased the brand's visibility on store shelves.

In later 80's, MTR began providing lunches to workers at several prominent technology firms. In the 1990s, SadanandaMaiya estimated that about 80 percent of Bangalore's high-tech workers were MTR consumers, after which, it became more prominent as a company. After few years MTR increased the number of products and discovered many new markets.

In 1994 MTR moved towards their expansion for which they have divided their firm into two divisions, one for its main food lines, spices, and vermicelli, and another to specialize in chips and other snacks. Same time MTR came up with their export division. After conquering southern market successfully MTR began penetrating into northern markets by 1998.

MTR has always been famous for quality and hygiene and known for its high-quality packaging. From their initial stage itself they have never compromised with the packaging of their products. They kept themselves updated with market need and the latest trends. They retain their basic visual equity of red roundel with a white fence and worked on improving the typography for ease & clarity in production across the variety of substrates & sizes. Around 2007-09 MTR got acquired by Norwegian conglomerate Orkla. During that time they had a good range of products and market reach but their products were not categorized. After the acquisition,

Strength

Known for home cooked taste

Strong Brand recognition

Effective price

A delight for vegetations

S

W

O

T



2000

New range of Ready-to-eat dishes for new generation.

2001

Time for ice-cream lovers as MTR launched its New range of Ice-creams.

2002

Got recognized with ISO 9002 and HACCP certification.

2004

Launched range of frozen products.

2006

Jet set go... MTR enters into Japan, China & Hongkong.

2007

MTR gets new Family as it is Over taken by MTR.

2008

Launched New range of beverage products.

2010

Relaunch of MTR as a pan Indian brand for modern consumer. The company has more than 140+ products under its portfolio. The company is expecting to touch the whopping figure of Rs 2,000 crores by 2020.

Weakness

Packaging technology will be a challenge

Weak distribution network

Weak promotion

Hazy guidelines on shelf life

Opportunity

Change in demographics like increase income

Amount of money Indian spend on ready-to-eat snacks and food is 5 billion US\$ per year

Government of India is taking initiative for enormous investments

High level of technology usages for the segment

Threats

Synchronizing with food related laws

The consumption of ready-to-eat food is concentrated in the urban areas

High level of technology usage in the country brings down the efficiency

Exit barrier is high since asset reutilization capacity is very low

they classified their products in different categories to help consumers to understand the product and its benefits clearly. In 2010, MTR instantly changed their focus after realizing the need and demand of the new generation, who don't have time to cook. So they came up with the all new range of Instant breakfast and spent a huge amount on the marketing of their instant breakfast range.

J.P. Morgan Partners have 28 percent share in MTR Foods, 14 percent share of the company is with the Magnus Capital Corporation and rest is with the Chairman and company director Sadananda-Maiya.

MTR Foods itself is the name of trust and quality in the market with a 90-year heritage that serves Authentic Indian Vegetarian cuisine across the globe.

The success mantra for the MTR was their perfect Time management with accurate customer relationship management. They use to pitch the right things at the right time with proper upgradations in their products according to the customer's feedback.

Now MTR has its e-commerce site, which allows consumers to access their whole range of products. The company has more than 140+ products under its portfolio. The company is expecting to touch the whopping figure of Rs 2,000 crores by 2020.

94 years later, MTR's success continues unabated and the brand has spread its wings, opening its outlets in countries like Singapore, Dubai, and Malaysia.

It is believed that MTR is the one who brought the first ice cream vending machine to India.

Food entrepreneur Sadananda Maiya, 66, still swears by the lessons he learnt over four decades ago in the kitchen of Mavalali Tiffin Rooms (MTR), the restaurant his father Parampalli Yajnanarayana Maiya and uncles started in 1924 in Bengaluru.

Forty-four years on, those learnings are the core of his latest venture, Maiyas Beverages and Foods, the packaged food company he founded in 2012. The firm is his second entrepreneurial venture; the first was MTR Foods, the packaged foods division of MTR, established in 1976. In 2007, Maiya was forced to sell MTR Foods to Norwegian conglomerate Orkla ASA. The terms of the sale restricted Maiya from competing in the same segment for five years. But for a man obsessed with the business of serving food, it was only natural that he would start his second innings from where he had left off. Apart from the golden brown crisp dosas and moist idlis, Maiya also learnt the recipes for business success the hard

way at MTR. For the next two years, Maiya worked as an assistant cook at the MTR restaurant located at Lalbagh Fort Road. While Maiya was mastering the family's culinary secrets, the mid-1970s marked a turning point in his career that laid the foundation for the packaged food business of the family-run restaurant. During 1975-77, when Emergency was declared in India by then Prime Minister Indira Gandhi, a Food Control Act was passed restricting the prices of food items sold at restaurants. Today, Maiyas boasts a manufacturing facility backed by the latest in food technology for its processed food business spread across 20 acres on the outskirts of Bengaluru on Kanakapura Road. About Rs 80 crore was invested in setting up the plant. The company uses methods such as retort technology in its packaged food products, which allows for a longer shelf life through sterile packaging.



MTR has delicious, hot and tasty breakfast which gets ready in 3 minutes, unbelievable right? But it's true. Mtr has come up with 3 minutes breakfast dishes include 6 mouth-watering option for you which are Kesari Halwa, Khatta Meetha Poha, Magic Masala Upma, Home-style Masala Oats, Vegetable Upma and last but not the least, everyone's favourite Poha.

MTR has another line of amazing products under its range which is ready to cook. Mtr magic kitchen meal mixes have the perfect blend of spices and other ingredients to give you perfect taste every time you cook. All you need is to add are just vegetables to the mix and you are ready to serve the perfect meal. The ready to cook meals include Methi Mutter, Palak Paneer, Paneer Butter Masala, Paneer Makhanwala, Veg Kadhai and Chana Masala.



Cookies Drop Machine by Jagsons Industries

Jagsons Industries, a leading manufacturer and supplier of cookies drop machine in india came up with computerized cookies drop machine for the automatic forming and dosing on trays of liquid, dense and hard dough. The computer can store various programs which makes products changeover simple and quick. These cookies drop machines are available in different models as cookies production. Few of this product specifications includes - The easy adjustment of the parameters of each program facilitates the operator in creating biscuits according to his fantasy. Wire cutting device permits the production of short pastry type cookies and similar from hard dough (optional). Particular attention has been given to quick disassembly of the parts in contact with dough, in order to effect a through cleaning of all parts and much more.



Egg Breaking Machine by Goodlife

The machine comes with a capacity of 4000 eggs/hour and it operates on 3 phase 400 V ac power supply. Few of its technical features are - It separates egg shell and liquid from the egg, the machine can run on continuous basis, shells are automatically separated from the liquid. Goodlife's range of sophisticated products are made from superior quality raw materials like stainless steel (SS-304), world's leading Brands gearboxes & motors, Schneider electrical parts, top class wires & accessories, German and Japanese branded AC Drives, Servo Motors & world's leading Allen Bradley PLC and Controllers.



JAT - 304 FFS Half Pneumatic Packaging Machine by Jawla Advance Technology

To maintain the novelty and managing the packaging trails, JAT-304 helps to fill 2 to 300 grams of product with central sealing. Every part of the machine is made up of non-corrosive material and is also powder coated. The Spice/Masala powder packing machines have the larger life to withstand and overcome the packaging challenges. The Masala powder packing machines work on the cup-filling system that lays out 60 pouches in a minute. Jawla Technology is known across the industry to manufacture and export highly-efficient packaging machines for industry verticals to augment the shelf-life of the products.



Semi Automatic Cream Roll Packing Machine by Ashirwad Technology

This semi automatic cream roll packing machine is designed and manufactured using quality approved components and cutting-edge technology in complete compliance with set industry standards by dexterous professionals. The offered cream roll packing machine is widely used in packaging industry. Further, this cream roll packing machine is offered at the most reasonable price. Few special feature of this products are as follow - the product is known for its sturdiness, enhanced service life and Optimum functionality.



Semi Automatic Horizontal Flow Wrap Machine by Ashirwad Technology

Ashirwad Technology is counted amongst the foremost enterprises, engaged in providing of a broad range of Semi Automatic Horizontal Flow Wrap Machine. This flow wrap transmitter is designed and manufactured with utmost precision with the usage of excellent quality components and innovative technology. Also, this flow wrap transmitter is checked by our team of experts on several quality parameters as per the set industry standards. Further, this flow wrap transmitter is offered at very reasonable price. The key features for this product is as follows - The product is known for the excellent performance, Optimum strength and long service life.



Rusk Packaging Machine by Star Packaging Systems

This product is a trouble free and smooth machine that is highly acclaimed for the unbeatable features it possesses. All the components used of this machine are strictly designed and manufactured to meet international quality standards. The product has longer shelf life and is available at the market leading prices. It is capable of providing efficient packaging for different types of Size, Line, and numbers of rusk i.e. 1,2,3,4,5 and 6 line. The key features of the product involves - It is manufactured using latest technology, and fabricated from high grade raw material. The product saves times by packing high production of rusk at a time and much more.



Kurkure & Chips Packaging Machines by Star Packaging Systems

Innovation being Star Packaging System's forte they go by the motto of designing and developing a precision engineered range of Kurkure & Chips Packing Machine. These Kurkure & Chips Packaging Machine are widely utilized in packaging industry. The equipment offered by them are built by using fine quality raw material to ensure it is at par international norms and standards. These equipments are offers strong construction, durability and high performance. Some of the key features of the products are - The product is eco friendly and easy to use. This machine is require an air compressor to operate the sealing operation.



Double Trolley Proofer by Pritul Machines

The steam generator has been carefully constructed to supply saturated steam, over double the capacity of the total volume of the proofing chamber. At the same time, the circulating air picks up the residual moisture on its way through the steam generator. Once the moisture is deposited on the bakery goods it will remain there, as a result the entire steam exposure period runs smoothly and will not be picked up by dry hot air. It produces shiny and soft products. This is an essential prerequisite to guaranteed quality baked products with optimum breaks and smooth glossy crust.



Call: +91- 9713831916
 E-mail: hello@hospibuz.com
 Visit us: www.hospibuz .com



Hospitality Lexis – February



Hospitality Lexis – March



Hospitality Lexis – April



Hospitality Lexis – May



SPECIAL SUBSCRIPTION OFFER

| ISSUES | 12 months | 24 months | 36 months BY |
|----------------|----------------|----------------|----------------|
| COURIER | Rs.1400 | Rs.2600 | Rs.4000 |
| BY POST | Rs.1200 | Rs.2400 | Rs.3600 |

First Name _____ Last Name _____

Address _____

Post/ZipCode _____ Country/State _____

Mobile No. _____

Email Address _____



By post Rs.3600/-

By Courier Rs.4000/-

(CHEQUE/DD/PAYTM in favour of Hospitality Laxis Media Pvt.Ltd.)

Signature _____

Regd.Off.:E1-188,Arera Colony,Bhopal, Biz.Off.:E1-29,Arera Colony, Bhopal-462016



Stars over Scars



The days of hiding are over, the scars are now worn as a symbol of a battle won- a symbol of survival.

Agra, the land of history which symbolizes love, depicts the stories of valour, and which is immensely famous for its archeological monuments has the latest addition to its visiting list. A café which is pretty close to the Taj Mahal is a new destination for the tourists to visit. Just not because it is near Taj it has to be visited but it has some essential twist in it. The people who run this café are the brave and the most beautiful women in the country. The café will serve you just like any other café but with its speciality- not having the clue about the price of the dish in the menu. You pay according to your will. Secondly, the café is run purely by the survivor of the Acid-attack women. A new café has been opened in the city of Taj, Sheroes Hangout, which is entirely run by the female acid attack survivors to boost the confidence and the spark of livelihood in them.

The Sheroes Hangout was started in the year 2014 in Agra with the initiative of the NGO Chaanv that has collaborated with the acid attack victims and supporters of the Stop Acid Attack Network. Its a milestone for a little cafe that has made a big difference for empowering victims of gender-based violence. The main aim of the café is to foster confidence in women who have survived the devastating attacks.

Just like any other café, this café also has wall paintings, but it portrays the faces of women painted on the wall, It also has a library containing books on women empowerment. Besides this, the café also has boutique selling the clothes designed by one of the victims of acid attack, Rupa.

Rupa, a 21-year-old survivor works in the café but also design clothes and sells them. She wants to be a fashion designer and pursue her career in the same. So the NGO and the cafe is supporting her to fulfill her dreams and is giving feathers to them. The other employees also present their art craft which is made by them. The café was initially started by the investment of Rs. 3 lakh, much of which was raised by a website dedicated to Nitu, an acid attack survivor.

The faces which were earlier afraid of coming out of the cover are now having the confidence to live their life freely, happily and independently working in the Sheroes Hangout café. Their work at Sheroes Hangout is designed to give them the confidence to show their faces in public after being disfigured.

The Stop Acid Attack Network is working and helping a lot for these women to empower them and to give wings to their dreams. After the success in Agra, the café is also launched in Lucknow and Udaipur. It is a social initiative done for a noble cause, so the tourist must visit the Café and encourage the women to forward march. Survivors of acid attacks continue to fight the odds and come up with self-sustaining ideas.

One of the employee Laxmi Agarwal said:- “We cannot kill our quest for happiness, our dreams. Now we have come out as fighters, not as victims.”

Stop By,



Drive inns are giving restaurants a run for customers in the night, the concept is expanding its horizons and have made a breakthrough. Most of the cities, especially the metro cities have corners for the dwellers to satisfy their midnight hunger pangs. Though the target audience is youth even families are now driving crazy towards these spots. The music, food, open areas and crowd all together makes a bouquet of super exciting midnight meal to grab.

In the bucket list of weekend plans, these are the calm and cozy places in the city with 24*7 “We are Open board” and perfect spot to stop and end it well. What makes super comfy to go and stop by is the fact that it is as casual as having dinner in your garden or terrace, you need not have a drive inn styling to do your hair and dress.

An alluring stop during long drives is for the city tribes. Giving the feel of a dhaba in the city with a good ROI is a good deal to rush for. This sector of Food Business has a high prospect to flourish as profit accelerating concept with time.

To talk about business, as there is a whole market to be explored more , a decent number of Competitors can be expected to standby. These are a few trumps that places these places on the Night Owl's cards.



The vibes: Most these places have a casual vibe that makes the visitors very comfortable to dine. Open areas , breeze , stargazing with amazing food brings the feel of serenity.



The decor: the way it looks is one of the strongest driving forces , some vintage actors and actresses posters, posters of famous serials, quotations of famous bands and singers, some creative DIY'S in the corners and all that makes it look like place for young minds.



Traditional Twist: On the other hands making it look complete ethnic and a touch of the culture of that state also makes it all funky to sit and relax.



Park it here: Places with a facility to park and have their meals in their cars makes it more easy going.



The Music and Movie magic: Kind of music which plays makes the place more peaceful to sit and enjoy , many of the places have a projector which plays movies that makes the customers stay in longer.



The Menu: menu is crafted very carefully and creatively, where in to get an edge over others a few choose to be specific with certain cuisine and others try to mix and make a general menu.



The maggie Factors: Even though it sounds different and obvious, the customer psychology gets attracted towards the presence of maggie in the mid-night at these places and yes beverages are a must.

These are few which are making people drive , stop by and dine in the midnight and the rate in which the crowd is growing definitely makes this segment to be not overlooked.



www.fhwexpo.com

India's Truly International Tradeshow For The Food, Drinks & Hospitality Industry



BENGALURU

**07 - 09 JUNE
2018**

HYDERABAD

**04 - 06 SEP
2018**

MUMBAI

**17 - 19 JAN
2019**

Organised by



(JV between Hannover Milano Fairs India Pvt. Ltd. & The Indian Express Limited)



AGENT JACK'S

— BAR —

A place to Confer & Drink!

Being one of the dynamic sector, the hospitality industry constantly have to design and redesign their policies, menus, and concepts to stay on the top of the game. Owing to this ever-evolving nature, the players are always on the lookout for innovative means to keep their patrons glued, and their loyalties fixed. Of lately, themed restaurants, cafes and pubs, bakery outlets are introducing out-of-the-box ideas, concepts, games and innovations which are not only unique but interesting enough to provide their guests an extra edge over food and an ambience. A place modelled as a nouveau bar concept based on trading in stocks, Agent Jack's Bar is a place where guests can interact with a virtual bartender. With the help of their app customers make offers for drinks at their own choice of prices. Now it's up to the virtual bartender whether or not to choose the offer, however what's interesting in here is that the rejected offers are followed by a 'virtual satire' that challenges a customer to make another attempt.

The Game



The virtual talk:

Negotiate the drink price with the virtual bartender using their app.



Screen Projections:

BID placed by customers is displayed on screen.



TV Screen:

BID range suggestions are displayed along with the bidder's name.



Tag along:

Customers have to mention their table number while placing order from their mobile app.

What's the catch?

The idea is to engage the guests while creating an interactive platform, which enables people to fraternize and cherish the experience, thus ensuring their loyalty to the brand. Pubs and resto-bars falls in category of places where people go to not just spend quality time with their friends, but also to socialise and meet new people. Naturally, games and quizzes that get people talking, prove to be the great conversation starters and ice-breakers.

What's at stake?

Apparently introducing a new concept is not enough, the innovation needs to be constantly reinvent, and put the unbreakable suspense matter for guests intact. This is for a reason that often innovations have shorter shelf life. The stress here is on the fact that bar and club trends tend to get obsolete if not re-engineered. One more thing to take special care of here is to avoid changing the trends too often so as not to confuse the customers and sharing the ideas on social media prior to introducing them.



Autobahn,

Pune is the first Indian restaurant to bring-in the conveyor belt concept in Indian Hospitality Sector.

The system of delivering food on a conveyor belt is as old as 1958. It was then fashionable, of course, like it still is outside its country of origin - Japan. The concept which is predominately used in the manufacturing industries, has been gradually outreach the hospitality sector. The restaurant is named after the highway system in Germany. The concept that this restaurant uses shows the plodding updation of bringing something different to the table in the sector, it helped creating a space where there is no human intervention in between the food being served from the kitchen to the customer. The idea is to deliver food and drinks orders to multiple customers simultaneously,

instead of having each person or group wait their turn. Ideal for people who don't like waiting for their food, Autobahn is the place where one can start eating right away. The buffet is a moving one, on conveyor belts, and the guests can directly pick up the bowls and start eating.



The concept is such that, customer tables are arranged in such a way that the conveyor belt passes beside each table. The items on conveyor belt categorize in different categories like snacks, soup, main course, desserts, and beverages. Menu is displayed everywhere in the restaurant including on the tables, walls with the price details mentioned on the utensil or simply in the menu, so guests can get a reasonable food for themselves. The place also has a menu running on TV screen, where guest can see

which items are available at which price. There are waiters roaming around the tables to aid the customers in case they need help. To make the conveyor system more efficient, the color of the bowls indicates the category of food — red for non-vegetarian, grey for chaat and salads, and blue for desserts. Sometimes colors also denote the price as well. If one orders something from the main course, he can do it in the restaurant's tablet and his food will be delivered by the express delivery system, which will stop beside his table for a particular time interval.

Now let's take a walk through the history,

The concept of a conveyor belt is basically adopted from a cold drink manufacturing company, in which open bottles once inserted would come out with cold drink, company label, and a cap, the same technology was used in the conveyor belt restaurant for serving food. First conveyor belt restaurant was opened by Yoshiaki Shiraishi in Higashiosaka in Japan, 1958 which was named 'Marwaru Genroku Sushi'. It was recognized after serving the food in 'Osaka World Expo' in 1970. Next popularity was hit in 1990 when the inexpensive restaurant became popular after getting out from the economic bubble. Akindo Sushiro became the most popular brand in 2010 in Japan.



NEW DELHI

#RoseateUpstageTalk

In association with **Hospibuz** and **Hospitality Lexis**



Mr. Pankaj Mathur,
Vice President – Pride Plaza, New Delhi Aerocity

Roseate Hotels & Resorts, the luxury hospitality offering by Bird Group organized 'Roseate Upstage Talk' – a unique bi-monthly seminar on Friday in association with Hospibuz and Hospitality Lexis. In the first edition of Roseate upstage, many dignitaries from hospitality industry had given their presence. Mr. Abdullah Ahmed,

Director of International Institute of Hotel Management, Professor Jaideep Singh, Department of Humanities and Language at Manav Rachna University and Mr. Pankaj Mathur, Vice President – Pride Plaza, New Delhi Aerocity, had a great and fruitful conversation with the future aspirant of the Indian hospitality industry.

The concept of upstage is to provide the platform and bridge the gap between the professionals of the industry and future aspirants to discuss the opportunities and challenges.

While sharing his experience with students **Mr. Abdullah Ahmad** had given success mantra to the students that hospitality industry is all about passion and compassion, this industry is growing with a magnificent speed and going to experience its golden period in upcoming years. Mr. Ahmad said that if you have passion and dream, then the fund will never be an obstacle as you can start your own business in as low as Rs 2 lakh.

Professor Jaideep Singh had explained the importance of attitude and smile in this industry. To get success in this sector one should always need to carry an attitude of gratitude, because the hospitality experi-

ence would prove to be quite incomplete, without the charming smile.

Mr. Pankaj Mathur had thrown lights on the scenario of the hospitality industry of the early 80's. Earlier this industry used to be service industry and in early 90's it became the hospitality industry and the only main element which was missing in initial days was human touch, which completes the real hospitality. Many aspirants come to this field by seeing its glamour but this industry is more about hard work and sweat than glamour. One who doesn't forget their basics and keep a hold on them will surely get success in this industry and industry is waiting for these types of aspirants.

Housekeeping is the soul of this industry, so many beneficial points of this sector has been discussed with the students by **Raunita**, Housekeeping head of Roseateouse, New Delhi.

While concluding the first edition of upstage **Mr. Namit Agnihotri**, General Manager of Roseate house said that hospitality starts and ends with one thing that is "Atithi Devo Bhav" hospitality is all about guests and their experiences.



From left to right Mr. Abdullah Ahmad, Mr. Kush Kapoor, Prof. Jaideep Singh, Mr. Namit Agnihotri, Raunita and Ranjita Shaw

The History of Cutlery

“The honourable and upright man keeps well away from both the slaughterhouse and the kitchen. And he allows no knives on his table.”

- Confucius

Heritage Tapestry

India had witnessed a trend to put the royal touch to the steel cutlery. The hospitality sector prefers ancient looking cutlery, which depicts the uniqueness of our land.

Invention ensues when necessity knocks on the door, the very reason behind every invention including the invention of cutlery! The development and journey of the history of cutlery is quite a fascination. Initially, the spoon shape was naturally fashioned from shells or animal horns; this design was later improvised by the mankind who attached a stick for a longer reach. Spoons also were carved from clay and wood. Soon forks, chopsticks, and others joined in the category. This is how the invention and gradual modifications took place giving rise to a perfect story for cutleries.



Edible cutlery

In the past 70 years, tons and tons of plastics cutleries and products are being dumped by the mankind which has caused severe geological pollution. Every year more than 40 bn plastic utensils are used only in America. Indian Cutlery Company **Bakeys** has found a way out of this problem – a cutlery that humans can eat! Bakeys manufacture cutleries that are made from rice, wheat, and sorghum. Sorghum doesn't go soggy in liquids! This is the reason why it was chosen. The cutlery comes in three flavours - sweet, savoury, and plain. The core ingredients of chuck cutlery wasn't hard to find because looking at the scenario of wasting of water and rice, **Narayana Peesapaty, the Founder and MD of Bakeys** thought of bringing millets back, as it is healthy and do not require that much water and electricity to produce. "More than 70% water is used for irrigational purpose, and if the usage will con-



Narayana Peesapaty,
The Founder and MD of Bakeys



Ved Krishna,
Managing Director, Chuk Pvt. Ltd.

tinue to be the same then the ground water will get exhausted in 28 years. Similarly, in the last four years the electricity used to grow rice is more than the consumption of cities like, Delhi, Mumbai, Bangalore, Hyderabad and Chennai for four years" Peesapaty noted out to Hospitality Lexis. For **Chuk**, a leading manufacturing company of disposable tableware, the journey began with the idea of finding alternatives to styrofoam and plastic packaging. "We use our special pulp made up of sugarcane waste as raw material and biomass as fuel to produce better bags and moulded products that would compost when disposed" remarked **Ved Krishna, Managing Director, Chuk Pvt. Ltd.** The company is coming up with more eco-friendly projects such creating composting solutions for restaurants, creating solutions for cutlery and straws and more.

Pick-a-fact !

Chopsticks were invented by Chinese around 5000 years ago, earlier the long sticks were used to pick food from cooking utensils but later its function changed to eating foods.

In 1924, stainless steel was developed; this was the point when simple stainless steel cutlery originated. Kingdoms and individuals started using stainless steel with their logos and names.

The inception of Silverware:

It was the time when people used to fix their own logos on their cutleries. The difference came later when Royal families of India began using the copper and bronze cutlery, and then it went in a trend which can still be found in village areas.

The 18th Century Cutlery

Descended from royal families to commoners, 'China Clay' was initially a carved white marble piece. Later it was upgraded with the golden touch on its edges. The clay was first obtained from China in 7th and 8th centuries AD. China clays were first discovered in England in the 1740s.

China Giveaway

Kingdom Cutlery

In the 15th century, Queen Victoria used the magnificent cutlery with the touch of her empire. In this era, the spoon handles were made with gold while rest of the part was made up of steel or silver metal.

Spoons are one of the oldest eating utensils on the planet. This isn't particularly surprising if one considers that nearly as long as humans have needed food, they've required something to scoop it up with.

Birth of spoon

Ancient Cutlery

The history of cutlery dates back to the times when the cutleries were made up of clay and wood, it was after this time that metallic cutlery came into being.

Vadilal, *Pride of India across the World*

Vadilal, Ahmedabad based company is India's pride in the world of ice cream. Vadilal, which makes the best part of everyday is the second largest and highest awarded Ice - cream brand in India.

The company started with selling sodas by Mr. Vadilal Gandhi in 1926. Thereafter, when Mr Ramchandra Gandhi joined the venture they started manufacturing ice- cream. In early 1920s when Vadilal launched cassata ice cream it was one of the most popular deserts available in India. Last financial year 2017 the company had earned profit of ₹16.33 crore (₹14.35 crore) and company's total income stood at ₹482.34 crore (₹456.43 crore) however in 1972-73 when Gandhi's decided to import ice- cream machines paying custom duty of 300-350% people said that the company will go bankrupt.

The company from the initial stage grew, innovated and kept itself updates with the latest trend. When the company was started ice - cream was not even seen as an industry but within one year of time factory got flooded. They started with manufacturing ice cream using the traditional Kothi method, in which a hand-operated machine was used to churn milk with other ingredients, ice and salt. Thereafter, with times the company has improved the technology from importing it from abroad in early 1920s and today the brand has high level of automatization in the ice cream production and in the range of Kulfis it is one of the very few brands that manufacture Kulfis through 100% atomisation.

The company works with the aim to become the largest Indian MNC in F&B segment across the world. Each day they are climbing the step towards their targets. First, they started exporting their ice cream to USA and Nepal. Thereafter, the company expanded their product line and introduced Frozen Foods (Vadilal Quick Treat), Flavour Milk (Power Sip) and artisanal gelato segment (Melt In).

Along with their expansion Vadilal is very particular about the hygiene, the company claims that each product go through more than 50 quality checks in order to ensure that only the best products reach their consumers. The company manufactures ice cream at Pundhra (Gandhinagar) and Bareilly (U.P.) with well - equipped technology of international standards. In addition, the company makes sure that each ingredient is carefully scrutinized and then dispatched from the factory. When it comes to human resources, each staff who is involved in production undergoes daily checks for their personal hygiene.

As the company's tagline says "The best part of everything" Vadilal is making the best part in everyone's life with 12 different ranges of ice creams with the daily production capacity is around 3.25 lakh litres of ice cream.



1950
Vadilal became popular for its flagship cassata ice cream.

1926
was marked in the history as the day when Vadilal's first Soda Fountain outlet was opened in Ahmedabad. This very year they imported ice-cream making machines.

1987
The Company became the pioneer in installing first fully automated candy line.

1995
They became first Indian brand to export frozen vegetables to the US market.

2011
The Company launched Badabite, Flingo and Gourmet which created a storm in the Indian Ice-cream Market.

2012
Vadilal Delights continue with the high trajectory growth in the year, the Company was confronted with huge challenge of sustaining the innovation trends.

2013
Vadilal was voted as the "Most Trusted Icecream brand in India" as per the The Brand Trust Report - 2013. Also, the Economic Times Survey ranked Vadilal among the "Top 20 Food" brands in India.



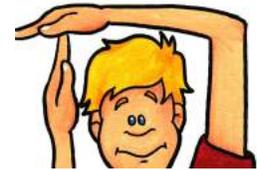
Navigating Kalra's destination



Unveiled the real meaning of education at IIM A.



Placed at ABM Amro, paved the way with success and struggle for 3 year



Tried and tired kalra took a break of 1 year. As he did not score satisfaction in the his well paid banking game

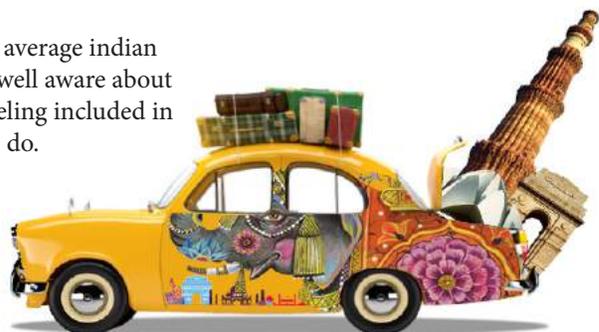
He bowled over life and joined AMF Bowling and expanded the US based Bowling centre company with 200 new centers. With this job he explored his entrepreneur skills as he did not receive anything other than PAY and Pressure from the US office . He understood the road map of a business from scratch to establishment of success in 4 years.



Deep then became the business development head of GE Capital, in the year 1999. He came across the idea of going through internet and observed its power. He nourished the company to grow via internet.

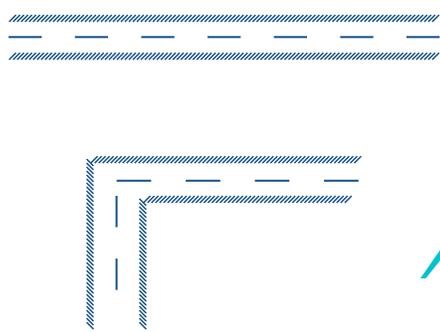
He saved some money and finally his life took a big step towards what he wanted to since ever, Entrepreneurship.

Being from an average indian family he was well aware about the hassle traveling included in India. going to do.



After the deep analysis of travel and tourism business in India, Deep figured out what exactly was he going to do.





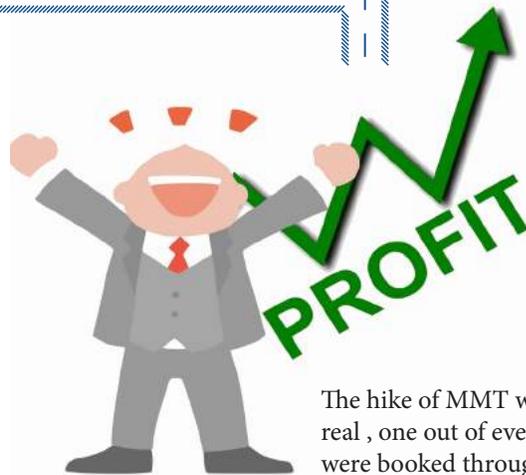
The millennium year in India saw the rise of a million dollar idea which made booking tickets easy.



**Indian Railway
E-Ticket Booking**



It was pretty tough task of survival in the market during the starting period but there was exact flip and hit of make my trip in 2005 when IRCTC started the facility of Online booking.



The hike of MMT was huge and real , one out of every 12 flights were booked through MMT. DEEP KALRA'S Success trip took a big leap of success with the growing market.



Recession session situation for MMT never emerged , it was happily acquiring 2,00,000 customers and cracked the profit of 5 million dollar in the year 2010, with a listing in NASDAQ stock market.



Dil toh roaming hai



The market and people in indian have definitely tripped on the happy, easy, stylish trips through MAKE MY TRIP after it started offering hotel bookings. Now people mark a tick over trips with make my trip.



Deep kalra

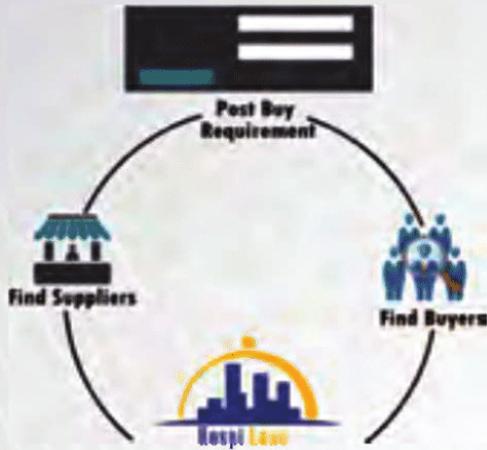


The Chef with a Flower

Anahita Dhondy, Chef Manager at SodabottleOpenerWala has bagged several awards including The Young Chef award, Times Food Award and the Hospitality Sector 'Indian of the year' title. An ardent fashion enthusiast Anahita has debuted on "Femme Foodies" as a judge alongside, Chef Ranveer Brar and Chef Shagun Mehra that aired on Living Foodz. The first impression one gets of Chef Anahita is that she is a stylist cook who knows to work well with her recipes as well as her attires and is known specially for a beautiful she keeps on her hair bun. She has outshined since the beginning - from being the curator of the best tiffin in her school to the indisputable talent she emits in her kitchen as a Chef Manager. A Youth Icon, she has made a splash in the food scene at the tender age of 10 when she used to help her mother with Ice Cakes and cooking. And now at the age of 27, she is successfully heading the kitchen of SodabottleOpenerWala. Her soon to be released book is a story compilation of history and recipes, which shows her impeccable inclination towards her culture and her work as a chef.

- 🌸 **How should be your dream kitchen?**
Will have all the appliances, also small area like my granny's kitchen where I could cook with wood and in the traditional way.
- 🌸 **Most expensive ingredient you have cooked with?**
Saffron.
- 🌸 **You like to cook on the camera or off the camera?**
Off the camera, love to cook at home.
- 🌸 **One Word or One line for SodaBottleOpenerwala?**
Quirky
- 🌸 **The first dish that you cooked?**
Chocolate cake or a pan cake.
- 🌸 **The amazing part of being the Youngest Female chef?**
You get to meet a lot of amazing chef of the industry and have to cook for them.
- 🌸 **Cuisine close to your heart?**
Parsi food.
- 🌸 **Chef, you admire?**
Head chef of Noma restaurant i.e., René Redzepi.
- 🌸 **The secret ingredient to your life?**
Love, because without love you can't cook tasty food.
- 🌸 **Key advice for your fan Chefs?**
Put hard work in the beginning of your career, just keep learning with full dedication, never ever think to giving up if you love to cook or want to be in the hospitality industry.





Hospi Lane

*Think Hospitality Business,
Think HospiLane*

- House Keeping
- Maintenance
- Kitchen Equipments
- Bakery Buyers
- Software & IT Solutions
- Safety & Security
- Furnitures
- F & B
- Hotel Supplies

www.HospiLane.com
info@hospilane.com
+91-9713831916



Hospilane

ONE STOP SOLUTION FOR ALL HOTEL NEEDS

www.hospilane.com

HOSPILANE
HOSPIBUZ
COM





Hospilane

ONE STOP SOLUTION FOR ALL HOTEL NEEDS

www.hospilane.com

HOSPILANE
HOSPIBUZ
COM